

IP Course: Inno-tools – Innovation tool-box in European peripheral areas

Suceava, 7-19 April 2008

Territorial marketing
an innovative tool for
NWFP&S commercialization

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Structure of the presentation

Marketing Mix

Mass market (products/services)

Specialized market (products/services)

Complementary products and services



traditional



innovative

Some concrete example: Borgotaro boletus; Törggelen holidays; Adventure Parks

A short introduction

The Marketing Mix: the set of policies applied by the enterprise with respect to production, commercialization and distribution of product.

4 P + 2 P (Kotler)

Product

Price

Place

Promotion

+

Public Support

Political Power



Marketing tools

Product



Differentiation



Product development to satisfy target market. Analysis of the range of different products

Price



Five approaches: from attention on producer to attention on consumer

Place

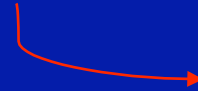


Distribution

Promotion



Segmentation + Differentiation



Target market. Analysis of the different potential clients

+

Public Support

Political Power

Market types - Definitions

Mass market: un-segmented market in which products are offered to every customer. A mass market strategy is effective for products that appeal to a broad cross-section of consumers

Specialized market: a market in which a limited and clearly defined range of products is sold to a specific group of customers. Consumer market segments are defined on the basis of geographic (place of purchase or use), demographic (age, income, occupation of consumer), and psychographic (buying motives, culture, lifestyle) criteria. Selecting a target market segment for a product rather than attempting to sell it to the entire market can be a more efficient system

Some example:



Mass products

berries; foliage; moss

Mass services

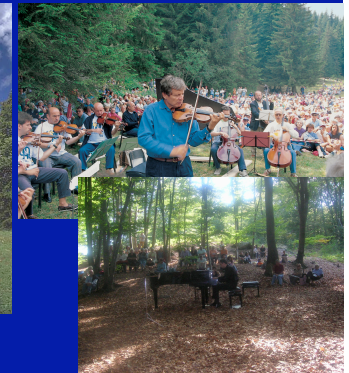
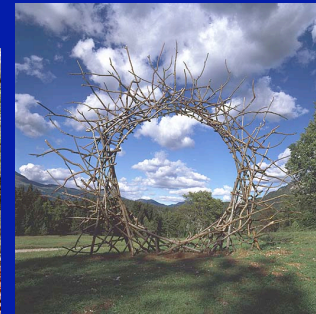
water protection; nature conservation

Specialized products

chestnut specialties; truffles

Specialized services

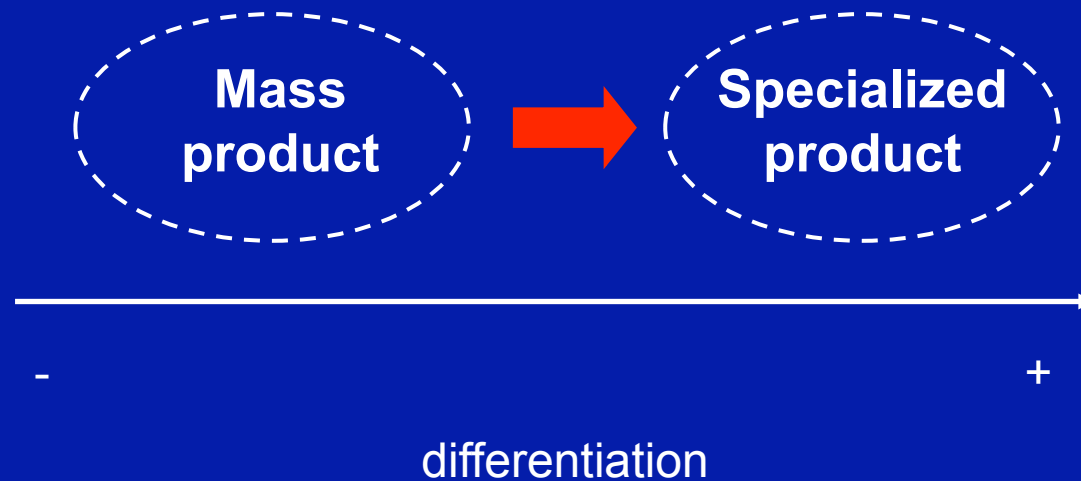
green burial; art, music in the forest



Marketing mix. Generally applied tools

	Mass	Specialized
4 Ps	Product Place Price: cost minimization Promotion	Product: quality assurance, certification; packaging... Place Price Promotion: e-marketing
2 Ps	Political power Public support	Political power Public support

Traditional strategy: from mass to specialized products and services (1/2)



Traditional strategy: from mass to specialized products and services (2/2)

Differentiation is generally achieved by product (service) development

Product (service) innovation

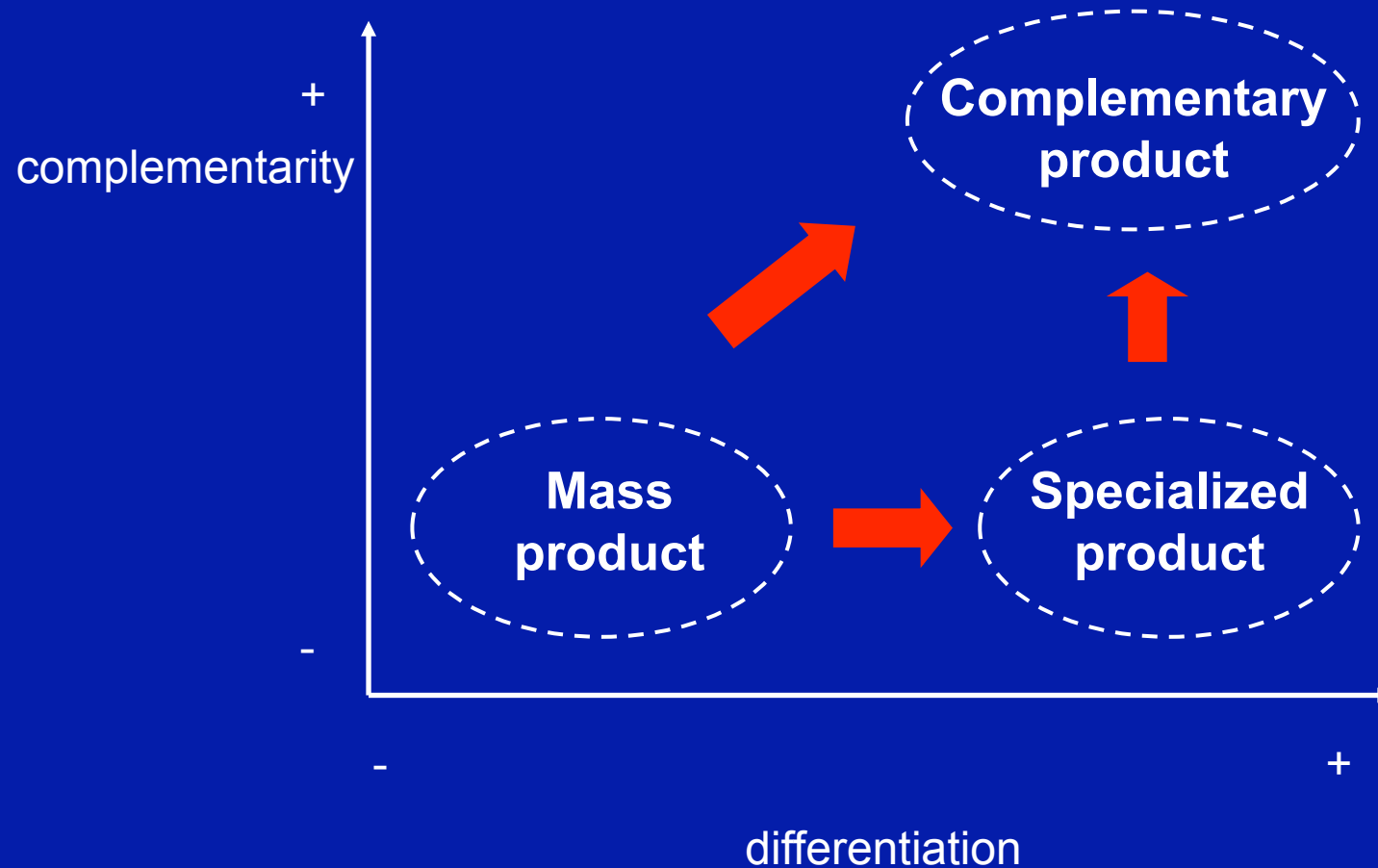
- ➔ New products
- ➔ Traditional rediscovered products

Development of new technologies

Introduction for the first time in a place

Certifications, brands,...

Innovative strategy: complementary products and services (1/2)



Complementary products and services: products and services that are sold and used in strict association because of important synergies connected to their joint marketing.

Complementarity concept is based on the **various linkages** that can connect products and services.

Complementary products and services are an advanced form of **network**.

Not all the products and services jointly marketed have necessarily to be originated from forests.

Marketing mix. Generally applied tools

	Mass	Specialized	Complementary
4 Ps	Product Place Price: cost minimization Promotion	Product: quality assurance, certification; packaging... Place Price Promotion: e-marketing	Product: strong linkages with a territory and/or local tradition; baskets of different products and services, ... Place Price Promotion
2 Ps	Political power Public support	Political power Public support	Political power: partnership (Leader approach) Public support: social capital (i.e. capacity to cooperate among private and public actors)

Territorial marketing

A concept still difficult to define. Actually there are various interpretations.

The one used here is:

the development of a whole consistent portfolio of products and services, strictly linked with the environmental, social, cultural, ... characteristics of a territory, that will be jointly coordinated and marketed by the involved enterprises with the aim of a mutual promotion.

The two fundamental concepts:

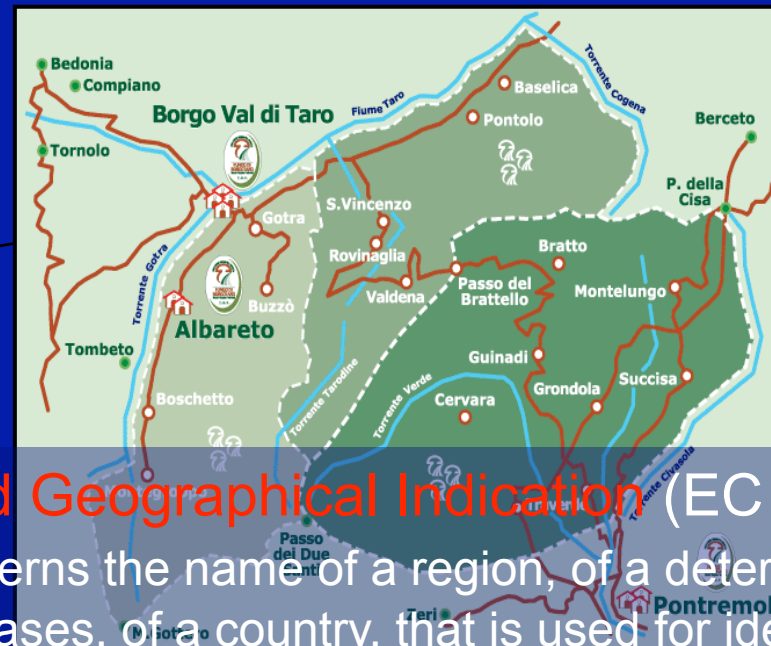
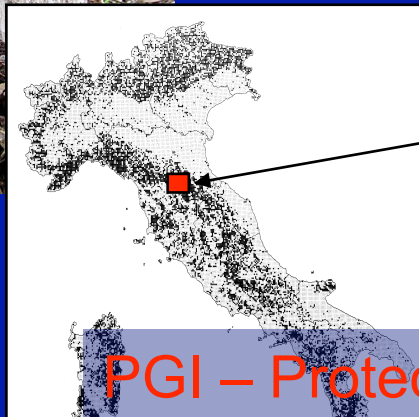
- portfolio of products and services linked with a common territory
- network of enterprises working in different fields that interact to develop the portfolio and that bundle marketing efforts for a coordinated promotion

“The road of Borgotaro Boletus” (1/2)

Fundamental elements



Boletus mushroom (cep)



Place

PGI – Protected Geographical Indication (EC Reg. 2081/92): it concerns the name of a region, of a determined place or, in exceptional cases, of a country, that is used for identifying an agricultural product or a food that is produced in that region, place or country; has a particular quality or reputation and whose production and/or transformation and/or processing take place in that specific area.



“The road of Borgotaro Boletus” (2/2)

LE STRADE DEI VINI E DEI SAPORI

PARMA
LA STRADA DEL FUNGO
PORCINO DI BORGOTARO

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La mappa del territorio

Territorio
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MAPPA
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COMUNI
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Giovedì 17 Gennaio 2008
GIARDINO DEI SAPORI 25-26-27 APRILE 2008
Lunedì 29 Ottobre
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accomodation

Local enterprises: cheese, sausage and wine growing and producing factory

Cultural activities: didactic farm, museum

Restaurants, etc.

Typical products selling

Main product:
PGI Borgotaro
boletus (cep
mushroom)

Associated
services

Associated
products

Linkage: “road”
concept

More:

e-commerce

Picking permits

Törggelen holidays (1/2)

Fundamental elements



chestnuts



Red wine
(the first of the year)



An old tradition: in South Tyrol, in the autumn (from october to december) people used to go walking in the forest from a farm to another to taste the first wine of the year while eating chestnuts and other local products

Törggelen holidays (2/2)

Some hotels, restaurants, etc. are actually re-discovering this activity and propose packages including many activities among which there is also a “törgellen experience”.

e.g.: 3 night staying including:

- gourmet eating
- 1 Törggelen evening with chestnuts, Suser (the new wine) and traditional Krapfen tasting
- 1 guided excursion
- 2 Nordic Walking excursions
- 1 massage and 1 hay bath



Dolomiti Escursioni Consigli Guida alle escursioni History Natura pura

Hotel Escursioni Camere & prezzi Avventure invernali Contatto

Settimane torggele

Bel tempo e vino nuovo

Vino nuovo e raggi di sole. Le settimane escursionistiche **"Törggelen"** in allegra compagnia.

Il bel tempo d'autunno, e sole caldo e le antiche usanze risvegliano l'energia vitale e la voglia di vivere.

Degustate il vino nuovo, accompagnato da caldarroste, noci, salsiccia fatta in casa e costolette di maiale.

Settimane "Törggelen"

08.10.05-01.11.05	da Euro 385,00
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I prezzi s'intendono a settimana e persona con trattamento di mezza pensione.

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Adventure Parks (1/2)

At the beginning: only adventure park



PERCORSI

I percorsi vengono affrontati in assoluta sicurezza: sarete infatti attrezzati e istruiti da un esperto prima di lanciarsi nelle vostre evoluzioni.

Percorso PRATICA ARANCIO
3 linee junior e adulti da percorrere obbligatoriamente con la supervisione del personale

Percorso VERDE riservato a ragazzi ed adulti di statura superiore a 140 cm. Aumenta l'altezza e la difficoltà. 10 linee che raggiungono i 10 m di altezza, ideale per verificare le proprie capacità.

Percorso BLU riservato a ragazzi ed adulti di statura superiore a 140 cm. Percorso per veri equilibristi, accessibile dopo aver superato il percorso verde e composto da 11 linee che richiedono vera bravura e determinazione.

Percorso TURCHESE per bambini e ragazzi da 110 a 140cm di statura. Adatto a chi ha superato il percorso giallo e composto da 10 linee come il precedente ma presenta maggiori difficoltà. Divertente anche per gli adulti.

Percorso GIALLO per bambini e ragazzi da 110 a 140 cm di statura. 10 linee di media difficoltà ad una altezza di circa 5 m da terra che assicurano divertimento anche ai principianti. Accessibile anche agli adulti.

Percorso FUCSIA per bambini di statura inferiore a 110 cm. Il percorso si sviluppa su 6 linee a 70/100 cm da terra. I bambini devono essere assistiti da un adulto.

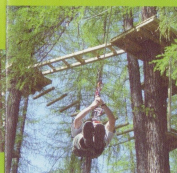


foto di parcoavventura.it

Adventure Parks, offering also other activities

Now: adventure park +
other sports (mountain
bike, climbing, ...);
or
+ environmental
education; or + hotel
accomodation

impronte
guide ambientali
escursionistiche

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IL PARCO DELL'AVVENTURA

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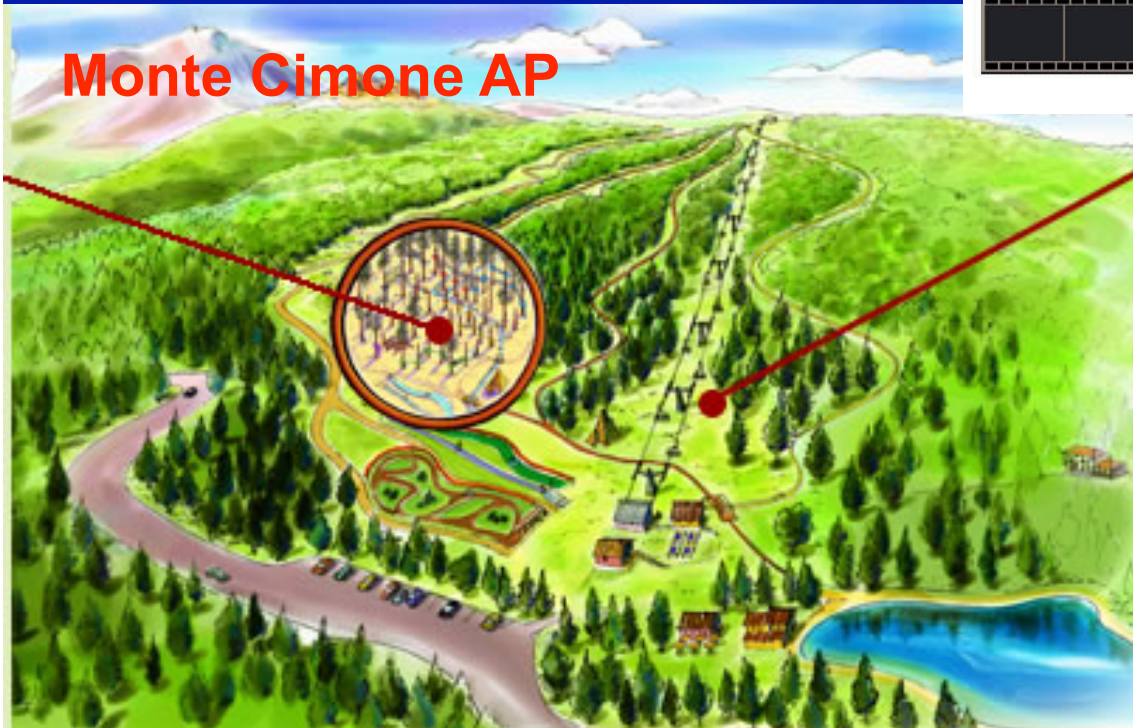
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