Marketing mix - Musica

**Promotion**

Our annual festival is always in the month of April. So, we start advertising the hot air balloons at the end of January. We are using online and offline advertising, so we use the TV, magazines as well as billboards. Also, we will use advertisements on public means of transport (to attract the attention of the people) and advertorial news articles to reach the mass of each country, including ours.

For our own country, besides promotion at the festival, we run our advertisements more regularly and throughout the year (once/ twice a month) to remind them of buying balloons for their leisure activities. For other countries, our advertisements would appear on 2 main channels: TV, online platforms (for both advertisements and PR, which consists of advertorial news articles/ posts). The citizens of the country will see the commercials and later they can decide online what kind of balloon they want for their country. The commercials will be shown during the peak hours on TV in all the different countries.

**Place**

Our hot air balloons are globally hot and that is why we export them to every country in the UBN. Our buyers are the governments of other countries and they can buy them in special boutiques. Every year we organize a special fair solely for hot air balloons. At this fair there is a sales team to promote our balloons. They offer a 20 flight-warranty, so when something goes wrong in the first 20 flights we will take care of it. Our main competitors offer a 2-year warranty. To counter that we provide 2 gas tanks for free for every hot air balloon sold. At the fair the representatives, commonly the ministers of imports, will see our new products. We also have an online catalogue where the citizens of every country can check out our newest products. The citizens of each country vote for the balloon they want in the annual parade (see promotion).

**Price**

In our annual parade, we award a prize to the most original hot air balloon. People from all over the world can vote. The prize is a large discount on the next purchase the country will make. There is no established price point, we are the biggest manufacturer and we have used the marketing penetration strategy just like McDonalds. The costumer price is quite sensitive because when there is a small decrease there will be an extra market share. Our price is the best when we compare it to our competitors because we are the biggest and the best.

**Product**

The customers want a nice and fully detailed product delivered to their country. We try to make sure that every single one of their needs is fulfilled because the customer is king. The clients can provide a sketch, or a drawing made together with our designers. And the designers will make a 3D-model. If the 3D-model is approved by the country’s representative, we can work it out in detail. Every client is the same, so there is no different treatment for a specific country. This way we want to give everyone the same opportunity and the same features. Our trademark, for Musica, is music of course. This way we implemented a feature that some countries may find unnecessary. So, we provide and make a variety of baskets which have speakers in them. This way citizens can play their favourite music while floating in the air. The customer uses the hot air balloon in the yearly parade to represent his/her country. The UBN parade is called “UcanBorigiNal”. There is an obvious difference among our competitors, because we are the only ones who make the balloons according to the wishes of the customers.