



# STRATEGIES FOR NEW PRODUCT LAUNCH SUCCESS

**Slash Idea-to-Launch Times by 2/3, Reduce Costs  
and Dramatically Increase Your Market Successes**

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2-3 July 2007 \* Marina Mandarin Hotel, Singapore

Considering the amount of time and resources spent on new product development and the short purchase lifecycle of many products, new products have a surprisingly small window of opportunity in which their fates are sealed. In many cases, new products have only six months to prove themselves in the marketplace, making the launch process a fundamental determinant of success for new product or brand innovations.

This 2-day practical and comprehensive course will be comprised of local and international best practice case studies, showcasing award winning new product launch success and a groundbreaking workshop on how to design and implement a launch process roadmap. This course will show you how to strengthen your new product launch strategies, tactics and processes, take the guesswork out of new product development and align them with local and global best practices to increase the likelihood of success.

Strictly limited seating to ensure value added to all Participants - so book early! Comprehensive course materials will be provided.

Delegates who successfully complete this course will receive the **Asia Pacific Centre for Continuing and Professional Development Certificate for Participation**

# STRATEGIES FOR NEW PR

## KEY BENEFITS OF ATTENDING

- ✓ **LEARN** from an industry leader with over 20 years of new product experience
- ✓ **AVOID** costly and time consuming false starts
- ✓ **IMPLEMENT** a user oriented product development process
- ✓ **PLAN** realistic manufacturing and launch time frames
- ✓ **ADAPT** the product lifecycle to your own advantage
- ✓ **LEARN** the fine art of positioning a new product
- ✓ **INTEGRATE** your new product with key branding strategies
- ✓ **ANALYZE** the advantages of outsourcing or developing technologies in-house
- ✓ **UNDERSTAND** the sixteen motivations that determine all purchase behavior
- ✓ **DEFINE** and assert your leadership positioning - or create one
- ✓ **LEARN** how to research in the most cost effective way
- ✓ **GENERATE** ideas through the "Voice of the Customer" methods
- ✓ **UNDER** funded? Discover how to maneuver in a low budget environment
- ✓ **CREATE** B2B new product strategies as well consumer product strategies

## WHO SHOULD ATTEND

- \* CEOs & Vice Presidents \* Product Development Directors and Managers
- \* Marketing Directors and Managers
- \* Marketing Research Managers \* Sales Managers \* Brand Managers \* Promotion & Advertising Managers \* General Managers
- \* Other senior executives who are involved with new product developments and introductions to the market

**ACT NOW! REGISTER TODAY!**  
CALL  (65) 6536 8676  
OR FAX  (65) 6536 4356 OR  
LOGON TO [www.abf-asia.com](http://www.abf-asia.com)

## PROGRAMME AGENDA

2-3 July 20

### SESSION 1

#### CRITICAL SUCCESS FACTORS THAT MAKE THE DIFFERENCE BETWEEN WINNING AND LOSING AT INNOVATION

Best practices for generating new ideas. Strategy begins with the goals for the business's product innovation effort and how these goals tie into the broader business goals. Many businesses find that they lose sight of these goals, or they are not articulated or communicated well.

- How to do the job right and do the right projects
- Avoiding the pitfalls that can cause failure and money
- The Innovations Triangle
- Where to find the big idea
- Techniques for motivating brainstorming sessions
- Leveraging your assets
- Idea Screening – the three questions you must ask to eliminate unsound concepts prior to devoting resources to them
- Ongoing research:
  - ❖ What decisions are you trying to make?
  - ❖ What information do you need?
  - ❖ Where and how will you get this information?
- The Critical Path Analysis – planning the manufacturing and launch time frames
- Where should you get new technologies? From inside or outside the company? Indicia and formulas

### SESSION 2

#### THE ART OF POSITIONING AND RESPOSITIONING YOUR PRODUCT AND BRAND

Proper positioning of your product is a launch pad to success. This section will help you define your space in the marketplace to achieve greater sales and reduce wasted resources.

- Morphological Analysis and Matrix Analysis, including Attribute Management
- Tools for sending the right message to the right people
- The Product Lifecycle – how to use it to your own advantage
- 16 key buying motivations
- Create marketing strategies for the life of your product
- Why and how you should customize your brand messages
- How to make sure your advertising delivers the goods
- Strategies for electrifying consumers and the trade

### SESSION 3

#### LEVERAGING YOUR BRANDS, BUILDING BOLD NEW BRANDS AND INCREASING SALES FOR BOTH THE BRAND AND THE NEW PRODUCT

New product failure can often be caused by a poor brand image. Haier learned this by doing an analysis of how consumers felt about the brand. Haier found that Haier meant inferior quality products. They turned this around by dramatically demonstrating how they would build up their product's quality. This enabled them to successfully enter new areas where they had not previously gone. A strong brand can be worth more than the factory that builds the product. Both the product and the brand should have a synergistic effect on each other. The product should enhance the brand and be enhanced by the brand. This section

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shows you how to profit by integrating brand synergy with the new product launch strategy:

- How to create the ideal brand or leverage existing brands
- How to integrate your marketing and brand strategy
- Creating a good, better, best brand strategy that allows you to profitably sell to different markets
- How to brand new technologies and new products
- How to cut through the “message clutter” by creating the ideal communications mix
- Creating and reinforcing your leadership position through integrated communications

### SESSION 4 PUTTING IT ALL TOGETHER IN A FLEXIBLE “WINNING GAME PLAN”

The New Product Launch process must be flexible enough to tailor to the needs of different types of development projects. In this session, you will learn the steps and outputs (as well as the cost, schedule and risk) of developing totally new products with new processes and new markets. This session will help you maximize productivity, flexibility and speed.

- Why things rarely work as planned
- Best ways of finding out about your competition
- Targeting the ‘moving’ customer market
- Creating steady success in a fast moving market (and China is one of fastest moving markets today)
- How to attack from a position of strength
- The ideal process flow – the blueprint to NPL success

### SESSION 5 TOOLS AND CHECKLISTS THAT YOU CAN USE

These are hands-on materials to make your launch a success. It includes specially developed materials to make sure the process flows smoothly, including worksheets, checklists, idea starters and more.

- Specific launch strategies you can mix and match – for your particular company – for consumer and B2B success
- Matrices to ensure you’re right on target and don’t miss any key steps
- The key factors in managing risk
- The key launch process road map
- The Question/Lawyer Analysis (developed exclusively by the course leader for use in the brainstorming section) that finds pitfalls and ‘need-to-do’s in a simple, readily implementable format
- The ultimate product launch questionnaire
- And many more tools and worksheets

#### TIMETABLE

8:00am (Day 1)	Registration and Coffee/Tea
8:30am (Day 2)	Coffee/Tea
9:00am	Programme Commences
10:30am to 10:45am	Morning Refreshment
12:30pm to 1:30pm	Lunch
3:00pm to 3:15pm	Afternoon Refreshment
5:00pm	End of Programme

### ABOUT YOUR WORKSHOP LEADER



**Barry Feig** has been troubleshooting for product and service companies for over 20 years, developing new marketing strategies and positioning, product and marketing opportunities for corporate giants such as 3M, American Express, First Brands, Colgate-Palmolive, American Cyanamid, PepsiCo, etc. In 1986, he founded Barry Feig’s Center for Product Success (formerly New Products Workshop), where he guides companies through the labyrinth of developing and marketing successful products, using his untraditional “the consumer drives the market” approach.

The product and strategies he has created have generated sales in excess of US\$5 billion and include such familiar products as: Glad Lock Storage Bags, Colgate Baking Soda with Peroxide, Colgate Junior Toothpaste, American Express’ Gift Cheques and Membership Saving’s Program, Arm & Hammer Dryer Sheets, Ralston-Purina’s Kibbles & Chunks and Lucky Dog’s dog foods, R.T. French’s Vive La Dijon, and Deli Singles. He has also created a medical glove that is revolutionizing burn treatments in hospitals across the United States.

Barry, an expert on product and service marketing, has authored more than 100 articles, for such publications as Advertising Age, Executive Female, American Demographics, and Marketing and Sales Management. He writes a monthly column on marketing strategy for Food & Beverage Marketing and other trade magazines.

His book “The New Products Workshop, Hands on Tools for Developing Winners”, published in 1993 by McGraw-Hill, allows the reader to tap into break-through techniques to conceive, develop and market successful new products – or to revitalize existing ones. His second book, “Marketing to the Heart” has been published by Amacom and has been translated into Chinese and German for the burgeoning markets of Mainland China and Germany. His other books include “Winning Marketing Strategies” published by Prentice-Hall and his newest work, “Hot Button Marketing” was published in September 2006 by Adams Media.

Prior to founding the Barry Feig’s Center for Product Success, Barry owned 2 advertising agencies, Ad Ventures and Feig Communications, both in New York, and his clients included IBM, Schenley Distillers and Curtis Instruments.

Barry has also taught MBA level courses in Strategic Marketing at the University of New Mexico. He has held memberships in the American Management Association, including their President’s Club, Product Development Management Association (PDMA), the American Marketing Association and the Sales and Marketing Executives Club.

### KEY POINTS ABOUT THIS COURSE

Join Barry Feig, one of the world-leading practitioners for generating breakthrough new products, for this 2-day insightful course and learn how to make strategic new product marketing decisions which will guide your company to increased profitability.

This course provides practical, internationally proven concepts and hands-on tools that can immediately increase your sales and profits.