university of groningen

faculty of economics and business

Man Made Blue Zones: A Marketing Angle

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University of Groningen

Keynote

April 3 2018

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Improving the public health

- Adding healthy years
- Reducing health inequalities

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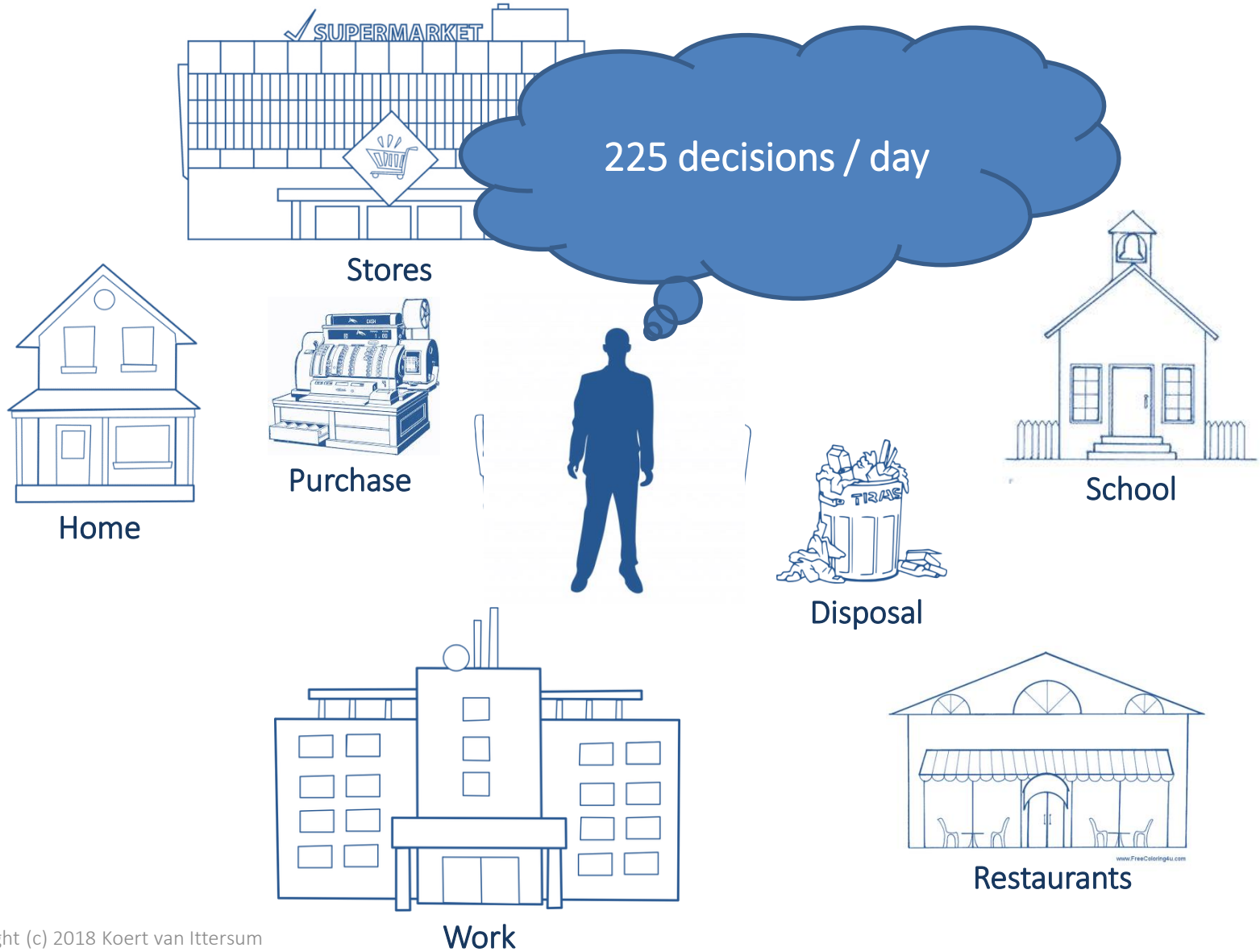

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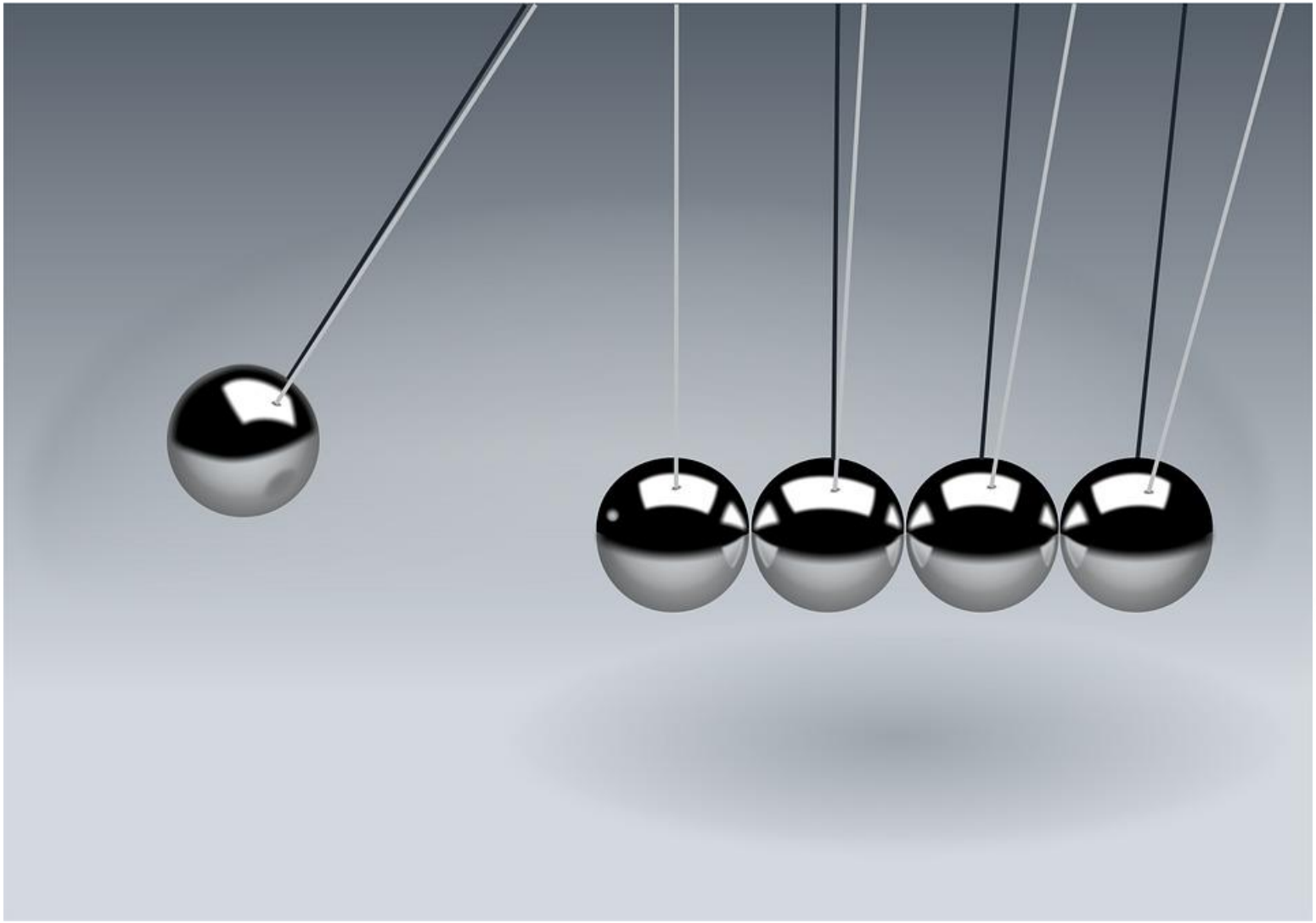

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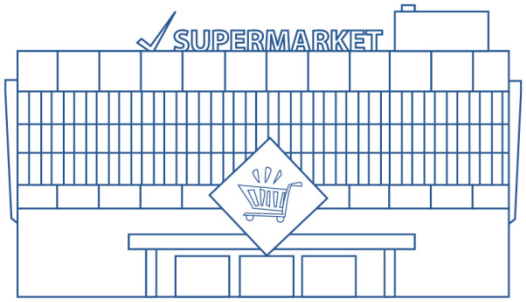
It will take the entire village….

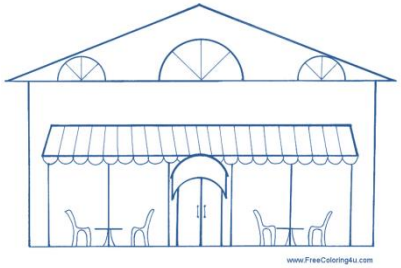


Stores

Home

School

Work



Restaurants

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Blue Zones

By German Carias - Aug 31, 2017

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Man Made Blue Zones

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Marketing

… the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

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Orange town

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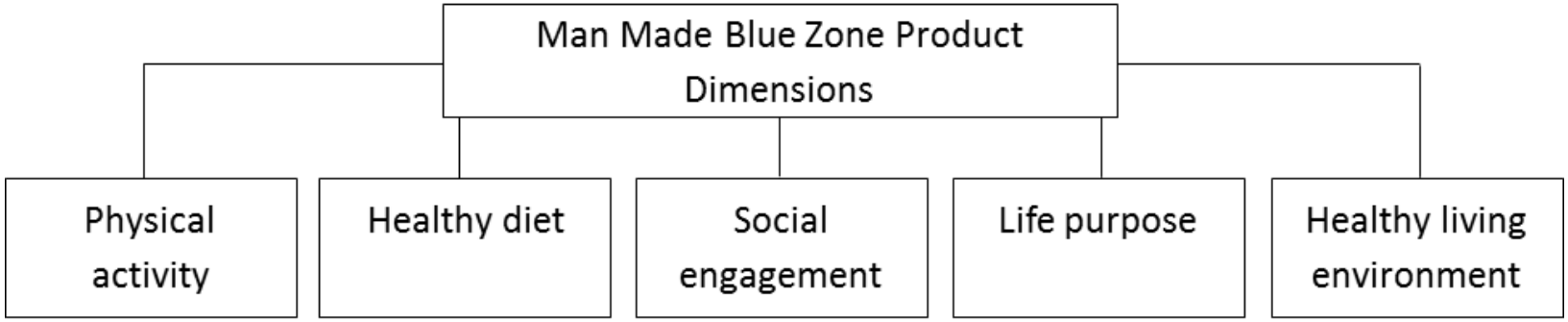
Step 1: Man Made Blue Zone – The Product



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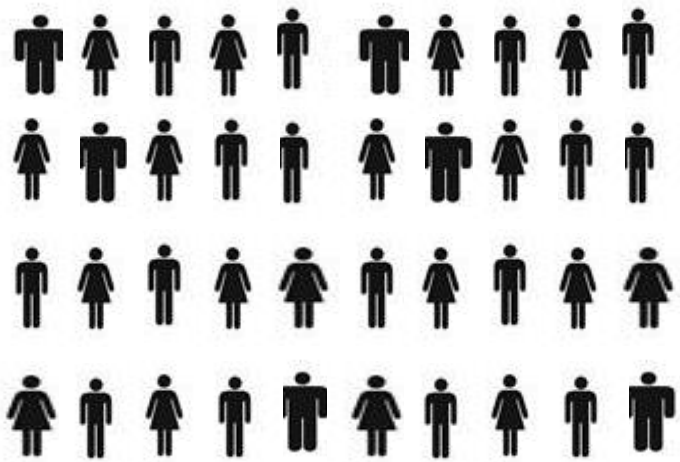
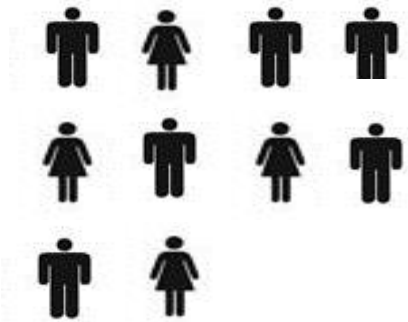
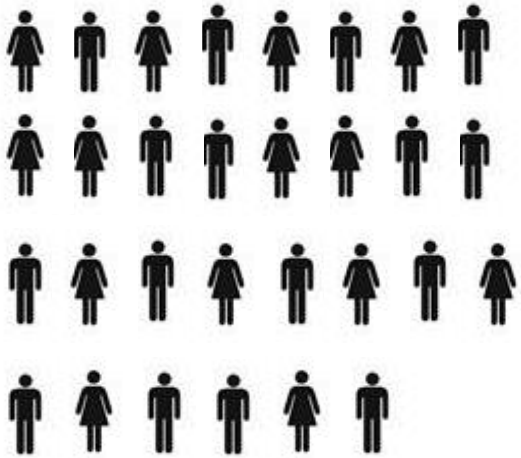
Step 2: Segmentation







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Step 2: Segmentation

1. Secondary data
2. Quantitative primary data
3. Qualitative primary data

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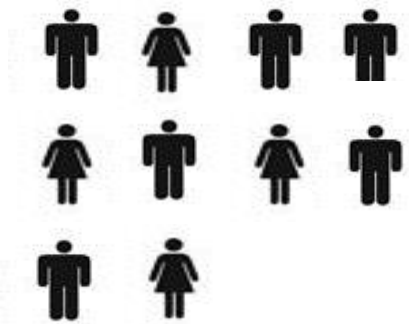
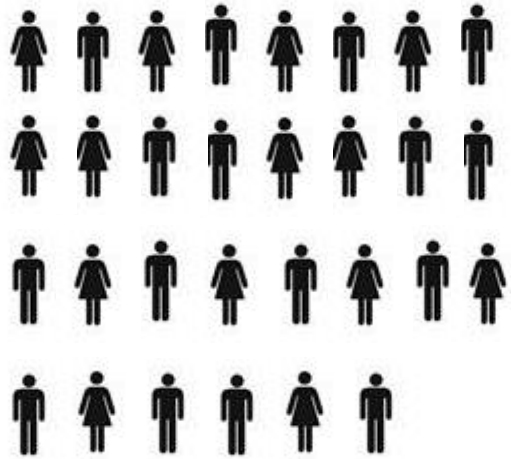
Step 3: Targeting





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Step 3: Targeting

1. Compatible
2. Size
3. Expected growth
4. Accessibility
5. Cost

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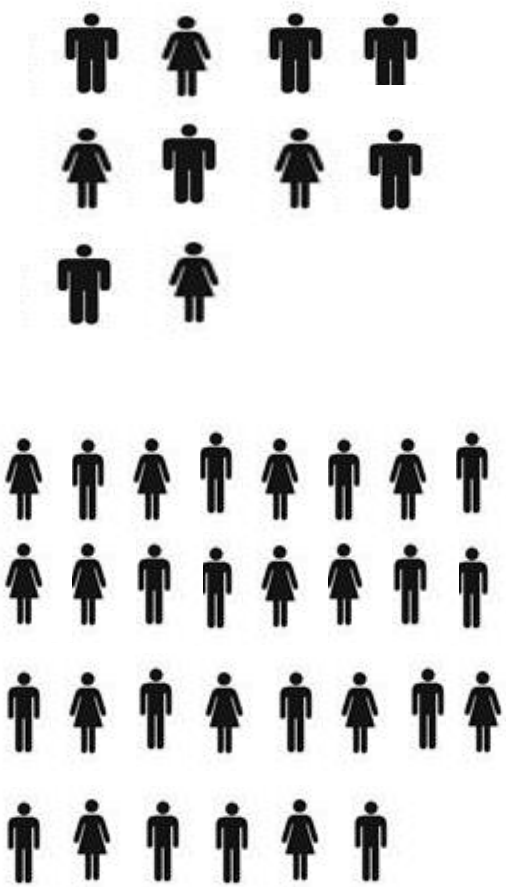
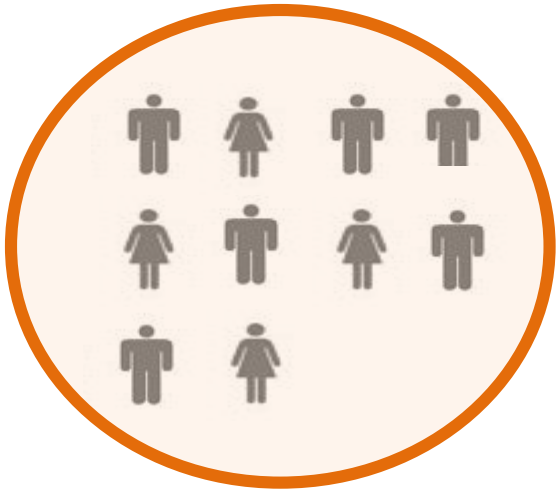
Step 3: Targeting





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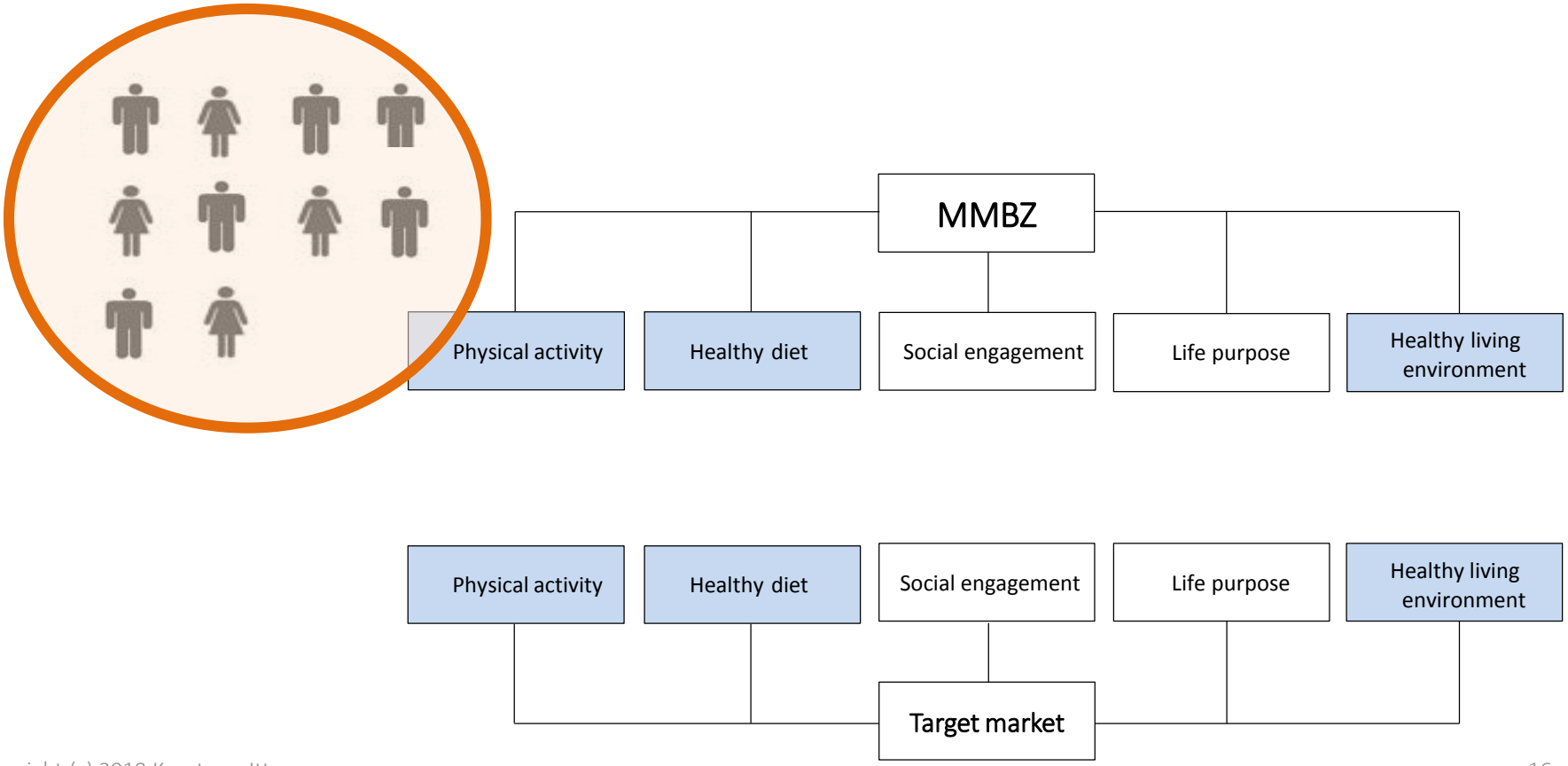
Step 4: Development of Customized Man Made Blue Zone Product



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Step 5: Implementation and Monitoring

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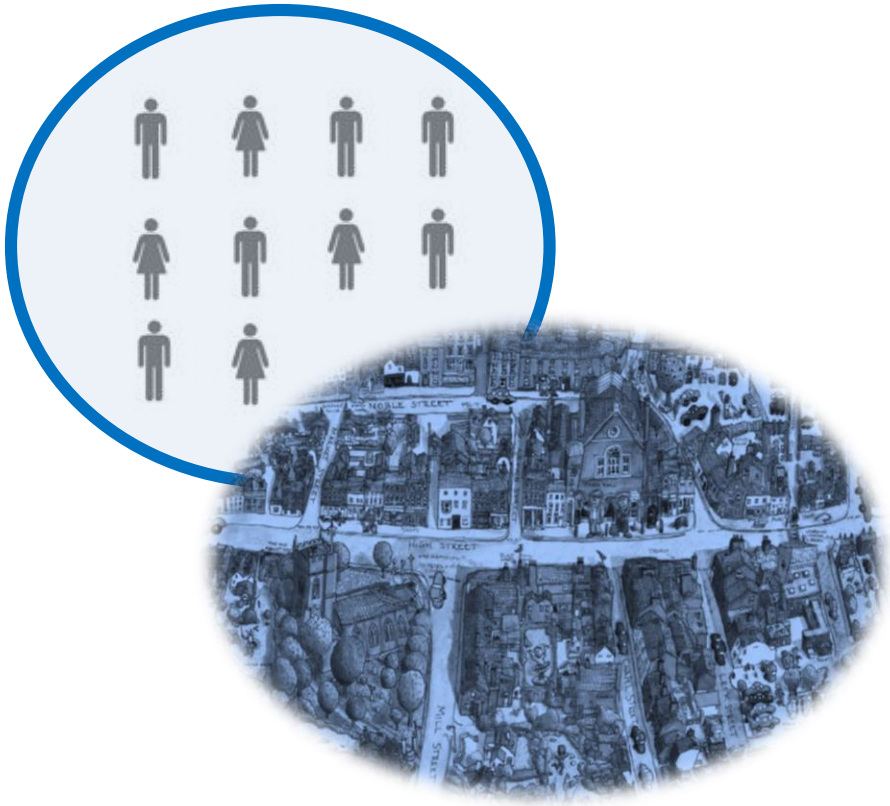
Step 5: Implementation and Monitoring



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