

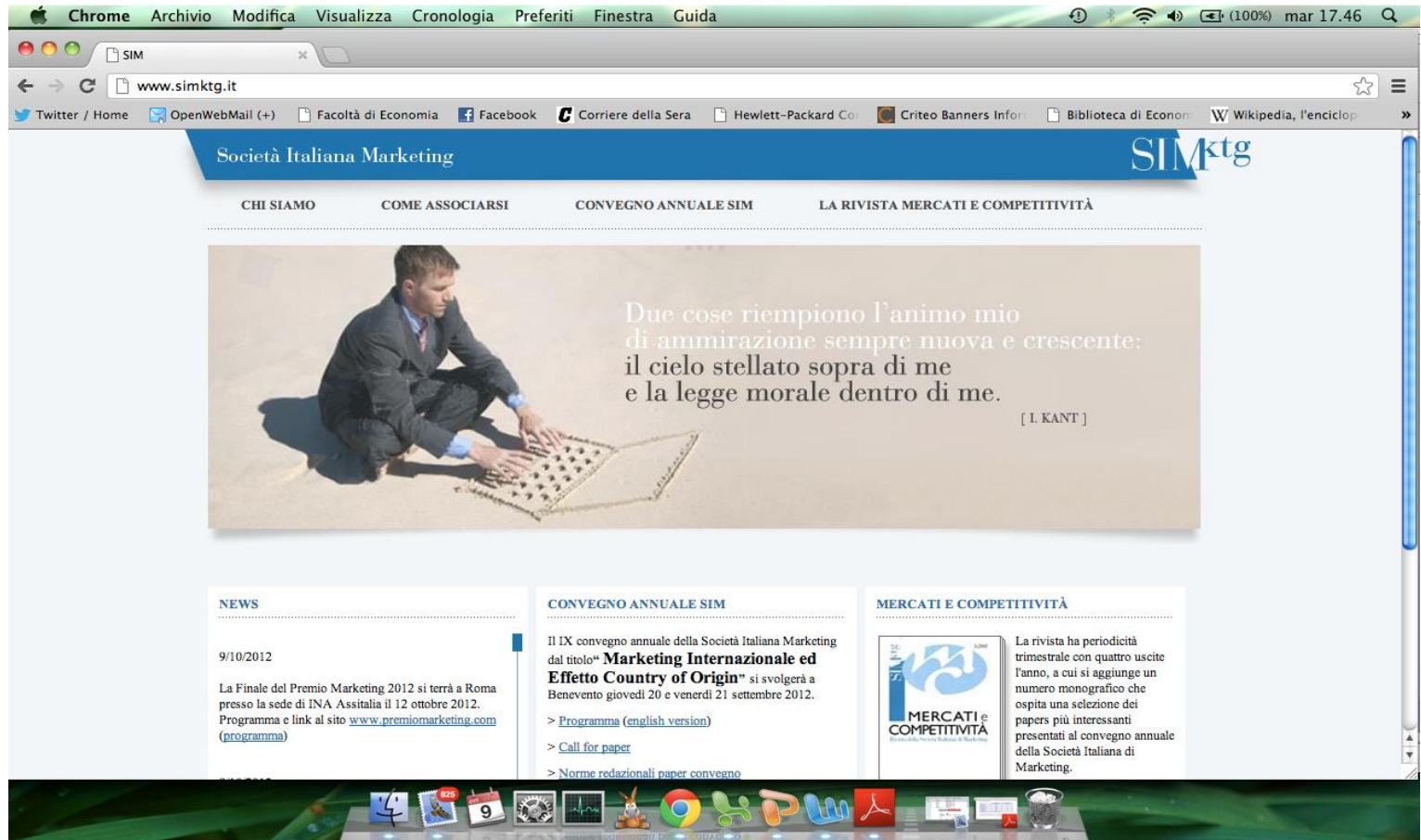


The case of NATIONAL GEOGRAPHIC

- The **Italian Society of Marketing (SIM)** was born in 2002, and is based on the *American Marketing Association (AMA) model*, in order to:
 - Represent a referral point for academics, managers, students and all those who are engaged in marketing activities;
 - Represent a bridge between the managerial and the institutional worlds.
- A context deemed at improving the *cross-fertilization* between theory and practice.



www.simktg.it



1. The Journal:



2. Annual conferences:

- 2010: VII, Ancona, *Marketing & Sales oltre la crisi*
- 2011: VIII, Roma, *La mobilità nel rispetto dell'ambiente*
- 2012: IX, Benevento, *Marketing internazionale ed effetto Country of Origin*
- 2013: X, Milano, *Smart life - Dall'Innovazione tecnologica al mercato*
- 2014: XI, Modena, *Food Marketing: mercati, filiere, sostenibilità e strategie di marca*
- 2015: XII, Torino, *Il marketing al servizio delle città. Beni culturali e rivitalizzazione urbana*
- 2016: XIII, Cassino, *Marketing & Retail nei mercati che cambiano*
- 2017 (forthcoming), XIV Bergamo, *Il Marketing di successo. Imprese, enti, persone – 26/27 ottobre*

The Marketing Award

3. The Marketing Award



A scenic photograph of a sunset over a body of water, with dark mountain silhouettes in the foreground. The sky is filled with orange and yellow clouds, and a bright streak of light, possibly a comet or meteor, is visible in the upper right. The text "Marketing Award" is overlaid in the top left corner in a bold, yellow, sans-serif font.

Marketing Award

THE CASE 2018

A dramatic, low-key photograph of a person standing on a dark rock inside a cave. The person is silhouetted against a bright, glowing opening in the distance, which illuminates the cave's interior with a soft, greenish-yellow light. The cave walls are rugged and textured, with some faint, illegible markings visible on the right side.

IN 1911, BINGHAM DISCOVERS

MACHU PICCHU,
THE INCA'S LOST CITY



IN 1929, RICHARD BYRD
FLYES OVER THE

SOUTH POLE I

IN 1985, PROFESSOR BALLARD DISCOVERS

TITANIC



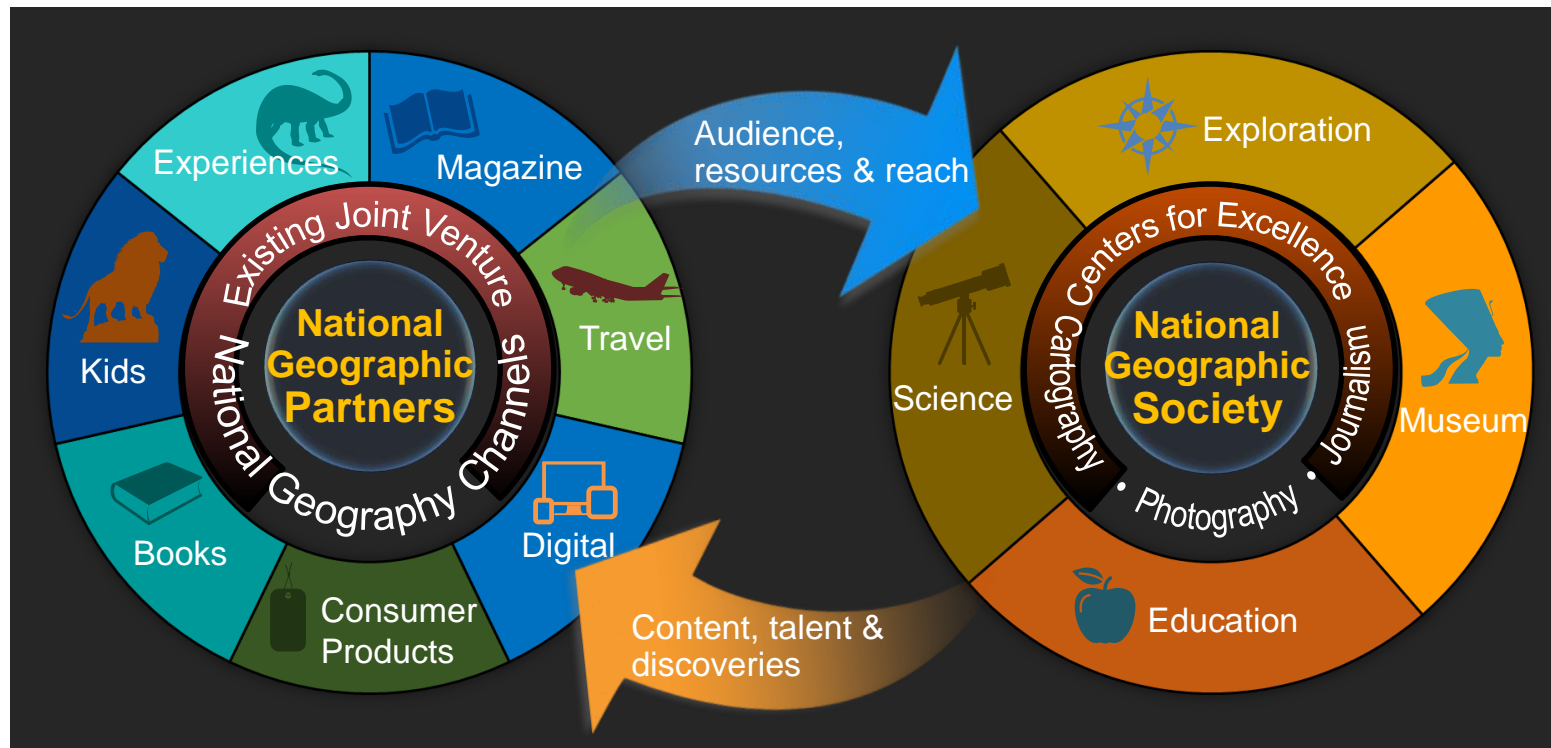
A person wearing a blue backpack and shorts stands in a narrow slot canyon. The walls are smooth and curved, with a vibrant orange and red glow from a light source at the end of the canyon. The person is looking towards the light.

SINCE 1888,
BEHIND THESE
RESEARCH
PROJECTS (AND
MANY OTHERS!)
THERE IS

NATIONAL
GEOGRAPHIC

National Geographic Partners (NGP)

NGP is a joint venture between the National Geographic Society (27%) and the 21st Century Fox (73%)



Mission and strategy

The mission is «Inspiring people to take care of our planet»



The offering of NG in Italy



The core business

The **journal** and the other related editorial products (books, dvd, touristic guides, maps, other journals)



The first number of the monthly journal *National Geographic Italia* (actually Group L'Espresso) dates back in 1998.

Other journals: *Storica* (published RBA Italia) and *National Geographic Kids* (edited by Panini Comics)

The offering of NG in Italy



Il core business

I TV channels



*In Italy since 2000.
Channel Top of
mind. Actuality,
science, exploration.*



*In Italy since 2007.
Focus on "wildlife",
nature and animals.*



*In Italy since 2003 as
"Adventure One".
Since 2014 Nat Geo
People. Lifestyle and
culture.*

Edited by the FOX Group and distributed by the platform Sky

The *core business*

- The **journal** and the other related editorial products

- The **TV channel**

Other products and services

- The **consumer products** (accessories, clothing, games, etc. Products licensed with the brand National Geographic)

- The **events** (photographic exhibition or the “National Geographic Festival delle Scienze” in Rome)

PREMIUM POSITIONING

Produces **high quality documentaries** with **unique images**, with a **high technology**.

FOCUS OF THE OFFERING

Thanks to the scientific research NG has an **exclusive informative assets**.

Specialized offering and targeted to people that **share similar interests**.

It is known as an **authoritative and reliable source**.

- **High interest** toward documentaries, cultural and scientific topics, exploration, nature and lifestyle.
- Mainly **males**
- **Not so young** (more than 35 years old; and more)
- Social class **medium-high** and **resident** in particular **in the North of Italy**



Clients | Key facts Italy



NATIONAL
GEOGRAPHIC /+|



NAT GEO
WILD_{HD} /+|



NAT GEO
people

CONTACTS (2016):
9 MIO
MONTHLY AMR*
(2016):
15k



900k



10k



UNIQUE
VISITORS PER
MONTH:
300k



TOTAL SPREAD:
145,7k



450k



29k



UNIQUE
VISITORS PER
MONTH:
300k

**AMR, Average Minute Rating: average audience consumers watching a TV program*

Journal: National Geographic Italia

Gender

Men → 56,3%

Women → 43,7%

Age Ranges

14/17 → 7,3%

18/24 → 12,9%

25/34 → 19,2%

35/44 → 18,8%

45/54 → 18,3%

55/64 → 11,1%

> 64 → 12,4%

Social Class

High → 5,7%

Medium-High → 21,2%

Medium → 68,0%

Medium-Low → 5,0%

Low → 0,2%

Responsability for purchases

Yes → 39,2%

No → 60,8%

Area

North West → 26,9%

North Est → 26,6%

Centre → 30,6%

South → 10,3%

Islands → 5,6%

Canali televisivi Italia



Gender
Men → 68%
Women → 32%

Social Class
Medium-High

Average Age
47 yo
Main segment
35-64 yo



Gender
Men → 65%
Women → 35%

Social Class
Medium-High

Average Age
50 yo
Main segment
45-64 yo



Gender
Men → 54%
Women → 46%

Social Class
Medium-High

Average Age
47 yo
Main segment
35-64 yo

Social (mondo)



156MM+
FANS

#1 television brand
#2 printed media brand
#3 media brand

60% men
40% women
69% under 34



80MM+
FOLLOWERS

#1 media brand



21MM+
FOLLOWERS

#1 media house

64% men
36% women
74% under 34



6MM+
SUBSCRIPTIONS

#5 media house

65% men
35% women
64% under 34



18MM+
VIEWER/MESE

1/19 brands on
Snapchat Discover

80% under 34

760 millions of followers/fan all over the world



REJUVENATE THE ITALIAN TARGET THROUGH A BRAND EXTENSION



Your customer (!) would like to:

Increase the value of the brand entering into new business areas through a strategy of ***brand extension***,
With the main aim of
Attracting new generations

- This necessity is linked to the evolutionary path of NG core business
- This is an **opportunity to take the best from the brand, creating engagement with younger generations** in order to feed and enrich over time all the NG segments and markets

Cognitive side

- High awareness, coherent over time

Awareness (Brand recognition)	 NATIONAL GEOGRAPHIC	25%	12%	8%
	Principale/i competitor	Discovery: 24%	Focus: 55%	Focus: 21%
		Canali Tv	Rivista	Web
Awareness (Brand recall)	 NATIONAL GEOGRAPHIC	67%	64%	58%
	Principale/i competitor	Discovery: 64% Focus: 77%	Focus: 81%	Focus: 64%

Cognitive side

- Has a distinctive ***visual identity*** – *name*, colour-yellow (registered), historical rectangle– which **identifies the whole corporation and its products and services all over the world**
- Typology of brand architecture “**branded house**”, use of **brand umbrella strategy**

Emotional-Symbolic side

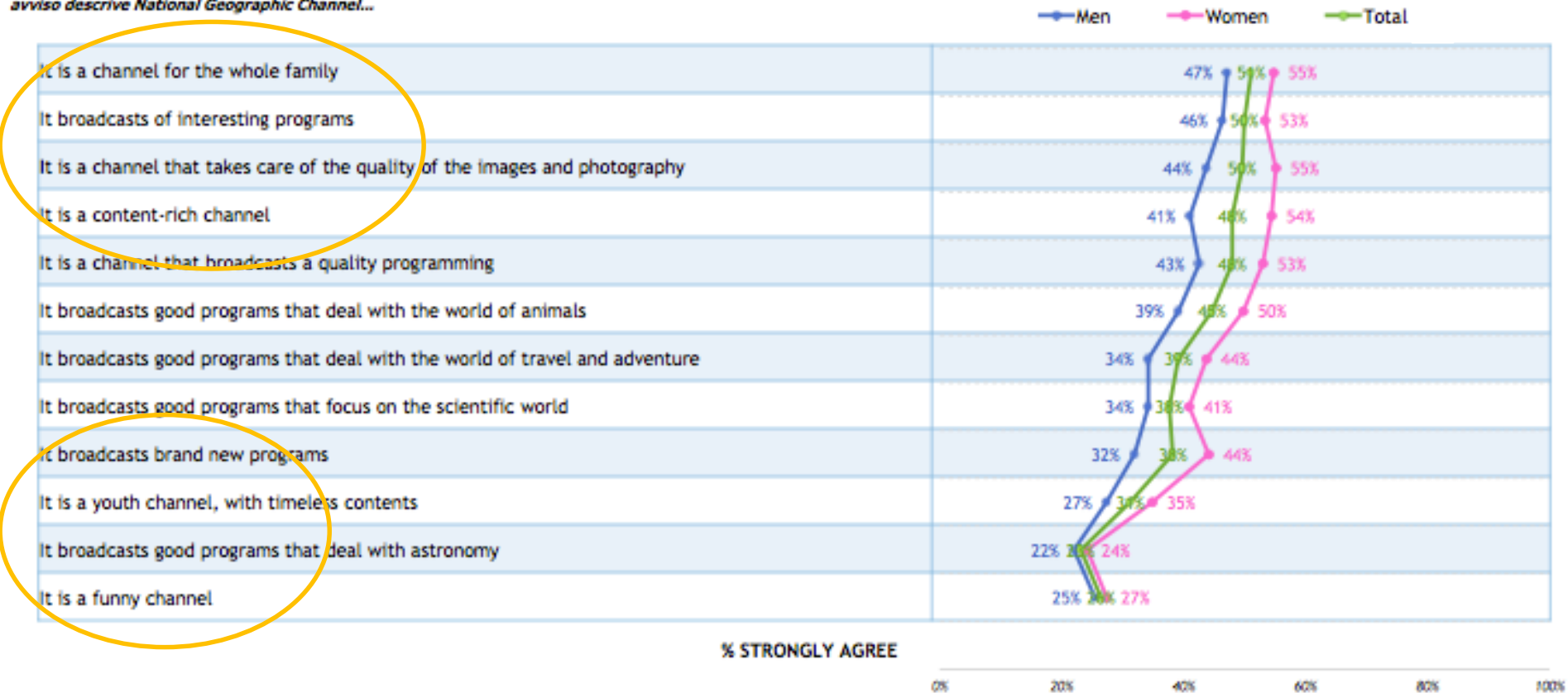
- **Value proposition** focused on *nature and science*, highly **recognized** by consumers (**brand identity**)
- **Long history of National Geographic** allowed to create a strong and solid engagement with consumers (**brand heritage**)
- **Brand image**: **influential**, rich of **high quality content** for the whole family.

Despite its strong brand identity, brand heritage and brand image, the **brand is perceived as «not young», not aligned with current times and not funny.**

The brand Nat Geo | Emotional-Symbolic side NATIONAL GEOGRAPHIC

Emotional-Symbolic side

D10. Di seguito troverà alcune caratteristiche che si riferiscono ai canali televisivi che trasmettono contenuti legati al mondo della natura e del documentario. Per ognuna di essi mi dovrà dire se a suo avviso descrive National Geographic Channel...



- Elements potentially attracting younger targets
 - **Exclusive contents** on nature, science and technology
 - **Images** can be highly powerful
 - **Social network awareness** at a global level
- **Strategic approach** and **organizational culture** are two necessary **drivers** to develop highly **different products and services** with respect to the editorial and tv business



The company uses collaborative relationships with external partners: BRAND LICENSING (no individual development)

The company owning the brand (*licensor*)

Allows the *licensee*

The usage and selling of pre-determined products or services, at pre-determined conditions.

The licensee correspond a fee to the licensor

The objectives of the case 2018



b u s i n e s s

L i c e n s i n g

Brand valorization

B r a n d e x t e n s i o n

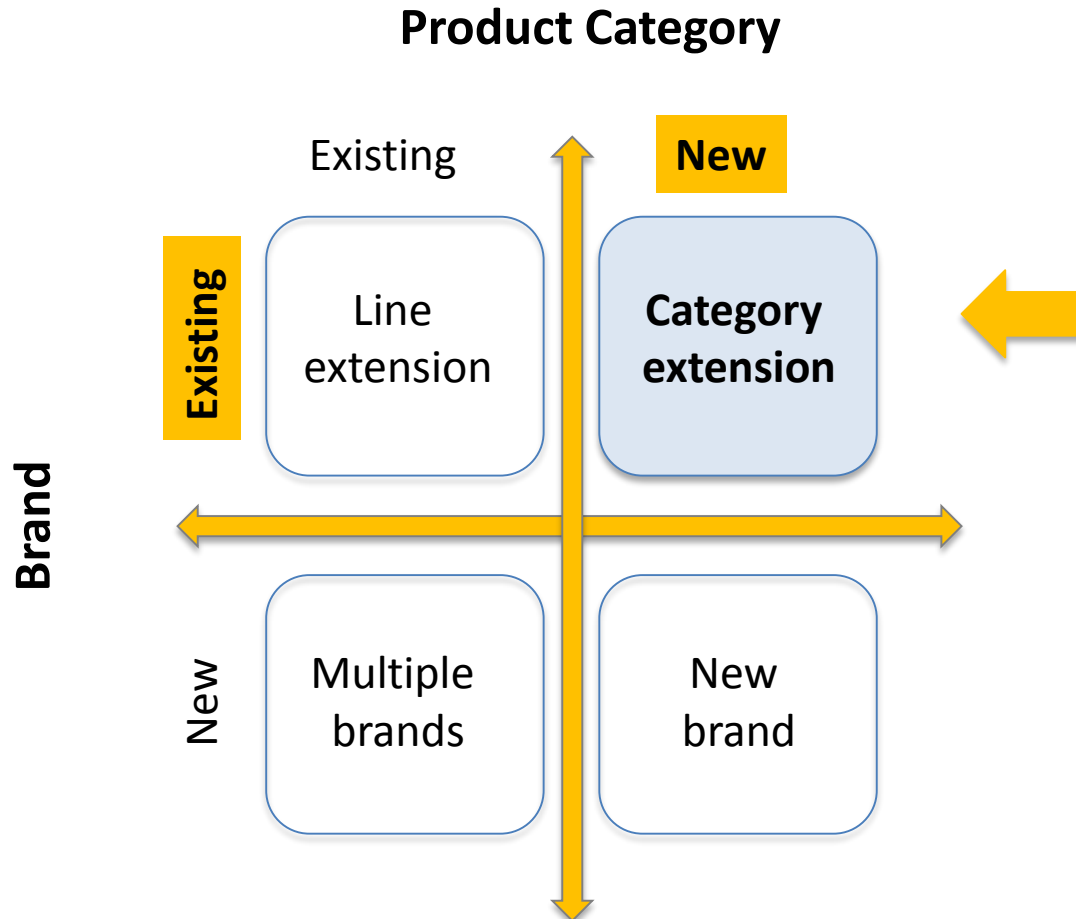
M a r k e t i n g P l a n

Y O U N G P E P L E

N e w

MARKETING
TEAM

The objectives of the case 2018



The **brand extension** will have to be contextualized choosing one of the **following business**:

- **Tourism**
- **Consumer Product**
- **Digital**

The ***brand extension*** must include **collaborative forms with external partners (*licensing*)** and not independent development.



The team will have to:

1. **Choose the business** (btw the 3 aforementioned options) where the *brand extension* will be applied
2. **Justify the choice** in terms of market attractivity and coherently with the *brand identity* of National Geographic
3. Define all the **strategic and operative** steps to develop the proposed idea

Careful! You must **respect the NG mission**
and the principle “**Profit with a purpose**”



The **target** must include the **under 40 in Italy** and the marketing objective is:

- To strenght and consolidate the awareness of the NG brand within the aforementioned target
- To increase the consumption of NG product and services within the aforementioned target
- To rejuvenate the image of the brand

The objectives of the case 2018

In particular, every plan will have to:

- **Highlight the specific micro-segment of clients** you want to achieve referring to the generic target of Under 40
- Specify the way (how) you will develop the *brand extension*, in particular **identifying the potential partner(s)** (punctual descriptions) **and the reciprocal and mutual advantages**
- Define the brand **positioning** within the selected business
- Describe the **operational drivers of the marketing mix** specifying the **reciprocal partners responsibility**.

- The marketing plan, **ottobre 2018-ottobre 2021**, contemplates **500.000 Euros for each year (ONLY MARKETING COSTS)**
- In the budget you must consider **only the costs of National Geographic** and not those of the *licensee/partner* necessary for the realisation of the idea.

- Every team **can realize** also a **short video spot** (max 1 minute and 30'') that could be used to launch the new brand extension.
 - The “spot” will be launched on line, thus on web channels (youtube, social, corporate website), imagining that NG approved and implemented the proposed marketing plan (send it with the mktg plan, on CD or pen-drive).
- ✓ It is **not mandatory** to participate to the Award 2018
- ✓ It allows the participation to the special award dedicated to the video “**Marketing Award-Section Video**”

WHAT ARE THE AWARDS?



The awards

- ✓ A stage at National Geographic for the winning team.
- ✓ Digital device for the second and third place.
- ✓ An official attendance sheet for the first 100 teams, which highly enriches your curricula.
- ✓ “Marketing Award -Section Video”
- ✓ ... And for everyone, step up your game resolving a real problem with a marketing solution!

A training, engaging and unique experience!

- ✓ Attachment: “**Ricerca di mercato per National Geographic, Marzo 2017. Notorietà e immagine del brand**”
www.premiomarketing.com
- ✓ **Video-interviews with experts**, available at
www.premiomarketing.com.
- ✓ **References.**
- ✓ Additional documents on www.premiomarketing.com and on the **Facebook Page of the Award** ([Premio Marketing per l’Università SIM](#)).

How to participate: Rules



- **All the students** (Italian and not) can participate if they belong to the Bachelor, Master of Science of Italian Universities (neo-degree: withing one year of the degree)
- In a **team** or **individually** (minimum 1 student, max 3 students). You have to highlight the leader of the team.
- You can have a maximum of **29 years old**

How to participate: Rules



- The marketing plan must be sent in a double paper copy, including the participation modules.
- The length must be max 20 pages per mktg plan (A4, max 35 rows per page).
- It must be **anonymous** (no names of the students or university: it is a national competition!)
- Must be sent within **31 may 2018 to the SIMktg - Società Italiana di Marketing (your university tutor will send it!)**.

Premio Marketing SIM

c/o Segreteria Società Italiana Marketing Dip. Comunicazione e Ricerca Sociale-CORIS

Stanza 215, Il piano

SAPIENZA UNIVERSITÀ ROMA

Via Salaria 113 – 00198 Roma



Would you like **talk and share** with **National Geographic** your **ideas** and **share** them with the **community of the Marketing Award?**



- ✓ **You can upload** (thus it is not mandatory!) on **the Facebook Page** a **brief mobile video (max 2 minutes)** answering to the following questions
- *What are the main drivers that will make you win the competition?*
 - *Do you have a marketing idea, which can also go beyond this specific case, you want to suggest to NG (a tv program, a character, an innovation technology, etc.)?*
 - *What is the next reasearch, inventions, innovation that would deserve the financing of NG?*
 - *Which are the three ideal jury components for this case 2018 (tv, web, sport, fashion...)?*

**... Are you ready?
Then go ahead and win it all!**

And good work!

