



MKT BUZZ



HAVE YOUR SAY

Are Marketeer's the Willing Accomplices to the Aggravating Perpetuation of Gender Stereotypes?

By Ruba Alsowayel



Have you ever passed by an advertisement or picked up a product and winced at the unnecessarily glitzy and overly garnished pink packaging? followed by a scoffing and self-imposed urge to say "get out of here, you and your ridiculous lady marketing tactics. I will not be fooled, I shall not succumb to the marketing gimmick" I have! especially now, more than ever. As a senior marketing major, I am hyperconscious to and analytical (slightly critical) of every advertisement and product that I happen to stumble upon.

Now, I have contemplated the age-old debate on whether marketing is an ethical or unethical practice and I have drawn conclusions that comforted me enough to want to major in it while never missing a night's sleep, and I am not here to paint the marketeers as the big, bad wolves with dollar signs where their pupils should be. I am simply illuminating the fact that marketing, like many practices in the world, carries a huge responsibility in the construction of roles in society and the codification of laws. If anything, I am glorifying the practice of which many consider door-to-door selling by amplifying it's role.

What many people fail to grasp is that marketeers' responsibility transcends that of generating the maximum revenue at the end of the year. It is more than retaining customers and ensuring their loyalty. Marketeers are basically selling you your identity, your role in society, what resonates to you and why. For instance, when marketeers incessantly target cleaning products at female consumers, it is only natural for society to think domestic labor is a female's job. Also, it is not uncommon for minivans to be marketed exclusively to women, while sports cars are marketed primarily to men.

Because sport cars are dangerous and thrilling and they highlight your brawniness. I get it, we all see your big boy pants. While on the other hand, minivans are dainty and

user-friendly and motherly, because naturally, she is the lovely caregiver. (please detect my sarcasm).

Is this sexist, or a demographic reality that more men purchase sports cars than women? Marketers might argue that this conclusion has been based on extensive and sensible research. That they have carefully gathered data concerning the preferences of their target consumer, and kept track of who is buying their product. And they are not mistaken, however, they have forgone the fact that peddling these ideologies is a self-perpetuating and vicious cycle. The nature of advertisements is drawn from society and vice versa.

In the recent gender marketing survey by G+ the following key statistics were identified:

-On average women decide:

91% of New Home Purchases

89% of New Bank Accounts

80% of Health Care Decisions

-The demographics for mothers are changing:

72% are working and 42% are unwed.

Brandon Gaille, the CEO of SocialMediadd.com and social media expert, had these words to say about the gender marketing survey figures: *"Both online and offline, we see women playing the primary role in buying decisions for consumer related products. This has made it a priority for advertising companies to tailor their ads to women in 2012, even for products like cars and consumer electronics."* Why can't we depict women in our ads as the caregivers with an edgy side and an affinity for sports cars, or a man who has a compulsive obsession with hygiene and is genuinely interested in cleaning products? The truth of the matter is, these characters exist. However, they are deemed an anomaly and an exception to a rule, and sadly, at time, ostracized. Why does it have to be a monolithic set of attributes assigned to a gender? Who deemed these roles mutually exclusive?

You see, roles have changed, although we still haven't reached full gender equality, and we haven't yet obliterated all infuriating and limiting stereotypes but, it is time for us, marketers, to stop relying on boring archetypes. If we want change, we better be the change, one detergent ad at a time.

PICK OF THE PACK

Purple Cow !!!

Seth Godin Book review by Albatool Alyahya

When we analyze the marketing world, we'll find so many P's like pricing, promotion, place, and product. Have you ever found yourself following your plan successfully and checking all P's, but the result didn't come as you wished for? Did you wonder what was missing?

When you drive in France you'll be astonished by the hundreds of cows in both sides of the road, but later you'll notice that the new cows are just like the old ones, they won't grab your attention any more. What if you found a purple cow! Well, that would be interesting and remarkable. From here Seth Godin came up with a new concept, a new P, which is (Purple Cow).



Remarkable marketing isn't slapping on marketing as a last-minute or add-on. Remarkable marketing is breaking through the clutter, capturing imagination and attention. Why do we need to be remarkable? For many reasons. First, because there's too much noise and consumers are less eager than ever to add to it. Second, what once was amazing became common, maybe boring! Moreover, because what's missing in anything we do isn't the idea, it's how to execute it remarkably.

The marketplace is getting faster and more fluid. Yes you're too busy to pay attention, but the rest of the world keeps going on being smarter and more creative. Remember that if your P's are worth noticing, worth talking about and your product/service is worth buying, then you're definitely a purple cow.

Do you think that following the approach everyone follows or not standing out as a purple cow will take you to the next level?

Calling out to All Job Hunters! Glowork

"The Step Ahead Career Fair" on 15 and 16 April is where female students can give their CV's to more than 40 companies. For more information contact info@glowork.net



AD!

BADVERTISEMENT

Is that a ...

"Pizza Perfume"

You're Wearing?!

BY Adwa Albanyan



That was the question I had in mind when I first read that Pizza Hut introduced a brand new fragrance from Pizza Hut Canada boasting top notes of freshly baked, hand-tossed dough.

Eau de Pizza Hut is available in Canada, and as they mentioned, it began as a joke. It started by simple questions asked in their social media, like "Do you love the smell of a box of Pizza Hut pizza being opened?" and so on. Even if the answer to this question was yes, that doesn't mean that you want to smell like it, or do you?

I would understand if it was an air freshener, I won't buy it but I understand where it comes from, but a perfume? Seriously? Who want to smell like pizza? Or a pizza delivery boy? I say NO one!

From my point of view this move was a desperate marketing stunt to create some buzz and increase their shares, which they are losing to their competitors. It surely created a buzz, and got the world talking about it, but was it positive buzz that gets people to buy more? Perhaps not.

Pizza Hut wasn't the first restaurant that created their own fragrance. Four years ago, Burger King offered a \$4 meat-scented body spray for men, Flame by BK. Before that in 2006, Stilton created a perfume meant to mimic the scent of the pungent blue cheese. Who knows maybe McDonald's will follow their footsteps tomorrow. The question that must be asked, does that mean the future holds fast-food scented perfumes. I surely hope not.

SOCIAL MEDIA IS ALL IN

By Deema Alnemer

Social media is playing a huge role in the field of integrated marketing communications, not to mention the huge impact that comes with it..



People now from all over the world are spending most of their time on the Internet, specifically on Social networks such as twitter, Facebook, and others. They are sharing everything about what new products are coming out and their experience with a particular product. All of these activities serve as a challenge and an opportunity for marketers

FACTOIDS

What **200 calories** look like in different foods?

By Sheikha AlKathiri

Most girls nowadays want to lose weight, and care more about what they eat. Some of them can't eat without counting calories, in fact I'm that kind of girl who reads the labels before eating anything! I think food labels are a good idea. So I decided to write something interesting about calories.

Because many people don't realize how little 200 calories are; Wise GEEK website put together a brilliant project that puts healthy eating into perspective. The website photographed what 200 calories of many different foods looks like and I want to share some of the photos with you.



Four slices of flax bread, or approximately 90 grams, reaches the 200 calorie level



Breakfast of champions: 150 grams of eggs in their purest form top out at 200 calories



Peanut butter addicts might be disheartened to see just **34 grams** equals 200 calories



496 ml of regular Coca Cola comes in at 200 calories



Just a little less than a whole glazed donut is a breakfast under 200 calories



It takes only eight Hershey kisses to total 200 calories

However, your recommended daily caloric intake depends on your height, weight, age, and activity levels. It is usually between 1,500 and 2,500 calories per day.

MICROSCOPIC MARKETING



By Lena Krimly

The marketing environment includes a group of factors that affect the performance of the company. These factors may affect the organization directly or indirectly. In addition, marketing environment factors affect the input and output of the organization .

There are two types of marketing environment (Micro-Environment and Macro-Environment. The micro environment refers to the forces that are close to the company and affect its ability to serve its customers. It includes the company itself, its suppliers, marketing intermediaries, customer markets and publics. On the other hand, macro environment includes all external forces that are part of the larger society and affect the microenvironment.

BEEN THERE, SEEN THAT!

What Women Want

Movie review

By Sadeem Al-Suhaibani



When I was asked to write about a marketing based movie, I went through my database AKA my head and the movie that popped out was What Women Want. It's kind of an old movie (2000), but it really shows a side of marketing, which made me think about picking marketing as a major.

So the story is Nick (Mel Gibson) is a big shot marketing executive, when his company hired Darcy (Helen Hunt) to help with this new campaign for Nike Women, what Darcy did is she gave out a box full of "women stuff" to make everyone think about a least one feminine advertising idea, so she could see who to put in this campaign, what Nick did is he went home and used the "stuff", and he got in a freak accident, which made him start to hear what women are thinking, so he started to listen to Darcy's ideas and steal them.

What I liked most in this movie is a part where Darcy is thinking about a slogan, the way she lives the ad in her head is just amazing to me because that taught me a new way of brainstorming, and to be honest I don't want men to know what goes on in my head, that's just too scary for me.

Yes it's an old romantic comedy, but I think it's better than these new "chick flicks". It's sweet and relaxing, you don't have to think so much about it like Inception, which is AMAZING, you should have a girl's movie night and have fun

"QUOTE OF THE WEEK"

Advertising is about one thing...happiness! And you know what happiness is? Happiness is the smell of a new car. It's freedom from fear. It's a billboard on the side of the road that screams reassurance that whatever you are doing is okay. You are okay." -Don Draper (Mad Men)

Go creative in recycling "Waste is only waste if we waste it"

Discover the magic and secrets behind energy in MISHKAT

Tweet about your ideas for simple actions that both companies and individuals can take to save the planet.

OPINIONATED

Is The Customer Always Right?

By Asma Abo-Alsamh

Customers had no power in the era where goods were scarce. As long as someone is producing, someone else is assumed to be buying. Through out the years, the focus of companies shifted and their products are produced based on consumer preferences. Now, It is not about what companies sell anymore, it is about what we buy. It is the end of B2C as we know it and the beginning of C2B.

The phrase "The customer is always right" was originally coined a century ago, and is typically used by businesses to convince customers that they will get good service. Ironically, sometimes it only leads to bad customer service because it creates insecurity to employees, gives abusive customers' an unfair advantage, and sometimes, the customer is just plain wrong. Customers realize they have this power, and some of them are misusing it.

They say customers are always right .. But in my opinion, NO ONE is ALWAYS right!. Hats off to the person who said: "all generalizations are wrong including this one".



Join us on Earth Day!

22 April



We are proud to launch the **Green Marketing Campaign** Today 8th of April in CBA hall from 10 Am to 1 PM. The campaign features the concept of going green in marketing and business. It will also present the **Art of Recycling Exhibition** and collection of **simple Acts, tips and ideas to save the planet** due 22 April (Earth Day). But lo and behold, a **Field Trip to Mishkat Museum!** Will take place on 12 May. **Yup you heard right!** Contact us for more info. Next stop: Mishkat!



To contribute to MKT BUZZ with articles, suggestions, or comments, please contact us at mktc.ksu@gmail.com or Alsowayel.Ruba@gmail.com

