Marketing Essentials

BMIH4009

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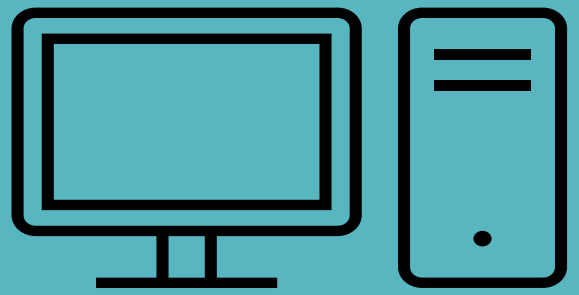
Use of AI declaration

I confirm that I have not used AI tools in the research and creation of this assignment. I confirm that I have not presented any AI generated materials as my own work. I confirm I have copies of my drafts, notes, and other resources I used, which I may be asked to provide in evidence



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-Chosen Product

-How chosen product applies to the 5 Ps of the marketing mix

-Conclusion

-Reference list

Marketing mix

- Created by professor E. Jerome McCarthy
- Refers to multiple areas of focus that create a model for an effective marketing scheme
- 5 Ps refer to Product, Price, Promotion, Place and People

(Kenton, 2025)

Au Vodka

- Vodka brand established in 2015 by two school friends, Charlie Morgan and Jackson Quinn
- Curated in Swansea
- Desire to create a unique product they would have liked to have been gifted when turning 18

(Auvodka, 2025)

Product

- First product created was an unflavoured vodka distilled in gold
- Element ‘Gold’ on the periodic table inspired the packaging
- Branched out to different flavours in 2020 and ensured the vodka colour matched the flavour of the liquid (MAD//Fest London, 2023)

Product

- Gen-z and Millennials value variety in a product, unique packaging and the experience in a product without overspending (Willcox, 2022)

- Gen-z and Millennials drink less than other generations and prefer lower ABV options (Willcox, 2022)

Price

- Cost of a bottle is £34.99 when purchasing directly
- £33.50 a bottle on Tesco website whereas competitors, such as Belvidere, Grey Goose and Cîroc are up to £42.00 a bottle (Tesco, 2025)
- Offer a range of deals such as regular deals on the purchase of multiple bottles, gift set deals and regular sales

Price

- Gold gang loyalty scheme where points are earned with every pound spent (Au Vodka, 2025)
- Range of tiers with range of rewards for customers to unlock

Promotion

- 75% of Millennials' purchasing decisions are impacted by a brand social media presence (Willcox, 2022)
- Large online presence with lots of followers
- Often partake in online trends to launch and promote new products

People

- Multiple famous brand ambassadors, such as Eden Haze and Charlie Sloth, beneficial as promotes the company to target
- Charlie and Jackson attend events often to promote and spread awareness of the brand.
- Multiple employee benefits, such as companywide bonuses, birthdays off and early finishes on Fridays (Au Vodka, 2025)

Place

- Available in multiple well-established stores worldwide
- Multiple digital channels
- Often available in bars and restaurants across the UK, especially Wales
- Use a mixture of direct and indirect distribution channels to reach customers
- Partnership with Kammac warehouse with storage in locations such as Manchester and Skelmersdale (Warehouse News, 2024)

Conclusion

- Utilise generational marketing using online promotion and working with influencers to reach target audience

- Use the marketing scheme to meet the demands of the customer e.g. Au Vodka cans

- Understand the need for a USP and focused all packaging on the use of gold to make the brand stand out while remaining affordable and accessible

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Thank you for listening

Any questions?