



Employing Diversity and Inclusion in Marketing Storage Space to the Big Apple

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Assignment 1 (25%)



Background

- Self-storage and moving company based in New York City founded in 1956 (Manhattan Mini Storage, 2018).
- 17 locations. All open 365 days a year. Many are open 24/7 (Manhattan Mini Storage, 2018).
- Sites include high-tech security alarm system, free concierge, and on-site managers (Manhattan Mini Storage, 2018).
- Has approximately 250,000 customers. (Manhattan Mini Storage, 2018).
- Largest personal storage company in New York and one of the largest in the United States (Nissanoff, 2006).
- The company creates all its own advertisements and places those advertisements on billboards, subway trains, stations, buses, and phone booths/free public Wi-Fi kiosks across New York City.

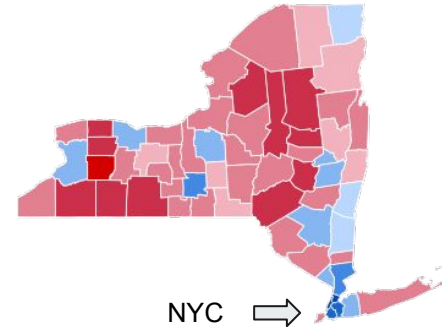
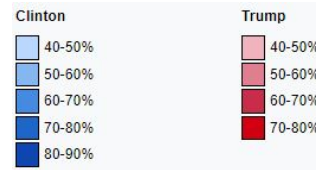


In marketing, the organization focuses on **“identifying what matters to New Yorkers”** (Manhattan Mini Storage, 2018).

It markets itself as **“an extension of your home where you can keep the things you want to keep but can’t quite accomodate in your tight Manhattan apartment”** (Manhattan Mini Storage, 2018).

Brand Differentiation and Product Positioning: Location

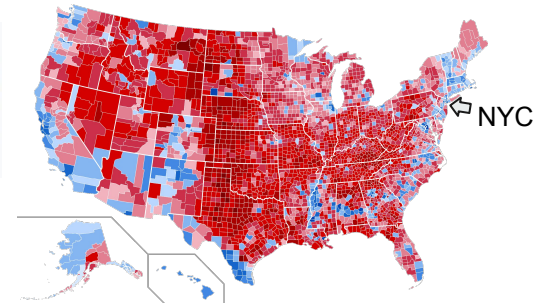
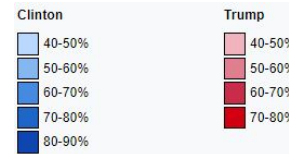
- As a sub-sector of the commercial real estate market, the self-storage industry is fragmented regionally and has a low market share concentration. Top three companies industry-wide contribute less than 15 percent of the total industry revenue. (Lifschutz, 2017).
- Key success factors in the industry is reputation, economies of scale, proximity to major markets (dense population centers), and financial management (Christensen, 2017).
- In New York, the demand for self-storage is three times larger than the supply (Matson-Teig, 2017).
- Manhattan Mini Storage **taps into the highly Democratic voter base** of New York City, feeding New York City's perception of itself as a refuge or oasis in a desert of (Republican) red. It expresses **disapproval and implies slight disgust of life in the United States** in a cheeky manner while amplifying **New Yorkers' brazen and self-righteous dissociation** with the majority of the country.



2016 Presidential Election Results by County: United States

Brand Differentiation and Product Positioning: Location

- Given that proximity to densely populated markets is a key success factor, **product positioning based on location is a prime conduit of brand differentiation**. In particular, Manhattan Mini Storage is able to **differentiate itself in the regionally competitive industry through strong associations with its place of origin** - namely, New York City. The company presents the benefits of personal self-storage in a targeted manner specific to New Yorkers, in this case in their voting behavior, life choices, and pretenses.
- This communication style in relationship marketing is an expression of being “**crystal clear and confident**” (Clements, 2018). This speaks to the **4Cs** in the Rakbank communication style to capture audiences, the four of which are **Clear, Confident, Cheeky, and Combative**. (Davies, 2018).



2016 Presidential Election Results by County: United States

Audience Awareness, Macro-Level Environments, & Product Positioning: Religion and Secularism

- The organization engages in **brand differentiation by linking their marketing campaigns to an event or occasion**, specifically the 2012 Presidential Elections.
- In addition, these ads demonstrate that marketers at Manhattan Mini Storage exhibit active **awareness of macro-level social developments** (Hooley et al., 2018) in the United States with the fortification of the Christian far-right in national discourses. The storage company takes a **clear and solid position** in discrediting and poking fun at both Michele Bachmann, a Tea Party leader and Republican hopeful for president, and their claims to divine intervention in their decision to run for office.
- In addition, the ads affirm its regional market share by **ridiculing Biblical literal interpretation and caters to New York's more secular population**.
- In a 2011 ad, the marketing campaign tackles American Christian radio host Harold Camping's assertion that the Rapture and Judgment Day would take place on May 21, 2011. The ad tackles this apocalyptic End of the World prophecies through use of comedy in its emphasis on the postponement of the doomsday date to autumn. Collectively, these ads reinforce the regional narrative that New Yorkers are more a more intelligent and secular populace that contend with limited living and storage space. By weaving in their product in this rebuttal of Christian far-right ideology, the company reaffirms an **understanding of local consumers** and its own **allegiance to their base** as their market share while simultaneously **positioning their product, storage, as a ubiquitous need** that define New Yorkers.

THE RAPTURE WAS
PUSHED TO OCTOBER,
SO NO MORE
PROCRASTINATING.

Manhattan
Mini Storage.com
212-storage

STORAGE
STARTING AT
\$29

FREE
MOVE

"IN MY FATHER'S HOUSE
THERE ARE MANY
ROOMS." — JOHN 14:2
CLEARLY, JESUS WAS
NOT A NEW YORKER.

Manhattan
Mini Storage.com
212-storage

STORAGE
STARTING AT
\$29

FREE
MOVE



Market Segmentation & Relationship Marketing: LGBTQ+ Communities and Allies

- Manhattan Mini Storage engages in market segmentation by defining and subdividing the larger New York City resident market into a clearly identifying segment based on behavioral, demographic, psychographic and geographical differences. (Tanner and Raymond, 2010). The ad of parents in same gender relationship demonstrate that **marketers were taking heed of the purchasing power of the LGBTQ+ community of \$917 Billion** as written by the National Gay and Lesbian Chamber of Commerce in 2016 (NGLCC, 2016).
- In addition, the brand exhibits **understanding of macro-level national conversations and controversies** (Kotler and Armstrong, 2018) on LGBTQ+ parenthood that came with the 2011 *Marriage Equality Act* that legalized same-sex marriage in New York. Visually, this is represented by the two same gender parents with their baby in a storage room with a red- and white-striped box to their left reminiscent of the stripes of the US flag.
- By **inserting this micro-level story of a same gender and interracial couple into a macro-level national discourse on sexuality and parenthood**, Manhattan Mini Storage engages in **relationship marketing** with the LGBTQ+ community and their allies, thus **creating a niche and loyal following** (Batty, 2018).



The Hooked Model: Marketing New York's Tale of Two Cities

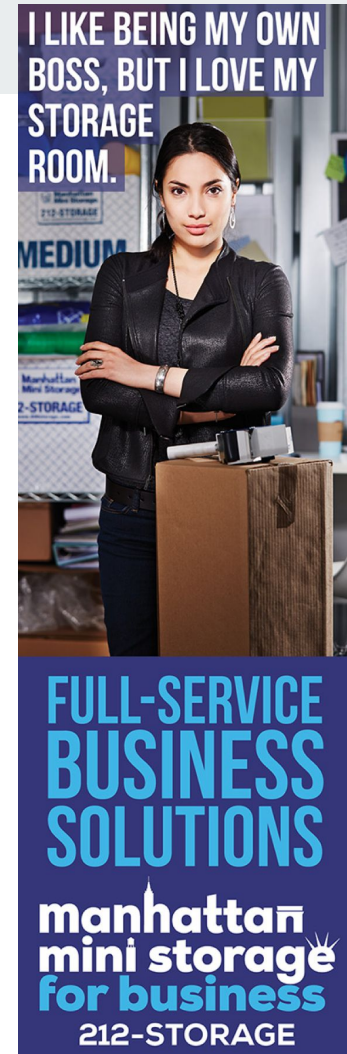


- The company employs **internal triggers by tapping into negative emotions** (Fogg, 2018) to emphasize uncertainty through a hint of levity. The ad alludes to the French Revolution with the Jacobins and the Reign of Terror they raised against the French aristocracy (Bouloiseau, 1983).
- Concurrently displayed not long after the Occupy Wall Street protest against economic inequality and corporate influence of government, the **ad evokes shocking fear and uncertainty** over a working class revolt that would lead to having possessions by the rich confiscated and looted. Through a negative internal trigger, the ad **subconsciously signals a warning that the wealthy should store their belongings** before the a likely working class revolution.
- In another ad, the company's marketers showed **opportunism in wanting to ride the electrified NYC social landscape** by daring the "99%" to use the storage service.
- Both ads **follow the internal triggers with the action** of calling "212-STORAGE" to inquire and access the service.



B2B Marketing: Marketing for Female Empowerment

- Marketers engages in business to business marketing by showcasing a younger female CEO, which visually reflects the **increasingly younger age bracket of B2B buyers** (Google/Millward Brown Digital, 2014).
- This speaks to the macro-level development in entrepreneurship in the US with particular emphasis on the **emergence of more women as CEOs nationally**.
- It also appeals to the broader **American belief in and desire for entrepreneurship**, with 3 out of 5 Americans wanting their be their own boss by owning their own business (Gallup, 2018)
- Marketing to small and medium-sized enterprises (SMEs) by appealing to a woman-owned business enterprise (WBE), which the NYC Mayor's Office of Minority and Women-owned Business Enterprises supports to provide minority and women entrepreneurs with increased economic opportunities and the city a more equitable economic development that flow back into underserved communities (De Blasio, 2018). This ad serves as an implied **corporate social responsibility engagement by catering to women-owned businesses and, subsequently, female economic empowerment**.



I LIKE BEING MY OWN BOSS, BUT I LOVE MY STORAGE ROOM.

MEDIUM

Manhattan Mini Storage
212-STORAGE

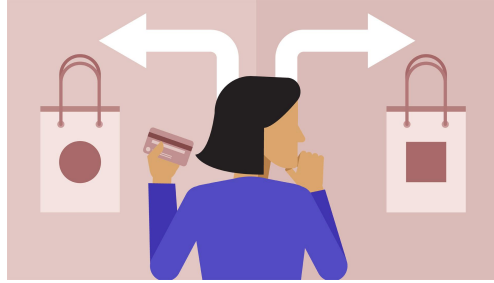
FULL-SERVICE BUSINESS SOLUTIONS

manhattan mini storage for business

212-STORAGE

Recommendation 1: Anticipate Changes in Consumer Behavior Stemming from Demographic Shifts

- **Corporate Social Responsibility:** 94 percent of Generation Z or “Edge” believe that companies should help address critical issues. Marketers have tremendous opportunity in tapping into this consumer base mandate by pairing with Corporate Social Responsibility departments in order to advance social and environmental justice issues.

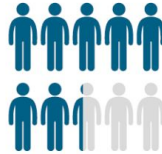


- Relating to social causes important to Gen Zs can be achieved by clarifying and being bold and crisp in messaging.
- Pursue a “B-Corp” certification to serve as a recognition that the company has achieved rigorous social and environmental performance standards.

THE BUSINESS CASE FOR ADVANCING LGBT EQUALITY

To win in the marketplace, multinational corporations need to...

attract and retain top talent from around the world



72% of allies say they are more likely to accept a job at a company that's supportive of LGBT employees

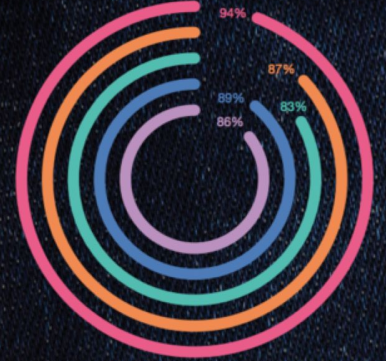
woo LGBT consumers, a \$3.72 trillion market³



71% of LGBT individuals and **82%** of allies say they are more likely to purchase a good or service from a company that supports LGBT equality

PUTTING THEIR FAITH IN COMPANIES

94% of Gen Z believe companies should help address critical issues



Gen Z Millennials Gen X Baby Boomers General Population

Recommendation 2: Prepare for the Future by Engaging in Multichannel Marketing and Integrating Online with Brick- and-Mortar

- **Multichannel Marketing**: Gen Zs fragment and purpose their social media time dependent on a particular platform. Instagram is used to showcase aspirations, Snapchat for real-life interactions, Twitter for news sources, and Facebook for perusing information. Marketers have to capture Gen Z through many swift interactions that only last a few seconds.
- **Integrate Online/Mobile with Brick-and-Mortar**: 85 percent of Gen Z female college students bought a product online after visiting a store (Cheng, 2017). According to Adyen, Gen Zs demand the ability of in-store returns of online purchases and online ordering with in-store pickup (Adyen, 2018). They also prefer mobile checkout and self-pay online at stores (Forrester and American Express, 2017).



Recommendation 3: Integrate Diversity and Inclusion Practitioners in Cross-functional Teams with Marketers

- As the United States is set to become a racial plurality nation in two decades, with more parts of the United States such as New York City are becoming more diverse than others, this demographic shift means that people of color will be occupying a larger share of every company's market share in the American market in the coming two decades.
- **Diversity and Inclusion practitioners could engage in Marketing Analytics and analyze the macro-environment using population data** as derived from the United States census and population surveys in order to **assist marketers in segmenting** their customers, **branding** their image, **positioning** their products, and **tailoring** their advertisements.
- Once marketers create advertisements and reports that segment customers, ensure that **diversity practitioners have purview** to this information and have the **power over approval of visuals and messaging** through market communications before the communication or advertisement is pushed out to the public.
- Having diversity and inclusion practitioners assist marketers in **asking the right questions** that would assist in market segmentation, appealing to specific communities and assisting the marketing department in **anticipating how their communications and products would be received** by differing parts of the public.



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