



CASE STUDY#3

CHALLENGING STANLEY

CASE STUDY INSTRUCTIONS

1. Read/review the case study with your team (student group or class)
2. Review the evaluation criteria.
3. Create a response to the case study.
4. Be sure to include a team name, the names of team members (or class period if an entire class is participating), and the school and teacher's name.

IMPORTANT NOTE: Your written entries are limited to no more than two pages.

If you wish to include any supplemental material to support or enhance your written work, no more than four (4) PPT slides (or graphics or images) will be accepted.

DUE DATE: APRIL 8TH

All “Challenging Stanley” case study entries must be submitted by April 8th, no later than 3:00 PM PST.



BACKGROUND

The Stanley brand has been around for more than 100 years. Inventor William Stanley Jr. forever changed the way hot drinks were consumed. In 1913, he fused vacuum insulation and the strength of steel in one portable bottle, inventing the all-steel vacuum bottle consumers know and love today.

Four years ago, the company’s sales were turbocharged after the release of the Stanley Quencher. It has been so popular that Stanley’s annual sales were projected to surpass \$750 million last year.

THE SCENARIO

Stanley is well-established in the market and is known for its durability and quality. The product is also well-marketed; Stanley offers a variety of colors and themes while offering limited-edition drops to drive demand.

However, a new competitor (represented by your agency) has entered the market, offering similar product features and benefits. What they lack is credibility, brand awareness, and recognition.

YOUR CHALLENGE

Your task is to create a sports and entertainment marketing campaign that uses sports and entertainment to elevate the brand’s profile and increase sales.

Part of that process will include creating a brand identity for the new company that will help to differentiate it from other competitors in the market, including Stanley.



CASE STUDY REQUIREMENTS

If a challenging brand is to succeed in gaining market share in a crowded space, a strong positioning strategy must be in place, including the effective establishment of brand identity. A firm understanding of the target consumer would help guide that process. How will your agency learn more about what customers want?

Once a strategy for brand identity and positioning the new Tumbler product is in place, your agency will communicate a plan for promoting the brand to increase both brand awareness and sales, leveraging the sports and entertainment industry as a vehicle for reaching consumers.

You will need to develop and submit a marketing plan for review. Your plan must include, at a minimum, the following information:

- Brand and product name
- Product price
- Product sample
- Description of brand identity
- Explanation of positioning strategy
- Identification of target market
- Distribution strategy
- Explanation of how sports and entertainment marketing will help the brand to reach consumers, citing at least three (3) specific examples

EVALUATION CRITERIA

This case study entry will be evaluated based on the following criteria:

- Demonstrating understanding of concepts from your textbook
- Application of those concepts with branding, product, development, positioning, distribution, target market, and pricing strategies
- Understanding the consumer
- Creativity
- Effective use of sports and entertainment to reach consumers

The teams that advance to the next round in this case study tournament will demonstrate a fundamental understanding of key concepts from the textbook and establish the best differentiation strategy to help the new brand stand out in a crowded marketplace.