

penol

GROUP 7

The background of the slide is decorated with numerous red brushstrokes of varying lengths and thicknesses, creating a dynamic and artistic frame around the central text.

INTRODUCTION

- PEST model
- Competitors
- Trends
- Statistics
- Proposal
- Partnership
- Marketing plan
- Budget

PEST

POLITICAL - democratic, opened borders, immigrants, refugee crisis

ECONOMICAL - good economy, wealthy state, GDP in 2016 - 3.132

SOCIO-CULTURAL - modern, multicultural, 80 ml. population, 10% other nationalities

TECHNOLOGICAL - advanced, big technology industry, renewable energy 29%

GERMAN MARKET - COMPETITORS


FABER-CASTELL
since 1761

Pelikan 

 **STABILO**

 **STAEDTLER**

1973

TRENDS

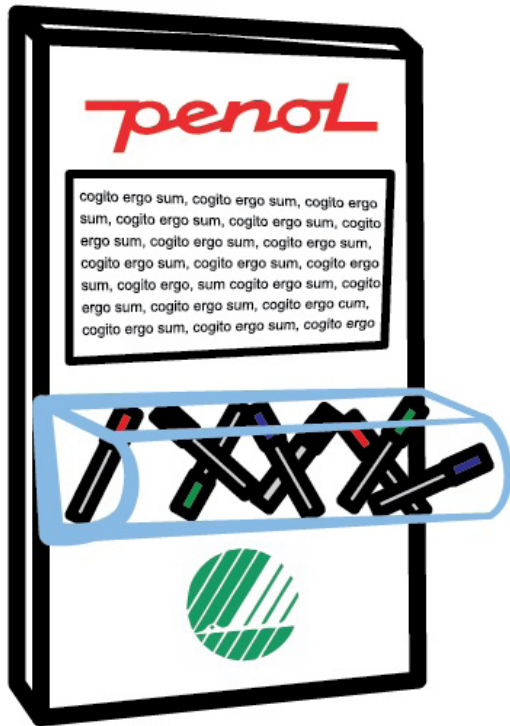
- SUSTAINABILITY (*Nordic Swan Ecolabel*)
- COLORING BOOKS FOR ADULTS



STATISTICS

- EUROMONITOR

<i>sales of writing instruments by category: % VOLUME GROWTH 2011-2016</i>			
% volume growth	2015/16	2011-16 CAGR	2011-16 Total
COLOURING	-0,2	-0,6	-3,1
MARKERS & HIGHLIGHTERS	0,2	0,4	1,9
PENCILS	-0,1	-1,6	-7,6
PENS	-0,6	-0,7	-3,4
WRITING ACCESSORIES	-0,6	-1,0	-5,1
WRITING INSTRUMENTS	-0,2	-0,7	-3,4



KATRINE IS
THE KING!

YOU'RE WORTHY.
YOU'RE LOVED.

MAKE LOVE, NOT WALL.

penol

Cogito ergo sum 



peace & love

I was here

love is the answer!





The background of the slide features a complex, abstract pattern of overlapping, semi-transparent grey ribbons or bands that swirl and loop across the entire frame. In the center, there is a large white rectangular area containing the text.

PARTNERSHIP

- Art galleries in Germany
- Exhibition
- Attention of young people
- Art awareness

MARKETING PLAN

TARGET GROUP

open-minded parents (customers) and their children (consumers)

TARGET AUDIENCE

passer-by's/pedestrians

MESSAGE

Come together, do not separate.

GOALS

creating attention and awareness of the brand in Germany

BUDGET

INSTALLATION	11,655 €
RENTING THE PLACE FOR THE INSTALLATION	1,200 €
SOCIAL MEDIA	240 €
WEBSITE	2,659 €
STAND	750 €
SHIPPING	547 €
SALARIES	14,156 €
<i>TOTAL MARKETING EXPENDITURES</i>	31,207 €
total revenue of the company*	364,456.15 €
marketing as a percentage of sales	8,5 %

*annual report from 2013 used

CONCLUSION

Germany= red ocean= strong competitors

SOLUTION:

- breakthrough campaign
- Danish market

A decorative border made of thick, overlapping, wavy pink lines that frame the central text area.

THANK YOU FOR YOUR ATTENTION!