

1. Meeting to raise brand awareness

ブランド認知を上げる

Script

A: We conducted a brand awareness survey. We asked 1,000 people if they knew our brand, and only 1.5% said yes. How can we raise our brand awareness?

B: How about airing a commercial on TV?

C: That's beyond our budget. I'd rather promote more effective use of marketing activities.

A: I agree. If our products are covered by magazines, the sales staff will be able to recommend our products more easily.

C: Word of mouth on the Internet is very effective, but our presence on the Internet is small compared to other companies. We should take more effective measures with regard to affiliates and SEO.

Vocabulary

awareness

raise

beyond

word of mouth

measures

affiliates

survey

airing

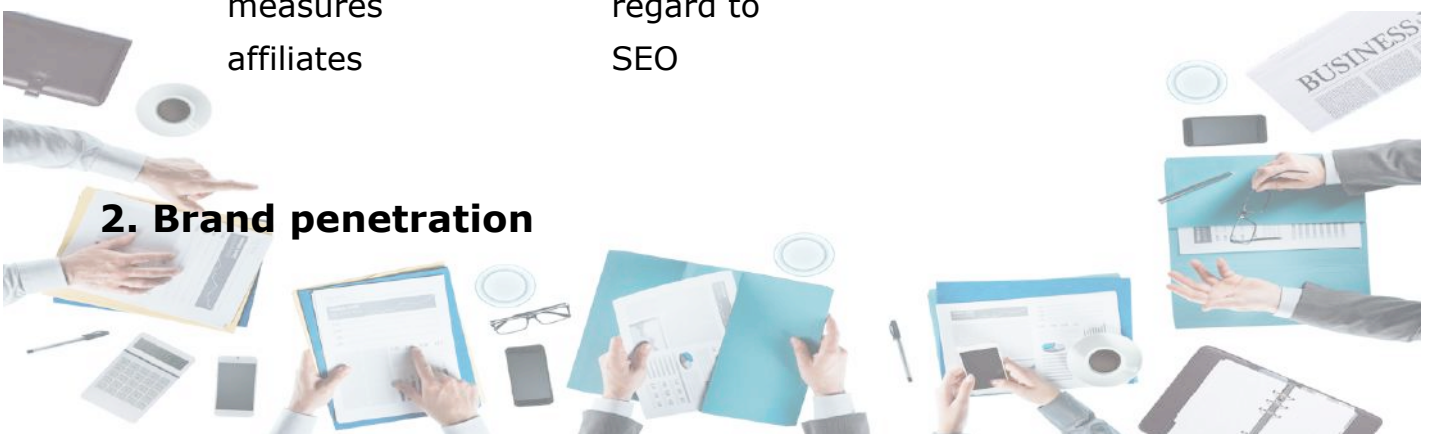
covered

compared to

regard to

SEO

2. Brand penetration



ブランドの浸透

Script

A: According to a market research asking 1,000 women randomly in the market, our brand awareness is so low as only 1.3%.

B: Tell me what you are going to take action next year to improve this as marketing manager.

A: Our brand is well known in the UK and US. In the next two years, we will take an aggressive PR campaign over the shop and cyber space in Japan. Targeting late 20's and 30's women who are influenced by the word-of-mouth most.

B: That sounds good, but it may take time to increase the sales.

A: Brand is company's equity and should be established even in the long-term strategy. Needless to say, we budget on A&P to acquire new customers, too.

B: Please let me know your detail plan in the next meeting. Remember, our company's vision is always for the women's beauty in the world.

Vocabulary

penetration

awareness

aggressive

targeting

word-of-mouth

established

A&P

randomly

take action

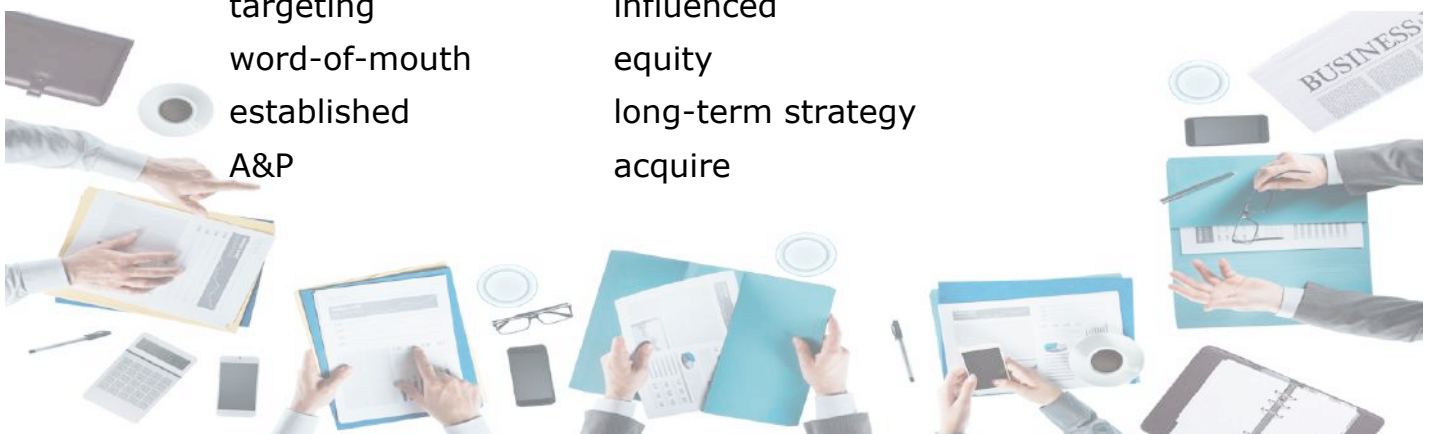
cyber space

influenced

equity

long-term strategy

acquire



3. Discussion about localization under global strategy

世界戦略下のローカライズ

Script

A (Head office): From now on, it is necessary to enable customers to have the same experience anywhere in the world so that we can raise our brand value as a global brand.

B (Branch office in Japan): We want the head office to transmit information after fully considering business practices and cultural background of each region.

A: We approve localization to a certain degree, as long as the basic strategies we announce are followed. But please obtain prior approval from the head office regarding all content and images of information you transmit outside.

B: Understood. When we promote marketing strategies, we will stick to the basics designated in the brand book and make sure our strategies are OK in regular weekly meetings.

A: Yes, let's do our best!

Vocabulary

localization

transmit

cultural background

certain degree

stick to

brand book

brand value

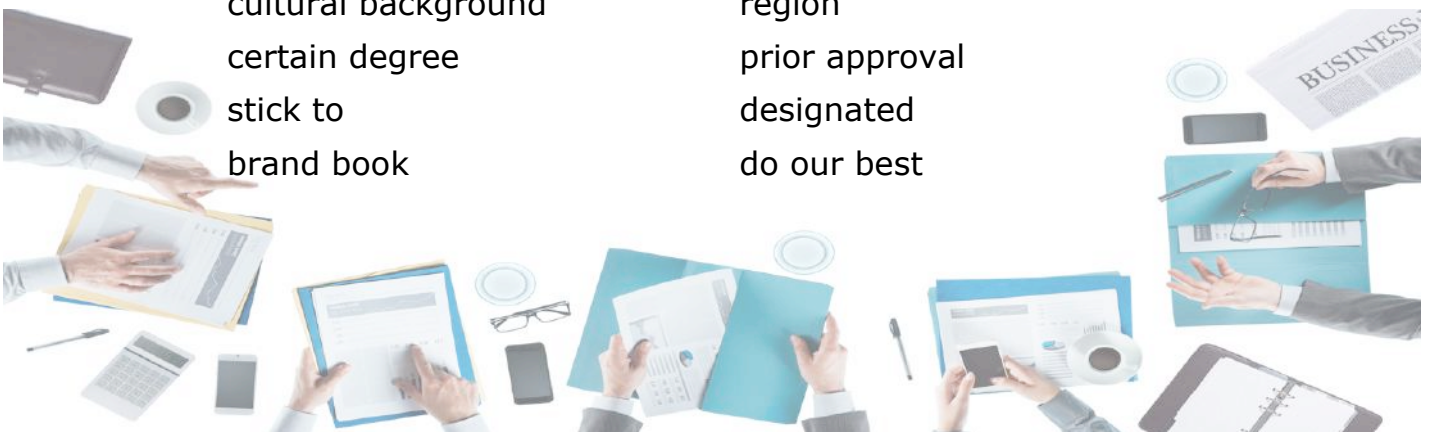
business practices

region

prior approval

designated

do our best



4. Analysis discussion based on statistics

統計に基づいた分析マーケティング会議

Script

A: Take a look at the customer analysis results. The number of new customers is increasing by 10% each month, but the repeat purchase rate is decreasing.

B: Does that mean we are getting new customers but the number of repeat customers is not increasing?

A: The number of new customers is increasing because of the recent sales promotion such as advertising in magazines, but that has not increased repeat purchases.

B: I wonder if we have problems with customer service or if our recent products are losing competitiveness.

Vocabulary

analysis

by 10%serum

customer service

statistics

repeat purchase rate

competitiveness



5. Sales promotion meeting

販促会議

Script

A: Let's take a look at sales promotion strategies for the new skincare products to be released next year. They are wonderful products that contain ingredients that are effective for both wrinkles and blotches.

B: Other companies have also released multi-function products, so it is necessary for us to have sufficient knowledge to allow customers to understand our products well by differentiating them from our competitors.

A: Please ask about the characteristics of the ingredients at the laboratory.

B: Yes. I will prepare documents that explain them in an easily understood manner for the sales staff.

A: Is there anything else that needs to be prepared before release?

Vocabulary

to be released

ingredients

sufficient knowledge

differentiating them from

characteristics

manner

contain

wrinkles and blotches

allow

competitors

laboratory

prepared



6. Negotiations on new shop opening

新店の開店交渉

Script

A: Your brand is popular online with young people. We'd like very much to have your company open a shop in our department store.

B: Yes, we are also interested in opening a shop. Can you provide us with a section of about 30 m² with a wall surface?

A: It would be difficult to provide such a section right away. How about starting in a smaller section? When monthly sales have reached 10 million yen, we can think of transferring your shop to a larger section.

B: We'd like to consult with our head office. What kind of support programs do you have as a department store?

A: Your advertising flyers can be inserted in the printed materials for our department store card members. All you need to do is prepare the flyers.

Vocabulary

negotiation

30 m² (square meters)

consult with

provide

wall surface

flyers

