

## **INTRODUCTION**

The main aim of all marketing activities is sales, and the basic purpose of marketing communications begins with creating awareness of the company's brand or product in the target market. In the direction of the primary purpose of marketing communication initiatives.

Marketing, according to Kotler (2006), entails certain activities that surround utter management and usage of interactions such that the demands of a company can be met lucratively.

The emergence of the latest communication technology, including many channels, it helps businesses get access to potential consumers, and marketing communication has become increasingly crucial as a result of this expertise.

To develop and fulfil marketing communication goals, there should always be a defined strategic plan. Lastly a particular thesis by Shimp (1993) frowns many other rules and embraces the fact that focus on other things like the goals and objectives of a company in form of its vision is an accurate framework.

## **1.0 MAIN BODY-TASK 1**

### **1.1 Branding and Marketing Strategies**

Most brands are developed on the thoughts of the target audience ideation about the brand representation and practices (Keller 2008). The regular style of approach is to promote the brand practices by its popular representation through all its organizational activities.

More frequently, the idea of the total brand practice is now being moved away from the customers reaction for the brand and now into certain metrics of measurements chain of worth in customers (Kozlovskiy et al, 2018).

Although, it is less said than usual, but branding involves a lot of business operation factors and systems that could mean starting from scratch such as product birth and getting to marketing /sales stage (Keller et al, 2006).

Meanwhile, the primary focus of branding strategies is to create brands that are unique with lesser quantity of competitors in the market so that when the prices of the brand products are steep, it can be likened to the specialty of its products (Tanya 2015).

A marketing strategy is a collection of factors that may accompany the buyer throughout the purchasing process, beginning with recognizing the product and ending with the final purchase.

Meanwhile, there might be a major reason to revisit the company's objective such as selling the business products even before proper commencement of operations. Now, whoever the company might suggest to be in charge of such process (Usually the brand manager) must be willing to back up some of his preferred solutions with plausible models and theories (Kotler et al, 2008).

### **1.2 Smart Objectives**

ZULUS objectives can be in the Irish market can be far too many, in terms of its financial gains and international relevance.

Despite that, the essence of the objectives being precise and predetermined cannot be fizzled out, this is why it is best to relate it well as a SMART objective where the objectives are listed in a certain format with the inclusion of a proposed time frame (John 2011).

In essence, the business singular objective will be spread through a series of information that surpasses its initial idea and goal of entering the Irish industry.

This time, the objectives will be listed, but further broken down into;

- **Specificity:** Their exact uniqueness as a whole and a one-way declaration of the intent of the company in Ireland.
- **Measurability:** This will imply that every of the specified goals and objectives are measured with a particular system, so as to ascertain the progress of the objectives.
- **Achievable:** The specified goals must also be further broken down into achievable. i.e., every possible achievement from the objectives must be listed.
- **Relatable:** Now, this nugget of the SMART objective explains the relevance of the objectives of ZULUS in Ireland.
- **Time-bound:** As the name implies, an honest review must be made for when the objectives can be achieved.

In the Irish market, where the Zulu company is introducing their new brand extension, SMART objectives would be applicable by determining what the business organization expects, who will do it, accountability, use of physical and mental action as much as possible, and providing enough details, which depend on the objectives and should be clear enough.

For example, given the nature of the existing services and the newly additional services, saying explicitly that the brand extension would only be relevant to the Irish market and excluding other conceivable markets where the basic brand has existed would be a good idea and the consideration of the relevance of the aims. Finally, the company must state when the objectives should be met. This includes timely targets for long-term goals as well as all objectives.

### **1.3 Communication Mix to Achieve Smart Objectives**

The communications skill set of any company consists of some measures and procedures for disseminating ideas about its goods and services (Todorova 2015).

This encompasses advertising, sales promotion, social media, product packaging,

direct marketing, websites, events, and public relations (Yanal 2021).

In the age of mass communication and mobile technology, a firm must create a suitable balance of messages so as not to be in a pool of too many information (Winer 2009).



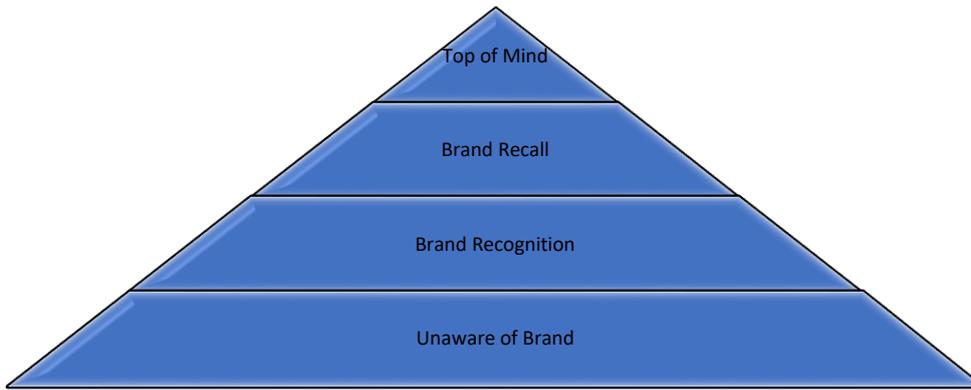
**Figure 1:** *Communication Mix*

#### **1.4 Creating Awareness and Strong Positive Brand Image**

Creating a brand awareness in many ways very intuitive and should be done by only cold brand experts. This also implies that every brand awareness process should be done with the inclusion of recognition and performance of the brand in mind.

Now, those two nuggets are very important and they help channel and guide the brand through its brand quality preservation and performance.

In Aaker (1996), it was confirmed that brand awareness consists of four stages. Each of these staged are a in a shape that sees them as being largely important and less important. These four stages represent every inch of the awareness process of a brand product termed as the pyramid.



**Figure 2:** *The Awareness Pyramid.*

The pyramid is built around an idea of the thoughts of the customer. It starts at the bottom and the largest part of the pyramid, where the client is totally unaware of the brand and probably haven't heard of it before. Then it extends into the final, top and smallest part of the pyramid which is where the client has the brand ta the top of their mind.

### **1.5 PSESAI Model for Branding and Communication**

This is another model that could be used to further understand the branding and communication of a business, and it involves about six stages which encompasses positioning, sponsorship, event marketing, sports marketing, advertising, and integrated marketing communications (Wasib et al 2014). These stages will be explained below;

- **Positioning:**

This simple means creating a unique ideation in the mind of the consumer, such that they see the brand as very different. Likewise positioning can also mean competitively placing the company ahead of many other companies in the same vicinity and showing the intent of instilling the desires acuity about the brand in the customer.

- **Sponsorships:**

Sponsorships include the particulate right to be able to partner with a product such that there are advantages that are tied to different events, and campaigns on the product.

- **Event marketing:**

It ultimately involves the operation of a business idea as an event. It is done with the primary goal of passing the idea of a business through interested hands, but it is done with clarity and actual physical entity events.

- **Sports marketing:**

This is a major type of marketing, but also quite constricted to only athletics as it majorly involves the advent of certain sponsored campaigns in pushing brands and products in sports.

It is an important promotional process which is about 2/3<sup>rd</sup> of all sponsorships in the western part of the world.

- **Advertising:**

It is a general business plan to create intense acuity of the brand and its image or identity in the mind of the consumer. It is done with the hope of analysing and advertising the required wants of the consumers for the product and then reviewing the necessary inclusions to fix up. After this, a campaign for an advert can be launched and the business can thrive well.

- **Integrated Marketing Communications (IMC):**

Although the title seems a bit confusing, but it is because it is a new concept that is just brought into the world of communication and branding. Also, it has been defined and described by many practitioners. The implication of carrying out the IMC is that the company will have to be multi-dimensional such that a variety of channels will be needed for the full process.

## **2.0 MAIN BODY-TASK 2**

### **2.1 Brand Extension: Impacts, Benefits and Risks**

A brand extension strategy is one in which a company introduces a new product under the umbrella of its well-known residual brand name. This allows a firm to easily introduce new items, earn a bigger profit, minimize the cost of starting a new business, and match the requirements and desires of its consumers.

It is a way for firms to make economics in advertising and marketing, which are important when a company wants to build a new brand since it must make this brand known to customers. Customers do regard their purchases as hazardous, and they prefer to buy well-known goods (Sébastien et al 2010).

A good brand extension can generate favourable conditions for retaining customers. A consumer who is pleased with an extension will obviously be pleased with any new product from the same brand. For example, the Zulu firm extension will fare well in the Irish market since it will be created in a country where the perfect new service is in high demand.

However, there might be a reason to think that the initial brand may experience a quick drop in sales and utter failure of extending the brand. Due time, this will also cause a large reduction in the measurability of the brand identity even by old customers (Yu and Lindsay 2011).

Companies can employ brand extension strategies to produce a product that their customers embrace, such as the Irish market, which is ready to welcome Zulu's launch of alcoholic beverages.

The firm must present its new product in such a way that it does not alter the progress of its other products in the brand.

This brand extension strategy may be extremely useful for corporations in reaching new consumers and entering new markets, but it must be used with caution because it may destroy the image of the main brand.

## 2.2 Brand Extension Benefits

The following are the advantages of a brand expansion strategy:

**Consumer knowledge:** because a strong brand is still being utilised to advertise a new product, it is less important to build awareness and images. The relationship with the major brand has already been established, and the main objective now is to communicate the unique benefits of the new invention.

**Lower cost:** When compared to developing a new brand, the brand extension approach is less expensive, especially when the new product leverages the name of an existing well-known brand.

**Consumer trust:** The customer trust is a factor that will enhance a larger number of customers to have trust in the new product, since it is still from the same perception and guaranteed brand with which they have been buying (Aaker 1996).

**Increased brand visibility:** When a brand emerges in another area, it may be a more successful and efficient way of growing a brand than spending money on advertising. Furthermore, he argues that the relationship with loyal consumers will be strengthened since they will utilise the brand in a different context, and it is also predicted that they will choose this brand over the competitors (Simiyu and Makhamar 2020).

**Provide a source of vitality for a brand:** Despite the introduction of the new product, the brand will still see vitality as one of its major advantages. This will be a result of the initial originality the brand carries through its several older products.

## 2.3 Brand Extension Risks

Immensely, risks are natural omen in every business and as such there is an eminent risk in carrying out the extension on the ZULUS brand. This is major associated with the creation of the new brand which might affect the image of the already established brand. It will mean that a newer model of thought will be infused into the customers about the brand. Meanwhile, the end results will mean that customers might not be pleased with any change in the brand, especially when the changes made are not in line with their requirements.

Cannibalization is another problem that might occur. If the business expansion is projected towards a nearby market place, this might cause total closure of the brands imminent items. It signifies that the sales of the new products are growing in opposite trajectory to the old products. In the Irish market, for example, there is a strong possibility that the alcohol extension may overwhelm sales of shredded chicken, leading the original brand items to fade into the background.

Despite the testimony of the firm, which always works to enhance quality and deliver superior services, as well as having second-to-none customer service since they take client pleasure extremely seriously while attempting to surpass expectations. Furthermore, with a very flexible and capable of providing personalised services, something that their competitors cannot do, or at least not to the same level, and offering delivery-based services to clients.

However, given the nature of alcoholic product use, which is more prevalent when there is a location with attractions and is accessible to the public, it would be detrimental for the firm to simply build a brand extension of alcoholic goods that conduct just delivery services. And, if it is decided to build at least a space where people can sit and enjoy their beverages, it will undoubtedly add another capital-intensive project to the company's budget.

However, considering the benefits of Zulu's brand extension in comparison with the risks, the company will prevail because no other restaurant in the Irish market offers the same service which alone will give the restaurant a superior competitive advantage.

Furthermore, although there are risks of cannibalism and dilution of the parent brand that has been existing in the previous established location, as the Irish market might tend to patronize the Alcoholic products in upholding more of their cultural value than the shredded chicken, freshly-made pizzas and burgers. Nevertheless, the benefits of cost advantage in terms of advertisement and establishment of new brand, customers trust already established based on their operational testimonies and provision of source of energy for the existing brand as a result of extension, Zulu restaurant extension plan would apparently bring in a huge profit for the company and it should be considered.

### 3.0 MAIN BODY-TASK 3

#### 3.1 COMPETITIVE POSITIONING ON ZULU IN IRELAND

Organizations now operate in a truly competitive world, necessitating the use of tactics to boost their competitiveness. Organizations that engage in strategic positioning strategies are better positioned to compete for finite resources and to offer high-quality results (Kim et al 2008).

Competitive strategic positioning necessitates a complicated environment of running business. Also, managing this type of dexterity in business always raises the organization's operating expenses and it creates more uneasy approached.

If not effectively performed, one product change might cannibalise other products in the sales field.

Therefore, the launching of a new products may not basically contribute to gains in the firm's ROC or ROI, because it syphons clients from the older goods even if they were manufactured by one company (Simiyu and Makhamara 2020).

According to Pallavi (2009), the four basic elements or components model for a superior competitive positioning includes:

##### **Competitive frames:**

The competitive frame of any business is in relation to the original thoughts of the business and the initial information's of the business.

It compiles the idea of the other competitive brand and it targets their market value.

##### **Create a distinct brand point of differentiation:**

Just as the name implies, this is the point where the reason for patronage by other clients are justifiable in the document and its analysis.

##### **Benefit/Point of Difference:**

The most compelling and motivating benefit that the brand may claim. This entails minimising the competitor's point of differentiation and proving category credentials.

Reason to Believe and Brand Matras Is the most persuasive proof that the brand delivers on its promises. This contains brand slogans, particularly three to five-word

phrases that will pique the interest of buyers.

Martin and Halina (2018) in their journal explained the reality of brand extensions, and further implied that immediately the clients or customers are able to personally understand the difference in price, quality and relevance of the product against other. Then it will be easy and quick to carry out any extension.

Applying the four components element for superior competitive positioning by Zulu in the Irish market, the competitive frame would likely focus only on the customers within Ireland and the nature of competition will basically be the alcoholic products and shredded chicken which is the initial brand produce.

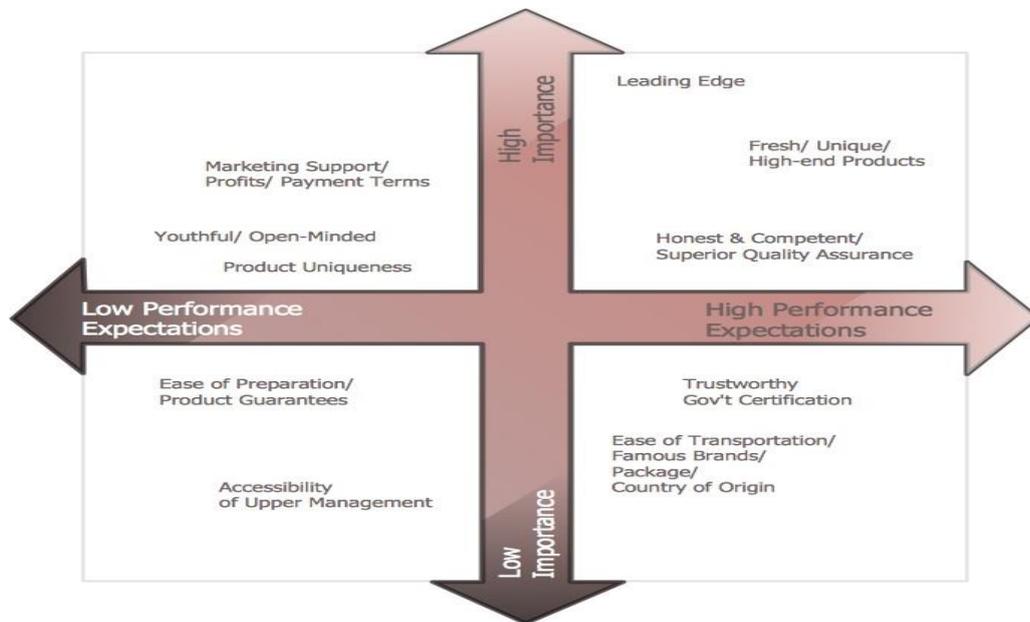
The point of differentiation in the Irish market will be a delivery-based service that provides consumers with alcoholic beverages and peri-peri chicken in the comfort of their own homes. Because it is the first of its type to be launched to the new market, rivals offering the same service using a different technique would not pose a significant threat, as customers would be left with the option of selecting the service that best fits them.

Another element of differentiation is their quickness in responding to client needs; with the immediately available logistics service provider, the firm stands a possibility of capturing their consumers' hearts (Pallavi 2009).

Zulu's business model included the establishment of small eateries mostly for take-out and pickup. To support this style of doing business, they have established their own meal delivery services, rather than relying on third-party providers such as Deliveroo and Just Eat. In reality, their distribution method is significantly more efficient and rapid, giving them a significant edge. *'Moment of chill at comfort'* might be a great brand slogan for the new brand extension in the new market.

## **POSITIONING MAP**

Many company owners wonder how to position their product so that it stands out from the crowd. A positioning map is an excellent place to start. A positioning map can assist you in differentiating your product based on features that are essential to customers. A positioning map is a graphic that allows you to compare your product to the competition and uncover potential for new items in the market.



**Fig 3:** A competitive positioning maps

Source: (How to guide positioning map)

Product advantages that are relevant to the consumer are used to create positioning maps. Now, positioning maps are used by business experts to create an ease of business run and a fore sight of the objectives of the business in beating other competitive brand to customer acquisition race, or revenue capital race.

An excellent illustration is the picture above, which depicts four types of product benefits to customers in its cardinal points. It denotes low significance, high importance, poor performance, and high-performance service expectations How to guide positioning map (n.d.). The Zulu company would gain a superior competitive positioning in the area of high importance and high-performance expectations based on its reputation; they stand a chance because they have not only succeeded in providing quality services, but they have also succeeded in discovering a market in which their services are highly important.

The map helps certain firms to perform more than others when compared in the same industry with others.

## **4.0 CONCLUSION**

There is a need to comprehend and prepare several approaches to sell a brand in the Irish market. SMART objectives are good steps to meet the long-term goals of a business. A firm must create a suitable balance of marketing messages to avoid drowning in a sea of information. A brand extension strategy is one in which a corporation launches a new product category which might kill the initial products of the same brand without in special situations if proper planning and analysis is not done.

Meanwhile, in the case of the ZULUS brand this will not be the same, because the brand has shown an armful amount of quality assurance in their former products.

The four components model for a superior competitive positioning as earlier explained give value to customers. Many company owners wonder how to position their product so that it stands out from the crowd. A positioning map can assist you in differentiating your product based on features that are essential to customers. The graphic allows you to compare your product to the competition and uncover potential for new items.

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