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Poster – Marketing Strategy Pitch

Term 1

Michelin: From Tires Manufacturer to Digital Fine Dining Authority

INTRODUCTION TO MICHELIN

Michelin started in 1889 making tires , but its famous Guide helped it become a leader in fine dining and travel. Now, the company focuses on creating great experiences for modern customers , not just manufacturing.



BRAND EXTENSION : MICHELIN DINING & TRAVEL APP

- Michelin’s used its famous name to successfully start a new businesses in food and travel.
- Builds on credibility in quality and trust
 - Extends into digital services (apps, travel platforms)
 - Strengthens emotional connection with consumers

TARGET MARKET

- Millennials & Gen z (app user)
- Luxury dining customers
- Food lover & Travelers
- High income Urban population

MARKET APPEAL & TRENDS

- Strong global brand trust
- Premium positioning
- Unique combination of food + travel
- Rising interest in luxury dining
- Growth of food tourism
- People prefer personalized experience

SUSTAINABILITY

- Promotes eco-friendly restaurants
- Supports local chefs & businesses
- Encourages sustainable sourcing

CONCLUSION

Michelin successfully grew from tires into a digital leader for food and travel. By mixing its history with new , green ideas , it has found new ways to make money and beat the competition.

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