

Goal of the project:

This project has as main goal to increase the visibility of the Guban brand in Romania.

Short description of the project:

A three year research undertaken regarding the consumer behavior has shown that brand equity can be reached through “prosumer” creative engagement. The innovative approach of the “prosumer” concept was defined by the research team as an active consumer who becomes a participant in corporate activities, providing value to the company in an open innovation approach. Therefore this project has presented four prosumer oriented marketing strategies for value co-creation and visibility in the market. From those four only the ones that perfectly fit the Romania marketplace have been selected for implementation by the project’s recipient.

Main activities:

After a complex SWOT analysis, a quantitative market study, and a competitive analysis, two of the four prosumer oriented strategies have been selected for implementation: a product customization service (Company + nCompany for Client) and a crowdsourcing campaign (Company + nProsumer) developed through several creative contests which will involve the brand consumers (prosumers). The two strategies are designed using Design for Six Sigma methodology.

Results:

The consumer requirements for the two services have been established through Kano questionnaires. We are now developing test pilots for a step by step implementation.

Fields of interest:

Marketing, Strategic Management, Consumer behavior, Innovation

Financed through/by:

S.C. GP& COMPANY SA

Research team:

Prof. Dr. Eng. Monica Izvercianu
PhD Student Sabina Alina Șeran

Research centre:

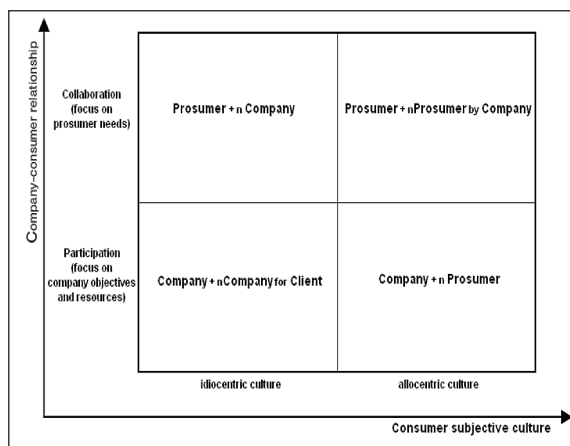
Research Centre for Engineering and Management

Aplicability and transferability of the results:

The results are implemented by S.C. GP&COMPANY SA in their intent to increase the visibility of the Guban brand in Romania. The dissemination of results will be made in high quality publications.

Contact information:

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Project implemented by:

Politehnica University of Timisoara

Implementation period:

December 2012– June 2013