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## Textbook Example

### Fisher & Paykel recognized as Marketing Innovator

Renowned globally for its product innovation, Fisher & Paykel's has now been professionally recognized for its innovation in a different discipline - marketing.

The Australian launch programme for Fisher & Paykel's premium Izona kitchen appliance range will be studied by university students throughout Australasia after being specially selected as a case study in university marketing textbook *Marketing* by Kotler, Brown, Burton, Deans and Armstrong.

"We're delighted our strategy has been recognized in this way," said Fisher & Paykel National Marketing Manager, Peter Russell.

"Our objective was to develop a high targeted campaign to capture the imagination of a selected group of opinion leaders we call SDA's or specifiers, designers and architects".

"We identified this audience as the key gateway to consumers of high-end premium cooking products and so we adopted a 'scarcity strategy' that largely bypassed traditional media and targeted this group ahead of the end consumers," said Mr Russell.

The centre-piece of the campaign was an SDA specific advertising campaign combined with the commissioning of an architect-designed 12 metre, converted shipping container, affectionately known as 'Ironsides'.

The first of its kind anywhere in the world, Ironsides is intended as an 'experiential marketing' piece, where the audience *experiences* or interacts directly with the products in the correct environment - in this case two high tech kitchens.

The Kotler Marketing study book identified Fisher & Paykel's highly targeted above & below the line product launch as a modern 'textbook' example utilizing innovative and lateral ideas.

"I guess we must be on the right track" commented Russell, "We are deeply flattered that the Ironsides container idea has recently been cloned by one of our competitors"

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