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UK Assignment  
MAKER

## ***Introduction***

The procedure of marketing a product is related to the product marketing. This involves determining the product's positioning and message, presenting it, and informing salespeople and customers. Product marketing's purpose is to increase product demand and utilisation. Businesses may acquire potential clients' trust and respect by developing ties with them (Woo and Nam, 2020). The study's goal is to determine the best marketing strategy for Walkers. The task's criteria are to identify and justify the most significant sort of growth for walkers to the organisation. The purpose of the research is to recommended a marketing strategy for new product and explain how to utilise them to gain competitive advantages and long-term growth.

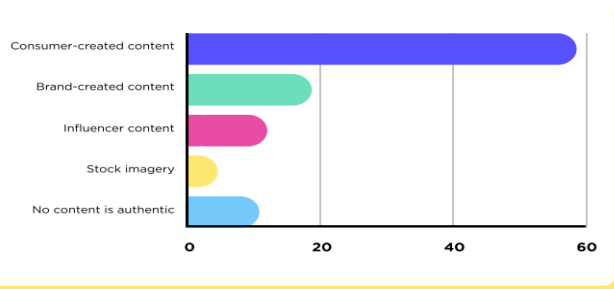
## ***Market Trends Analysis***

A market trend study looks at historical and present market behaviour and current market and consumer trends. Gathering information on the market situation, client preferences, and the macroeconomic aspects are required when doing a trend analysis for a business. It may, however, be changed to meet market demand by adjusting the price of Walker snacks (Williamson, 2021). The goal of Walkers Snacks is to increase market share for a new product. They will develop methods in this way. The market for new product development is large. However, walkers compete with various other products on the market (Westgarth et al., 2019).

Walkers has devised innovative market development strategies to counterbalance its competitors' strategies. Walker's lone significant rival, Lays Chips, offers a wide variety of products in this area. Walker's marketing concepts and practices are modified to keep up with changing market trends (Vinuales et al., 2019). On the other side, the Walkers Company in the United Kingdom pays attention to parents' concerns about online marketing trends. Genuine customers in promotional materials are popular among Generation Z: 82 percent of respondents trust a company more if genuine customers are used in advertising, compared to just 26% who trust a company that utilises paid spokespeople (Vinuales et al., 2019).

Given that 60% of Gen Z feels videos and images are particularly helpful in making buying decisions, marketing to Gen Z should incorporate consumer-generated content approach beyond textual reviews.

**What type of content is most authentic?**



On the other hand, Walkers has the opportunity to grow its company outside the United Kingdom and into other foreign markets (Truong et al., 2022). They may employ a market development strategy to provide clients with enticing bundles in order to stimulate repeat purchases. Another significant part of this approach is to persuade consumers from competitors to acquire Walkers products by giving appealing bundles and attracting all new customers (Tanusondjaja, Dunn, and Miari, 2021).

By selling their new "Luxury" spicy Walkers Crisps, Walkers' Advertising Strategy of development will allow them to compete with their present competition, controlling over half of the UK crisps market, there will probably certain areas where they have not paid enough attention in the past, or where sales are lower than their competitors. Simultaneously, this strategy will assist Walkers in thoroughly analysing new business sectors and releasing their products under the well-known Walkers brand name, maximising the company's benefits (Walker et al., 2019).

### *Recommendations on Segmentation, Targeting and Positioning (STP)*



Businesses who are entering a new market, creating a new product, or want to improve their brand's appeal in their current market may profit from STP. The STP method is extremely adaptable and may be used by many businesses. However, there are a few things to keep in mind and avoid when using STP (Vinuales et al., 2019). Most businesses must devote disproportionately more attention to certain sectors of their target market than to others in order to effectively serve them. Walker Crisps its clients into two groups: demographic and psychographic. The Walkers Crisps divides the Walker markets into gender demographic groups (Truong et al., 2022).

Consequently, Walkers are mostly consumed in Scotland, the South of England, and the Central United Kingdom. A healthy lifestyle also includes a Psychographic component. Primary customers are those aged 13 to 24, while secondary costumers are those aged 25 to 44. Female Walkers customers are slightly more numerous than males. Furthermore, enterprises must use discretion when displaying their products, services, or trademarks. There are five primary positioning marketing tactics, according to Stenum (2019), which are grouped into two categories: brand-oriented and market-oriented. Market-oriented positioning is concerned with demand and the competitive environment, whereas brand-oriented positioning is concerned with the brand's internal potential and image. Walkers Crisps has successfully targeted and positioned itself as a brand for those aged 15 to 25. (Rana et al., 2021).

The reputation of the organisation and the market category it serves impact the positioning decision. Thus, executives must assess the company's goals to choose the optimal positioning strategy (Stokel-Walker, 2019). A company's brand identity can move from market-oriented to brand-oriented as it grows, and this process must be repeated regularly. The Walker is an outstanding example of such a brand; it began as a market-oriented brand but has now evolved into one that no longer places new things dependent on market conditions. On the other hand, Walker combines the product with the rest of the company's services to create a cohesive brand identity and increase sales (Nanda, 2020).

### *Customer Persona Based on the STP*

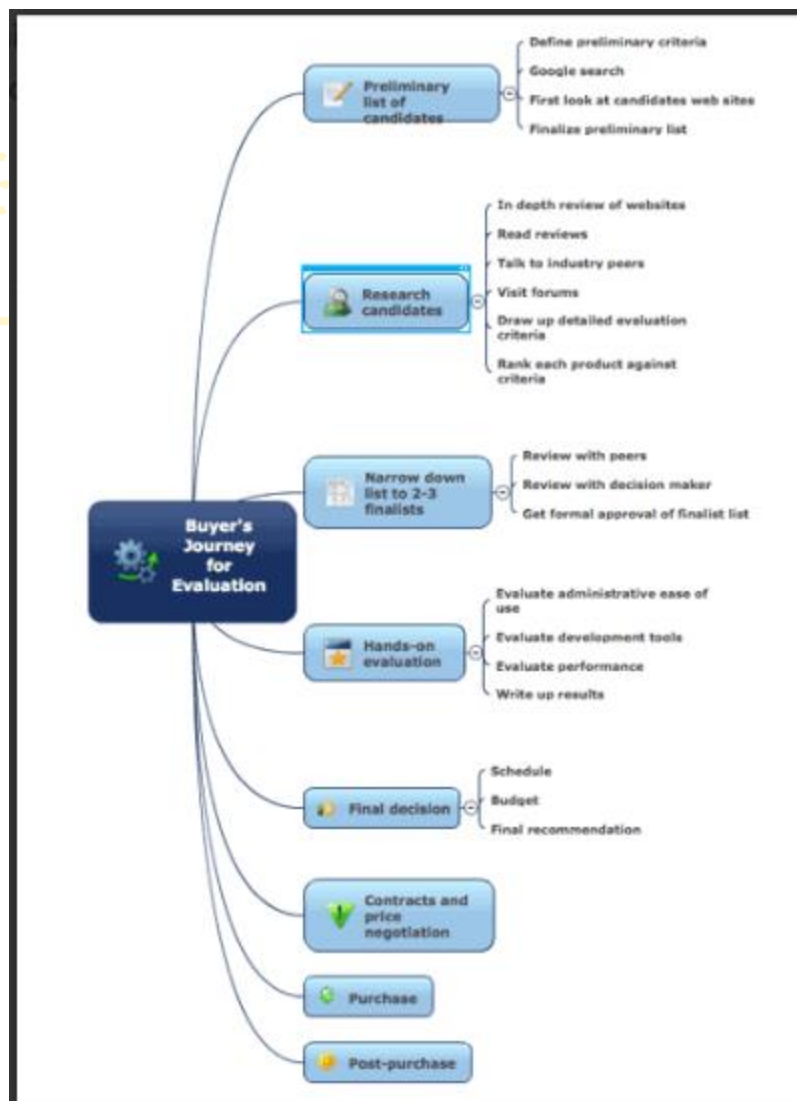


Figure 1

### ***Recommendations on Marketing Mix***

<b>Recommendations Marketing Mix.</b>	<b>Recommendation (Marketing Mix)</b>	<b>Justification-how does this meet Gen Z customer needs?</b>	<b>Explain and identify the academic marketing theory supporting the recommendation</b>
<b>Product</b>	The Walker in the snack foods sector is centred on customers' healthy eating demands, as indicated before in the market analysis (Nanda, 2020). Walker's competitive edge should be focused on nutritious snacks packaged in environmentally friendly packaging. There are five different product extensions available from Walkers. They should promote the 'Walkers Baked' brand since it has less than 70% fat and would satisfy customers' demand for healthy snacks (Mitchell, 2019).	Walker can discontinue selling snacks that are not lucrative to the Gen Z customer or differentiate from the competition. However, Walker may add a new brand to an existing product line or create a completely new product to address the wants of Gen Z customers. Therefore, Walker could try to combine existing brands into a single line. Walker can develop strategies to boost existing brands by adding features and value that will help them consolidate and extend their market share (Kumar, 2020).	In a crowded field of rivals, a product differentiation marketing strategy is simply a tactic to persuade consumers to pick one product over another. It searches for characteristics that distinguish a new product from similar items and achievements those distinctions to influence consumer decisions. Thus, Walker's Focusing on a specialised market is also part of the differentiation marketing concept. In the same industry as a much larger competitor, Walker, for example, found it hard to compete (Leake, 2018).
<b>Price</b>	Walkers snacks pricing varies depending on the location and size of the product. Although gas station and convenience shop prices are predetermined, retail prices change depending on the occasion (Easter) and competitive brand pricing. Psychological pricing (priced at £1.99 instead of £2) and competitor-based pricing are two Walker snacks pricing strategies (Lestari, 2019).	The Walker company's return on investment pricing strategy is important in the marketing mix (Return on Investment). However, the charge must be competitive while allowing the firm to profit. What is "fair" in this circumstance will be determined by the demands of Gen Z consumers. Therefore, in order to persuade Gen Z buyers to buy, the price must be appropriately set. Due to the short product life cycle	The customer value marketing theory is what clients value and how Walker's solutions satisfy those values is essential for developing a successful marketing strategy. Because marketing's key strategic aim is to apply strategies that separate the walker items from the competition, the use of information in Walker's marketing strategy is significant. Walker needed a lot of data to develop a communications strategy that effectively positions the

		of snacks, the first meal phase pricing will be expensive in order to cover development expenditures. Furthermore, technologically superior products, such as New Luxury snacks, will be priced higher to reflect the initial research and development work (Loo and Leung, 2018).	brand against competitors. Thus, information use is analysis since it symbolises a walker's judgement on how and where to employ its unique value-creating abilities in order to obtain a competitive advantage (McDougal et al., 2021).
<b>Promotion</b>	Walker's recommended promotion strategies are sponsorship of a home event (treasure hunt), collaborative marketing with theatres, and social network advertising. Walkers will participate in the "Walkers' Baked Treasure Hunt," a fundraising event in which participants are urged to buy at least two packs of Walkers' new luxury snacks. In addition, 1 percent of the proceeds from Walkers snack sales will be donated to the Carbon Trust Fund. The purpose of the event is to highlight the importance of humanity in protecting the environment by lowering carbon emissions. It might also help Walkers snack sales while boosting the company's environmental credentials (Romppanen, 2021).	Customers' taste for Walkers snacks will connect them to the new product. As a consequence of customer recruiting, Walkers snacks will become more popular, and customers will be informed about upcoming events such as the "Walkers Baked Treasure Hunt" and other seasonal promotions. Images from previous events will be provided to help Gen Z clients reconnect. Snack meals are typically linked to activities like watching movies. Therefore, Walker should have formed a strategic alliance with local movie theatres such as Cineplex to promote Walkers brand crisps to repeat customers. Cineplex may also work with Walker Crisps by playing the brand's commercial and engaging the customer in free movie offers (Nanda, 2020).	The marketing communication theory is divided into five parts, each of which includes a variety of disciplines and approaches. Advertising, personal selling, sales promotion, direct marketing, and public relations are examples. The preceding were investigated and determined to have unique and specialised applications and contributions to marketing communication theory. The notion is a set of interconnected marketing acts that need walkers and marketers to assess the benefits and constraints of their product or service in order to design a strategy that produces positive results (Micheaux and Bosio, 2019).
<b>Place</b>	Walker's snacks' mix marketing strategy is suggested for extensive distribution at most	The location marketing mix strategy of Walker Snacks is a set of techniques for distributing items to clients.	The core idea of distribution marketing will be online sales and concessions within well-established department

	<p>merchants in fuel kiosks, including Shell and BP. Walkers place food vending machines in entertainment parks like bowling alleys and movie theatres to boost product exposure. Walkers snacks will also be placed in the centre console or shelf at hypermarkets like Asda, Tesco, and other convenience stores. Consumers are more likely to notice items placed on the central shelves because they are conveniently accessible (McDougal et al., 2021).</p>	<p>Distribution and marketing channels serve a variety of purposes, including reducing purchase lot size and allowing individual Gen Z customers to buy products, logistics, providing product quality assurance, after-sales services, and installation services, providing customers with product information, and making products easily available to end consumers (Woo and Nam, 2020).</p>	<p>stores. The use of an intermediary to deliver to the concession is required since it will assist Walker in improving efficiency and accessibility for consumers by sending things in smaller batches, allowing for stock measurement and even distribution. Direct producer to consumer channels, on the other hand, is most effective with internet commerce because young working professionals may not have time to shop at LKS concessions; online shopping will be the most efficient solution (Williamson, 2021).</p>
<b>Process</b>	<p>Customers are more concerned with how a service is supplied than with what it is delivered, hence Walkers crisps provides frequently prioritise the process of generating and providing a service. This is particularly true for businesses operating in highly competitive markets (Williamson, 2021).</p>	<p>Modern service Walker crisps provides frequently utilise process to offer themselves to clients by establishing a distinct image. To attract more consumers, some snacks and other products include little details about their services in their marketing.</p>	<p>New Product development marketing strategy is influenced the customers behavior to the new product.</p>
<b>People</b>	<p>People refer to the Walker workers and how they are taught and their ability to work effectively with other employees and consumers. For Walker to be a successful firm, it must recruit well-suited individuals. The Walker Great Britain prioritises treating our employees well, assisting them in their development, and providing a fulfilling</p>	<p>Walker Crisps provides many products that necessitate direct communication between clients and company employees. Customers' perceptions of the organisation and its services are heavily influenced by their interactions with service</p>	<p>Walker Crisp's staff value their customer marketing strategy. However, how a customer is addressed and treated by personnel has a significant impact on the quality of their eating experience. Customer marketing strategy thinks that its front-line staff may promote the company's favourable or negative image,</p>



	working environment. This entails fostering an atmosphere in which individuals may thrive in their work, learn new abilities, and advance in their careers" (Walker et al., 2019).	personnel in such situations.	therefore they put a lot of effort into hiring, training, and assessing them.
<b>Physical Evidence</b>	Physical evidence is necessary to demonstrate that the company's service was provided. However, Walker is offered in more than 20 countries; it is adequate evidence. They also keep up with the times by being active on social media and having a website. Walker was manufactured at over 500 factories throughout the world in 2019 (Truong et al., 2022).	Walker has its website and distributes its products in more than 20 countries worldwide. There are Pepsi co UK snacks franchises in 24 states. Walker is one of them, and they own 60 of the 67 production plants it operates. At the end of 2000, they had 320 distribution facilities, 258 of which were owned, spread over 41 states (Munsch, 2021).	The online marketing strategy gives strength to the company profile. The physical evidence of websites has built customer reliability (Williamson, 2021).

### *Customer Journey Mapping*

Two forms of customer analytics are customer journey mapping and customer journey analytics. Customer journey mapping is creating a visual representation of Walker customers' interactions with the company (also known as user journey mapping) (Kumar, 2020). Businesses may use the CJM to put themselves in their consumers' shoes and experience their business through their eyes. It might assist you in learning about common customer issues and how to resolve them. On the other hand, the walker strategy on CJM specifies all possible customer touchpoints, including a website, social media sites, and contacts with marketing and sales employees (Leake, 2018).

Across these numerous touchpoints, customer journeys are then created for each buyer profile. A millennial buyer persona, for example, may learn about a product on social media and then research it further on the mobile version of the site before purchasing a desktop computer. A customer journey map should incorporate the customer experience at each touchpoint. The Walker might include the customer's next steps and how your organisation reacts. "Those that utilise customer journey mapping report exceeding their competition in terms of profit nearly twice as often as those who do not," according to Lestari (2019). Systems that collect data from several sources and provide real-time insights have a competitive advantage. Organisations, particularly customer-focused organisations, have recognised the benefit of mapping in learning about their

customers. It may increase revenue by enhancing customer service, boosting customer acquisitions, reducing customer churn, increasing client lifetime value, and increasing return on market value (Mazurek and Małagocka, 2019).

Customer mapping includes marketing, sales, analytics, operations, and customer service departments. Customer mapping is a one-stop-shop for all customer requirements, including predictive modelling, data visualisation, and management (Nanda, 2020). Customer Journey mapping is a data-driven approach to connecting every touchpoint of a customer's journey in order to influence and analyse the customer journey and, as a result, prioritise the opportunities that impact business goals. In contrast, Customer Journey analytics is a data-driven approach to influence and analyse the customer journey and, as a result, prioritise the opportunities that impact business goals. They differ in their data-driven approach, thoroughness, the amount of analytics involved, real-time data, and how they give actionable results (Mitchell, 2019).

### ***Detailed Customer Journey Map***

Customers have high expectations these days and want a consistent and integrated brand experience. They want businesses to remember who they are and what they want (across many touchpoints) to resume where they left off without having to repeat or clarify their requirements. Walker Customer journey maps are essential for new product development and offer a variety of advantages. At each point of the customer journey, the Walker can determine how consumers feel, their demands, what tasks have been completed, and what questions they have (Walker et al., 2019). Walker might be able to choose what documents to present based on the kind of inquiries clients ask. Because of CJM, Walker's client retention has improved. Post-purchase experiences are taken into account in a well-crafted customer journey map. This insight aids in determining why clients depart. If Walker realises this, he can improve his abilities and overcome his deficiencies. Walker wants to better his marketing efforts; once he understands how customers make decisions and which platforms they favour, he can customise ads to those platforms' needs (Vinales et al., 2019).

Walkers can figure out how buyer personas travel through your conversion funnel if you know all customer interactions. By allowing organisations to enter their customers' brains, Walker CJM allows them to get remarkable insight and awareness into specific consumer trouble areas. They also cultivate empathy, which helps organisations understand what their customers want and how they feel (Romppanen, 2021). The walker customer journey map is a straightforward concept: it's a visual depiction of the steps, consumers take when they interact with Walker, whether through a product, an online experience, a retail interaction, a service, or any combination. As a walker's touchpoints expand, a map becomes more intricate and vital (Stenum, 2019). When examining the whole interaction arc, customer journey maps are typically referred to as "cradle to grave." For example, Walker's customer journey timeline comprises initially interacting with a consumer (via advertising or at a shop), then purchasing the product or service, using it, sharing the experience with others (in person or online), and eventually upgrading, replacing, or choosing a rival (Kumar, 2020).

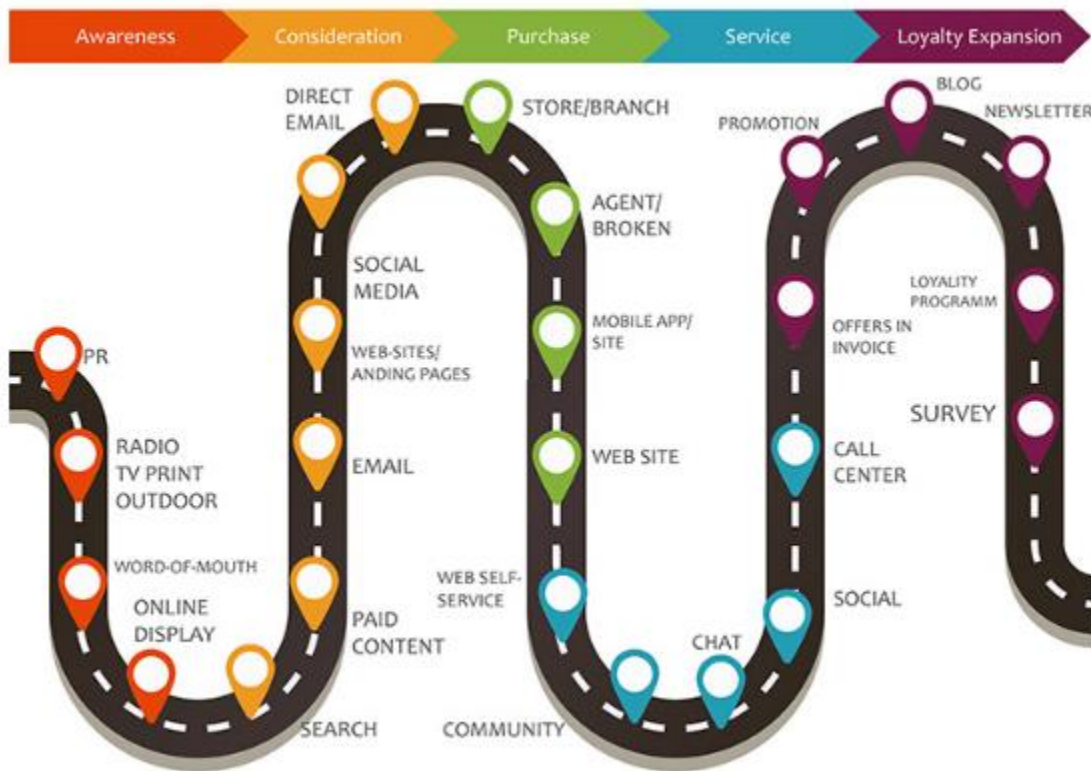


Figure 2

### Conclusion

After reviewing Walker's marketing strategy, it can be concluded that the company's marketing strategy acts as the foundation for all marketing activities. It's a target market that may be satisfied with the correct marketing mix. Walker's marketing approach blends innovation and reflects the essence of well-known products with competitive prices, communication strategies, and distribution networks.

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