



WEDGWOOD

HOW TO CONTINUE TO MOVE



WEDGWOOD

ENGLAND 1759

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Fig2. Wedgwood Ashlar, 2014

AN ENGLISH CLASSIC
W
WEDGWOOD
250
SINCE 1759

A. RESEARCH



1.0 INTRODUCTION



Wedgwood present nobility, high quality life, and it are British traditional culture in the past year. And now it is British culture symbol and present culture heritage. It is more representative sophisticated life style.

Over the past 250 years, the England ceramic and the Ireland crystal gives delicate fastidious British people proud of life to enjoy. On January 2009, century brand of Waterford Wedgwood declared bankruptcy and been taken over, and it is present another British culture symbol will disappear in consumerism of practical get the better of collection, and cheap defeat quality in the dilemma at that time.

Today, when the people talk about Wedgwood that it comes equal to the pronoun of the Unite Kingdom. It is likely to mention of Louis Vuitton; people will

***“Goods for all
Wedgwood caters for all needs, from
decorated banqueting services for grand
houses, to delicate painting sets for
accomplished ladies.
Every change and whim in design and
color is accommodated to satisfy
fashionable society, Wedgwood ceramic
become available through a network of
shop.”***

—Wedgwood museum





Fig3. Wedgwood bell, 2014

think of wonderful avenue des Champs-Elysees in Paris; and see the small floral will think of Cath Kidston in UK. It is the symbol of the enterprise, already sublimation from the field of culture in the past, for example, South Korea's LG Corporation successful enterprise transition (appendix A). It is not only just normal to talk about individual company, but also present a more Cultural atmosphere, so this report will going to talk

about enterprise not only just marketing selling way, and more about a cultural output and marketing needs with such as Wedgwood famous products, symbolize a kind of identity. Not only from the aesthetic experience to analysis how it is successful, but also again from the aesthetic economy, explore the brand value. Actually it cannot be ignore that financial problem is main question. Through the consumer relationship with marketing, and then to become a strong consumption chain and what the marketing needs, then back to the enterprise's aspects, the SWOT analysis, and oversea marketing analysis that is more about China marketing combined with the above, and carried out what this report will to explore about Wedgwood marketing solution.



Fig4. Wedgwood tableware, 2014

2.0 METHODOLOGY

In this research I use the questionnaire to collect information, and the source on the website. And the population in questionnaire is almost from the young people's group that because they can use their own money fixable; and the most important reason that is they are future consumption and will have big influence for the global marketing (Cassion and Besen-Cassion, 2009). In the survey, someone who studies about ceramic, because they are more known about ceramic market in that time and the future. For China market, I choose Beijing to get the in-store research, because Beijing is capital of China, and it is a collection center of all data and information. And this report also through the SWOT with the interview and online information to finds Wedgwood what aspects need to improve.



3.0 BRANDING

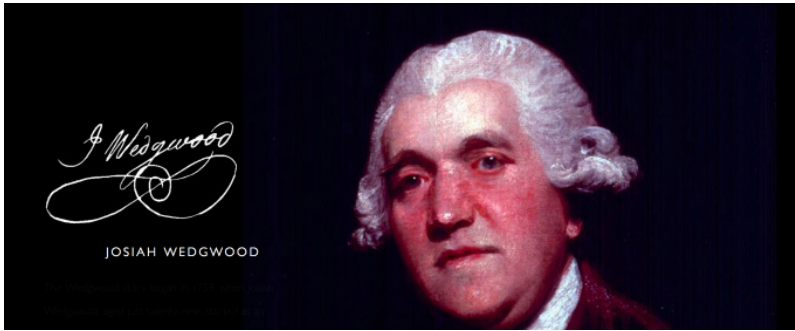


Fig5. Josiah Wedgwood, 2014



Fig6. Wedgwood exhibition, 2014

3.1 Brand Background

From here we have to show the Wedgwood space-time background through people, things and brand story begin to founded date by 1759 has gone through 255 years, not only make Wedgwood become the world's leading brand of home boutique. Wedgwood founder Josiah Wedgwood who was born in the United Kingdom Burslem potters family in 1730 and generations are living with pottery, Josiah Wedgwood study about how to make the ceramic as a child, in 1759, he founded the Wedgwood pottery factory started production porcelain articles with the named

“In 18th century ceramic products change dramatically. Fashion demanded it and the growth of the potteries was the result. This new market stimulated innovation and experimentation; the resulting fresh products could no longer be made in small kilns behind cottages, but required factories, a division of labour and specialization of craftsmen.”

— Wedgwood museum, 2013

by Wedgwood. Josiah Wedgwood’s brand was founded milky porcelain (Cream Ware) bring huge profits in the early invention, beautiful appearance prompting Wedgwood porcelain got a great achievement in the milky market place in the history of British porcelain. 1762 Wedgwood was awarded the Royal optional. They supplied his cream ware to Queen Charlotte and Catherine the Great and used the trade name Queen’s ware. This award allows Wedgwood carry out the polite society (official website, 2013).



1759
The Wedgwood is founded by Josiah Wedgwood.

1774
Josiah perfects the world famous Jasper ceramic make it becomes one of most important product from Wedgwood



1851
First London Hyde Park exhibition
Six million people – About 1/3 British visited the exhibition in the six months it was

2008
Wedgwood Museum was opening



1762
Wedgwood supplied his cream ware to Queen Charlotte and Catherine the Great and use the trade name Queen's ware.



1812
Bone China produced for the first time in the Wedgwood factory. Normal Bone China has around 40% animal powder, but Wedgwood has 51%, make the ceramic whiter, harder and lighter.

1895
Established "Josiah Wedgwood & Sons Ltd" company

1986
Wedgwood's luxury credentials were enhanced by merging with Waterford, the Irish Crystal producer, becoming known as the Waterford Wedgwood group.

2009
Wedgwood celebrates 250 magnificent years of business. and The company bankrupt!!!



Jasper ware, which is one of Wedgwood ceramic series very successful, and it is known, the most important and outstanding after the invention of ceramic manufacturing technical ceramics as following the ceramic founded by Chinese people in a thousand years ago (Robin, 1994), and it also has most appreciated material from Wedgwood. As of today, the relief is still the world's most precious jade decorative works, it is still a secret formula make the Wedgwood leads the world.

After a century of operations, Wedgwood porcelain has become synonymous with fine dinner service, and in order to enrich the product range, Wedgwood mergers and acquisitions with the Irish crystal brand Waterford in 1986, Waterford Wedgwood Group was formally established, but after that, they joined the German porcelain brand Rosenthal in 1997 (Official Website, 2013).



3.2 Products

“His pottery is more beautiful than I have ever seen is yellow and beautifully smooth but simple and elegant.”

--Alexander Rochefoucauld, 1785



Fig7. Wedgwood Tea Set, 2014

Over the years, Wedgwood ceramic products designed by many artists, from the whole luxury series of bedding to fine bone China tea set, they keep the enduring of basic style, at the same time, also blend adornment of art details from the different times. Wedgwood products all most are expensive, because it involves a lot of pure handmade craft, and the pattern of the tracing system is not all on the assembly line to be complete.

According to the different consumer groups, Wedgwood developed different product lines to get a huge advantage. Through the people who used Wedgwood ceramic from different areas to take the Wedgwood ceramic into different areas, to create more diverse consumption patterns, because of the influence of globalization.

3.3 Brand Value

This brand has very different status in British people. In 1851, Wedgwood did first London Hyde Park exhibition, six million people – about 1/3 British visited the exhibition in the six months it was (Wedgwood museum, 2013).

Luxury brand marketing in today's society, brand value is one of the most important elements to attract consumers to buy the product, also make more people to know this brand. Value added that the value of goods available to consumers, there are two aspects: one is a hard

commodity value refers to the consumer goods actually function such as cosmetics is to protect the skin, and ice is cold; people buy Wedgwood products just for use not have any extra reason. And the other one is a soft commodity value, that it means that can meet the emotional of a particular culture of consumers needs, like the special sense of the brand perfume and clothing own epidemic, seasonal, style, designers and other soft commodities' reputation value; people because of branding, history and what the feeling when they use it to buy Wedgwood product. At present marketing, consumers have a lot of choice by similar product,

when people buy goods, the selection is not only the hard commodity value, but also the value of goods to meet people's emotional soft pursuit.

Due to consumption has been growing from the consumption of "objects" to "feel" of consumption, increasingly



Fig6. Wedgwood exhibition, 2014

people tend to abstract standards sensibility, taste, psychological satisfaction, etc. So, value-added products' position getting higher in the market, it difficult to divide selling, and it is one of the project benefits together.

Wedgwood through the different modes of marketing sale and product original characteristics to create a industry, with the strong British culture, promoting the habit of tea, whether history, or the brand value, on behalf of the



Fig8. Wedgwood Advertising 1, 2014

Wedgwood become a complete structure. Under the strong operation, history might be a way of increase the sales price, and also can be a burden, but there are historical in the culture, has its own brand spirit, and make the history back to not only consumption and a brand, but also a what they want to present. Real success is not only the sales figures, but also the brand cognition, as well as the continuation of taste through occupy marketing share.



Fig9. Wedgwood Advertising 2, 2014



3.4 Globalization Trend

Due to the decline of old royal, makes the Wedgwood must be and will make an adjusted product line with the trend of globalization, and a lot of regional brand become to going global, and in so many ceramic brands, why the consumers have to choose a Wedgwood? Why not buy German brand 'Meissen', or is the 'Royal Copenhagen'. When the brand can be present the state, so the brand can use the culture to present, that is same as through the production shows it. For example, Meissen is the most depth artistic, and it is called the European official ware (Collins & Brown, 2009). So, the products are respectively. Compare those three ceramic companies, actually they have the quite different style and show out of their qualities in the globalization, it is necessary to have the difference with promoting the brand; special of the product and consumption of identity which is bound to form a strong force that flow to other countries with the trend of the globalization. Wedgwood uses the British culture be a basic shows to the whole world, which just the output of the British culture, and no more attention about consumer's culture. To be honest, a piece of work has a lot of consciousness; it goes with what the equals sign for that.

And Josiah Wedgwood wished a British style of ceramic lead the global trend (Appendix B).

4.0 COMSUPTION

The population in questionnaire is from the young people group that can use their own money fixable; and the most important reason that is they are future consumption and will have big influence for the global marketing (Cassion and Besen-Cassion, 2009). In the survey, someone who studies about ceramic, because they are more known about ceramic market in that time.



Fig10. An evening of bridal bliss, 2014

4.1 Consumer Research from UK

Classical
Very Traditional
Consistent Style
Timeless
New Technology
British
Old Fashion
Glamorous

About consumer research from UK, I done the questionnaire (Appendix C) and went to the Wedgwood Museum (Appendix D) to collection.

About result of survey, I got an optimistic view of the Wedgwood, and it shows Wedgwood has great identity in British people's mind, actually almost people known and like this brand. About this brand product style almost people think it very traditional, consistent style, classical with use of new technology,

timeless, glamorous, old fashion, British and traditional not still derivable. Actually, some people think this brand style is not clearly and what the style now! For the people who answer the question, that they think about what style is suit for marketing now is quite different with Wedgwood real has style, for instance, quite modern, contemporary and simplistic with minimalistic decoration are popular now, but also has people think traditional is great, like Bone China. To be honest, price is one of the core question make people buy it, but traditional product cannot be very cheap. A half consumer can accept within £20, 37.5% thinking £51-100 is good price and just 25% people thinking £21-50 is suitable, and no one want to pay more than £100 for ceramic product.

So, did it suit for marketing now?

No answer, not have completely answer, *but Wedgwood already has marketing share.*

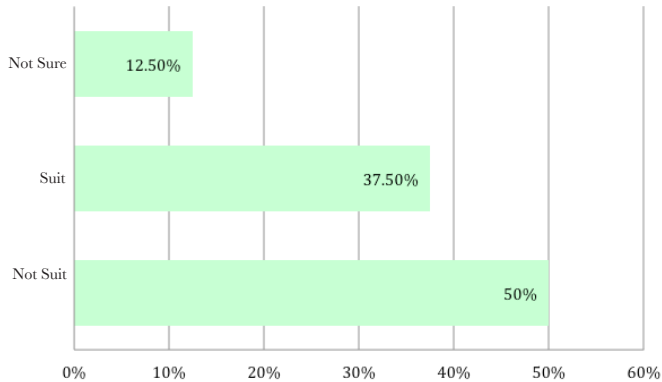
For consumer who really love the afternoon tea, and wish to enjoy it with glamorous and good feeling tea sets or who is collector and really love the traditional ceramic product, and they have many product lines with mass produced that can suit for different people's needs. But, this brand is quite expensive and worth more money for some people, and Wedgwood stayed one style for too long that can remind about age of grandmother and old market. Wedgwood has own brand identity, so cannot easy to satisfy all people's needs.

Wedgwood product's style is brand identity that makes people remember and well know about what they do, it is trademark. It is very historical, and suit for old fashion trend. But if they want to appeal to younger audiences, need to more youthful print and colours. Traditional ceramic product is classical and elegant, and it always has own marketing for right person and place. However, economy situation is not good now, It will be influence the marketing.



Fig10. An evening of bridal bliss, 2014

Quite Modern
 Contemporary **colours** *Minimalistic Decoration*
Clean Cut *Handbuilt*
simplistic **More Raw**
Bone China



Suit

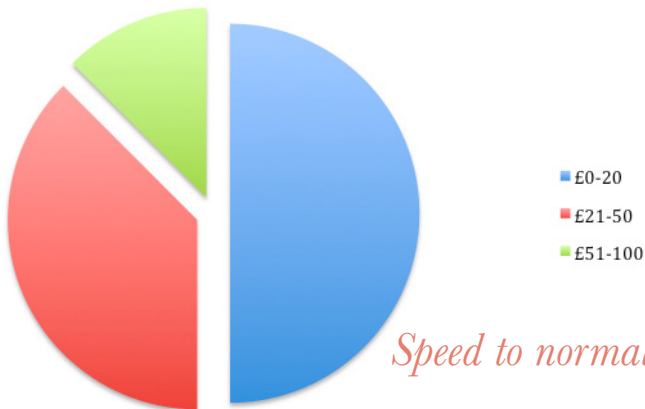
- Some one love enjoy tea with beauty cup
- Right audience
- Mass produced for different people

Not Suit

- Too expensive, worth more money
- Suit for old market, style can thinking about grandmother
- Collectables
- Stayed the same for too long

Not Sure

- Not sure what style now



Speed to normal ceramic

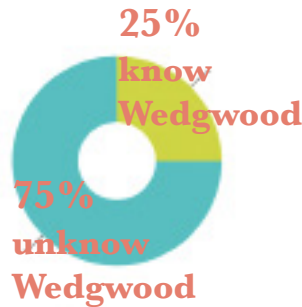
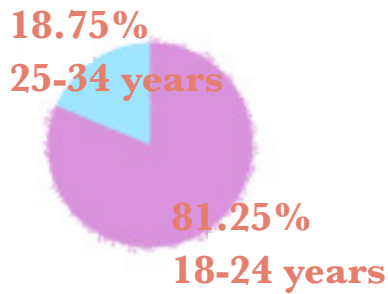
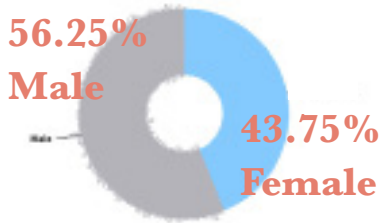
4.2 Consumer Research from China



In Asian market, Wedgwood is quite popular and have fixed consumer group that looks from the survey result. In Beijing have 4 stores, and all in the upscale shopping mall with many luxury brands that can show Wedgwood very popular, with two of the stores are very close. I did two in-store researches, because another two stores stuffs ware very busy, cannot accept the interview. One of store in interview said,

this store just open in may 2013. And the assistant express that Wedgwood is upscale product, the normal family can accept the price but not necessarily to buy it, and the price is not for anyone. Consumer who buy Wedgwood is fixed, almost are known this brand identity and brand reputation, and they always spend around £500 to £1000. Many young people love this brand, but not have

ability to pay it; the price of cheapest one is costs twice as much as the UK price. In the industry, there are fierce competitions, but they also keeping has marketing share (Appendix D).



All Men
2 people know
Wedgwood

Just 4 people know
wedgwood, 2 people
have it.



Brand Identity:
British
Classic
Beautiful and
Profound

Like:
Not expensive and
good look

Actually, in China have a lot of ceramic products; Wedgwood is not most popular one, less than one half person did not know this brand that quite young, and you are hard to see Wedgwood advertising, the UK has a same situation. Wedgwood product as received people's like, traditional, classical, British and high quality. The most young people can accept price below £50, but cheapest one is over the £50 in Asian market, if the price same as the UK, I thought Wedgwood can get more consumer. About Asian market, traditional and classical always have the marketing, because they love the product has a long history or special story, and in China, people really love the luxury and abroad brand product, especially can prove their person identity that is why luxury brand always popular in China (Appendix E).

5.0 ENTERPRISE AND MARKETING



Do research through the information from Pierre de Villemejane whom is the CEO of WWRD interview with Shanghai economic magazine and the online source for SWOT. (Appendix F & G)

JASPER CONRAN



VERA WANG



5.1 S.W.O.T

Strengths

- Have many product lines, can provide different customer group.
- Added Value about Culture
- Wedgwood has a complete design, manufacture, marketing system.
- Cooperation

Wedgwood has many product lines, and they do a lot of differences from those product. The company divides different purchasing power of consumers to the different product lines. Wedgwood has a complete operation system including design, manufacture, marketing, and their own product factory. For a brand that having a core product factory, it is absolutely important, for instance, Chanel has hand-made factories, just to help it to do series of Haute couture. Because have a complete enterprise system, the achievement of a multinational enterprise from the large as bedding and the small as tea, there is a complete marketing system, each independent of the company's internal system. On the quality of the product and control of the layered, Wedgwood holds on responsibility of making

products have a certain level, and from the design to the marketing sale. The formation of a highly competitive business, because the delicate division of labor and that the performance of the enterprise play to the extreme.

Wedgwood has cooperation with designer do a collection series, like Vera Wang since 2002 (official website, 2014). She's wedding dress is one of the longing of every bride, so all the product from she designed that will be catch people's eyes. And cooperation with fashion brand – Mulberry in 2014 (Appendix H), they did series of tiny cup with Mulberry logo for an event invite gift, and this form it same as do a product for the royal in the past. Those ways make more and more people known this brand and improve the exposure rate.

Wedgwood, which is a very heritage brand, it has very strong culture from that brand image. Added value for Wedgwood is one of the biggest selling points that can make people find more extra feeling from the origin product. In the past, Wedgwood provides products for royal and nobility, so this brand can present high-level life style.

Weakness

- With repeated, insignificant style
- On creativity and challenge

Europe has a lot of famous porcelain, but why consumers need to buy Wedgwood product? As always, Wedgwood has stressed the British classical design, this style have a repetition of the product lines



from the many brand, and face to the competition, Wedgwood must come up with new methods. Although the enterprise internal operation has a complete system, long-term stability lead to them cannot easy to make operation change, and the product style won't have too much difference. The internal function has very meticulous division of labor, the

crossover workers are less, and the core of the enterprise leading are all family members of the creation of entrepreneurs, so the internal have less able to receive new messages for enterprises.

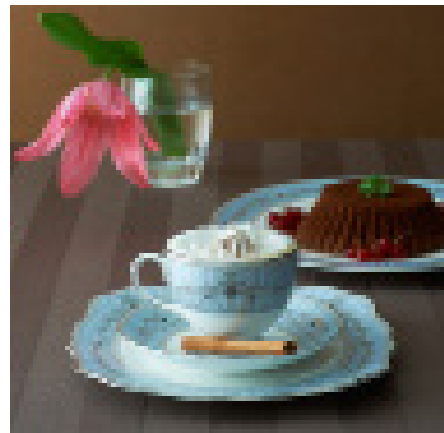




Fig11. Meissen Ming Dragon set, 2014

The rise of emerging markets in Asia, make Wedgwood need to develop new strategies to move the focus to the undeveloped areas, and can make Wedgwood has a marketing share in many brands and success to show out the British culture. For company always needs to have creative, so they also developed many new products suit for new market, with the advantage of the brand culture that can quickly take new markets. When they create high revenue and to get new

Opportunities

- The rise of emerging markets in Asia, and have more big marketing.
- Developed many new products, new selling point can get more marketing share.

consumer groups at the same time, actually, creating many new possibilities for Wedgwood. Work with artists, or with the local market to launch a new series can be creating a new selling point. For the future, Wedgwood must find a new value; combine with the classical and new elements to create a leading global brand.

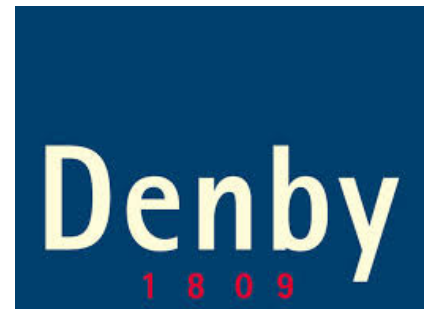


Threats

- A lot of ceramic brand, have same style
- The rising of manufacturing cost
- Economic Depression
- A high degree of artistic, people as favorites, but little part of daily life.
- Advertising
- Cheap ceramic product

British have a lot of ceramic brand, and they all have quite same style, design and color, which is a big problem to find what differentiates with those brand, such as the Royal Doulton brand which is very popular in the British Royal family have different style can distinction with Wedgwood, so they do the style of English

countryside. Wedgwood's product has high quality with mid-priced, so it makes Wedgwood can quickly taken a consumption of mid and high level. Unfortunately, on upscale will meet a strong competition – Meissen (Appendix I), that is a noble and expensive ceramic product, with many collectors in the whole world.



Those two brand has strong opposite relation, Meissen product has a highly artistic, makes the buyers need to very strong consumption, and when they went to the Asian market, they combination of Aynsley brand with way of a tea room for marketing sale, and has mid-price is the same price with the series of Wedgwood



Emma Bridgewater
Feels like home



Bone China, actually Aynsley ceramic usually for general household use in Europe, and into the Asian market has much higher price, make consumers will have differences perceive. Meissen has the many-faceted development, and does special series for the Asian marketing. The Wedgwood tearoom in Taiwan is only one tearoom in Asian marketing, and it is weak with promotion. But Wedgwood has superb technology, and with high degree of brand recognition image become a target brand.

High quality and culture make Wedgwood can be a craft and more artistic. So it cannot get big marketing needs. The style and price decide the brand high level, and it is a cultural export

from the United Kingdom for all over the world. From the perspective of aesthetics, it perhaps a high level of artistry, makes a people as a collection, but less needs of the daily life.

In fact, due to rise of production costs, the demand for high quality products will be reduce around the world, and the many emerging cheap brand appear and other factors, Waterford Wedgwood group get into trouble is not in recent years. Over the few years, the company's financial loss is serious, like the many other industries; in order to reduce the manufacturing cost, the Royal Dalton and Wedgwood moves the manufacturing base to Eastern Europe and Indonesia in 2005.

The last but not least, it is advertising which is important way to influence the consumer's behavior (Mukesh, 2010) When I do research about Wedgwood, and almost consumer said they never saw the advertising from Wedgwood, it is quite strange.

5.2 Mix Analysis

Wedgwood with the strong British cultural was invasion of the world. The porcelain, which is comes from China, also stands for China culture of view. Unfortunately, it is not have any brand like Wedgwood, just have a city town of Jingde (Chen, 2010), which is very famous ceramic produce place, perhaps we should thinking about it, the Wedgwood selling equal to output the the British culture, and the value of the brand for this formation has been unable to figure up. As French brand of Louis Vuitton can earn the number use the unit of 100 billion in one year, through a complete brand system to be a group, and taken the production line that is

not own original line Mergers and acquisitions to be a brand new series. About Wedgwood has been bought two brands become Waterford Wedgwood makes product has more diversity, and now, even do home life of our supplies for marketing sale. So now, Wedgwood is not only the ceramic product brand, but also want to be the high-quality goods that occupy the home life of our supplies brand, and trying to get change from the image of ceramic brand. The Multi-culture of the brand makes consumer has strengthens identity of recognition, have a consumption chain such as people will buy the teacup when they buy the teapot.

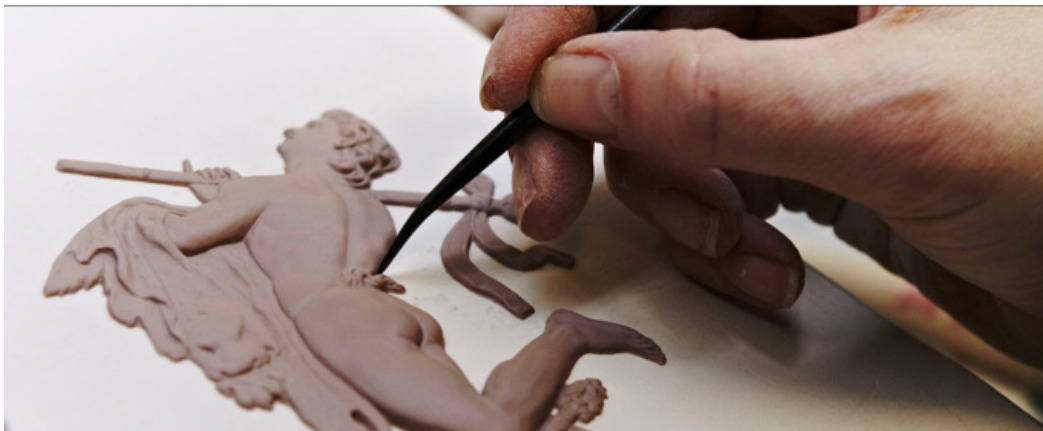


Fig12. Wedgwood Technique, 2014

On cross-border cooperation has new point of purchase for the consumer, and special marketing technique combining with the brand culture can be a great attraction form to consumer, in the opportunities, life consciousness increase makes the brand's product continue to increase, so can carry out the new customers for Wedgwood. The rise of the Asian market is bound to a positive reference for the future industry. Through that to enter a new market, maybe have a lower risk; because of the brand identity have certain consumers. To afford the brand need to keep the steady growth not at the height of power and splendors. For Wedgwood, it cannot be separated with British culture which has always been fascinating, and due to the industrial revolution, the whole world become a British factories and consumption habits from British culture, affected colonies. Wedgwood has won a lot of company in the start with stable quality; price is not expensive relative to their product to buy that is it for global advantage and opportunities.

The brand has the serious culture identity, it is grow up has never disconnect with the British culture, and due to the classic style has been continuation of the brand, the classic products always with a high degree of artistry. For consumers, on the one hand, they want to buy is a core product, which is the born for art rather than a large amount of production product; but another consumer want to buy the products which can used in daily life. And so on favorite aspect, the weak form series style is consistent, like Jasper based in history, perhaps with Meissen product style has the very big difference, but is the same characteristics to



the collection. For daily used products, not just goods, need to chat with consumers, understand the needs of consumers.

Due to the complete system and describing the function with a many competition from porcelain industry makes the enterprise must be explore in the unknown areas and create new possible. For the domestic and abroad competitors can be hit by price, actually Wedgwood that it not need to fear, because it has a history over the hundred years process. The consumption has cause the impact on them will not be small from the taste of emerging markets, and has the pressure from the many porcelain brands over the world; it can affect the strategy of brand. The definition of the repeated style is why must need to do some different, and to present where's own value. Market instability and the global economy are serious relation the enterprise's survivals, perhaps not have any effect from the upscale consumers group, but the purchasing power of the middle class, also can affect marketing of Wedgwood.

The global economy are depression make the enterprises has more threat in the external and the inner division come to more detail, and in the production lines of products is divide into different factories, some factories only for series of the goods; a large number of professional employees, the personnel cost is very high; it has high quality require, so some products are flawed cannot sell that make the cost still be high, also can keep the good quality of Wedgwood products, this is a difficult problem. Because of its uniqueness has a lot of advantages, for instance, in the rising of manufacturing cost is will impact corporate's profits, and exchange rate appreciation, will influence the commodity price. For a recession now that will be cause the purchasing power of the consumer has declined.

Fig13. Wedgwood with ceramic master in china, 2010

Fig14. Wedgwood with Mulberry invitation, 2014

Fig15. Wedgwood with Mulberry Cup, 2014



6.0 PROMOTION



Waterford Wedgwood in China, they do the itinerant exhibition about famous pottery master Gavin Brown with Wedgwood around the first-tier and second-tier cities like Beijing, Chengdu, Xi'an, etc., that has very successful (Appendix J).



Tea anyone?



And many people said they never saw the Wedgwood advertising. In the past, the Royal families are always be a Wedgwood active promotion, they make more and more people know Wedgwood. Although, the Royal families still have this power, but they also need to find the new way to promotion, like the last year with Mulberry, and the media.



7.0 CONCLUSION

For all research above, I got some problem below:

1. The value of the goods and the consumer cognition not the same.
2. Commodity characteristics and meaning of representative, sometimes can't deeply consumer's heart.
3. Product's style is looks the same forever, need to some creative.
4. For the consumer's approval is necessary to have some new direction.
5. About the British tea culture taste, must be increase idea of output and identity of the brand.
6. In addition to the British Royal, thinking of what things can be equated with the Wedgwood.
7. Need to find new promotion way, to make Wedgwood has more exposure.
8. The many-faceted development of brand.
9. Need to connect with local market, get more creative.



Complete the enterprise has a strong action, but the vitality of individual is relatively less. For the trend of globalization, enterprises not just a business, that is a now system, like LV and Wedgwood all can be a brand identity, the brand identity, from the daily necessities has been the core business, for example, France's clothing, the British design, Northern Europe home style. From Wedgwood brand identity recognized, like Tiffany blue, you will emotion about Tiffany when you see the blue box.

For the marketing, Wedgwood needs to do more promotion active, and multiple product series, like Meissen, although the already have bedding. And the abroad market need to create some local art product, but not adopt Wedgwood own style.



The background of the entire image is a dense, monochromatic collage of various Wedgwood ceramic items, including plates, bowls, vases, and figurines, all rendered in shades of grey and black. The items are scattered across the frame, creating a rich, textured backdrop for the central text.

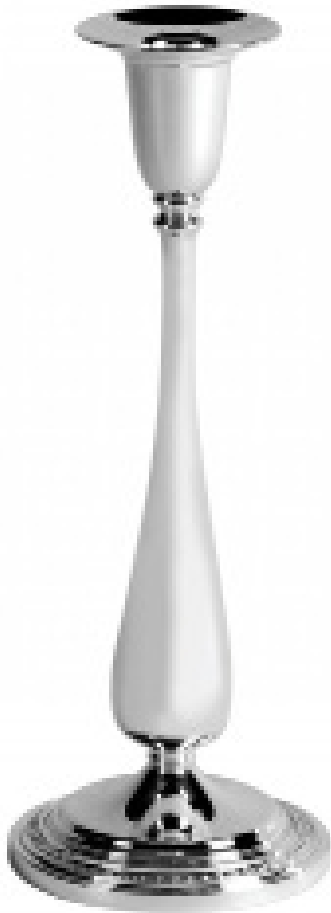
THE ENGLISH CLASSIC
W
WEDGWOOD
250
SINCE 1759

B. Strategic Outcome



1.0

RECOMMENDATION



1.1 The Big Ideas

According to all the research above about Waterford Wedgwood Company and marketing, that has two important aims in the strategic outcome which are improve the popularity and get more marketing share. They can improve with

1. Set up a tearoom, that tea salon combining with the brand identity.
2. Products can be cooperation with popular designer or brand to create limited goods.
3. Can be aimed at the integration of British tea culture to teaching consumers what is real British tea culture.
4. Brand ambassador who can present Wedgwood brand identity, and can spread of the British tea culture all over the world.
5. Find a series product or image can representative Wedgwood, make people through it thinking about Wedgwood.
6. Develop the uniqueness goods for each region, and can make those goods is only sold in parts.
7. Make the young designers join it and add the new elements to make Wedgwood continuation the vitality of brands.
8. Music or Art: Wedgwood concert or Wedgwood exhibition.
9. The brand is not just selling product, attention about brand identity.



With those ideas and two aims, I am thinking out six of feasibility suggests that wish can be improve Wedgwood.



1. Tea Room: the store can be with tearoom complete show the British culture.

2. Many-faceted development: Wedgwood already has bedding, crystal and ceramic product, however they can develop more products. It not Essential to created new brand, and it can be cooperation.

3. Experiential shopping: Now, more and more people care about what they feeling in in-store shopping, what the store's environment and service and whether you're comfortable with it.

4. Way of Promotion: They need to do more advertising and can do a lot of active not just traditional advertising like exhibition or competition.

5. Hotel: Wedgwood can do the Waterford Wedgwood Hotel form they own company or cooperation with other hotel group.

6. Special Product Lines for more people: Wedgwood products are quite expensive in the marketing, and they can so some series suit for young people.

7. Connect with Local culture: this is good to enter the new market makes people easy to accept.



2.0 INDEPENDENT IDEA

2.1 Tea Room



Before to talk about this idea, I got an example about this idea. Annvita, which is an English afternoon tea brand, has very popularly in china now, and selected on behalf of the brand "English afternoon tea" in the China Centre TV's documentary <tea> " in 2014. It is present this brand how famous in China, but is not the core point what I want to talk; the important things is they cooperation with British tea brand Whittard in 2010 and ceramic brand Hudson&Middleton and Aynsley. Actually, many people did not

know this brand, maybe they just want to find the place to get relax, but they must be see those brand when they enjoy the tea.

In the leisure time, no matter how different nationalities people may want to find place to be relax and chat with friends like coffee shop or tea room. For the Wedgwood, they already have it, but it not popular, I saw the one tea room in Wedgwood Museum Visitor Centre. In the UK, their have a lot of English afternoon tea brand and not have very strong competitiveness, but in other country especially



Asian country, traditional English afternoon tea is very popular that has very big market, however, it just have one tea room in Taiwan. So I think Wedgwood could build more tea room that can promote their brand and sell the product at the same time, they already have tea and ceramic sets, it is great challenge. For instance, Costa and Starbuck which are just coffee shop, but they sell the all products around the coffee, absolutely have people buy it and not just one or two, I also got it. They can get more profit, and the special cups also can be advertising. And they also can do another way is more easy than build new tea room, and have less cost. They can cooperation with some tea room brand



Fig16. Annvita Tea Room, 2011



Fig8. Wedgwood Advertising 1, 2014



or hotel coffee bar, proved the product and sell it. In my hometown, I know the hotel use the Wedgwood product for the coffee bar, but it is not cooperation, them buy it by themselves. So the plan is feasible.



Fig17. CATH KIDSTON COTTON ROSE 16 PICE CUTLERT SET, 2014

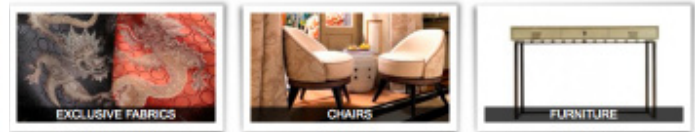


Fig18. Meissen Websit, 2014

2.2 Many-faceted Development

Although, Waterford Wedgwood already has bedding, living and dining products, it is not enough to get more consumers. They can develop more different category products, it not Essential to created new brand, and it can be cooperation or creative.

Meissen, that is founded by ceramic brand, but

they manage different range product, for example, clothing, accessories and furniture; and Cath Kidston, they do a lot of different product what them can do, it has wide audience. I think Wedgwood have ability to do it, they can try to working with other company first, and then star to do it if it got the good effect. And they need to strict with products quality when they diversify its products, because if just attention about the number of the product not the quality, it can be get bad influence for the company. For Wedgwood, each product must be a competitive product, and cannot destroy the bran identity; and vice versa.

2.3

Connect with Local Culture

People has its own complex, whatever from each different country and nation with unique cultural tradition. When the new brand into the new market need to accommodate the promotion way or products, except consumer already highly appreciated this brand, so this is good way to enter the new market makes people easy to accept the brand. For example, when the Wedgwood into the china market can combine with China culture elements, for instance, Meisson do a series about Ming Dragon elements with red and gold. Wedgwood can just use the China traditional colour or the ceramic cut with Wedgwood style together that makes product connect with market and people easy to accept it. And they can cooperation with Chinese traditional craftsman do a special series, like image of paper cut and use the embroidery on the package. China ceramic industry has their own technique, and they also can cooperation with local factory do a series for China market.



Fig11. Meissen Ming Dragon Set, 2014

2.4

Special Product Lines for More

Wedgwood products are quite expensive in the marketing, and they can so some series suit for the people who love this brand and do not have more budget. Although, Waterford Wedgwood already has some consumer, but it is not enough; although the upscale consumers with a high level of consumption, after all the circle of those people only have a few people. Wedgwood's many products are low frequency, not like luxury items, so add more consumer groups when a company wants to expand the market. Though,

Wedgwood cannot adopt their brand identity to create the new product. For example like Meisson with Aynsley and H&M with luxury brand, it just a collection, and have a great effect, however it is not more cheap for same product. Satisfy people desire for the upscale brands; also increase the market share for the brand, and increase the exposure at the same time. Actually, Excessive campaign and the brand cheap goods will be get bad effect for the brand, so it is only the activities of the special commodity of the some important days or long intervals to launch the special series product, and must be limited and you can never buy it after that. This way is better than excessive low end products can cause consumer expectations and the desire to buy it.

And they also can do limited edition with designer or luxury



Fig19. coke cola with jean paul, 2012

brand; this series can be a cheap or expensive, whatever the price, it is just for the promotion. More and more brand like to do a limited edition series, like Coca-Cola do limited edition each year with fashion design, but it is not expensive, I trust many people who do not like drink coke will buy it just because of the designer. And Absolut Vodka, special limited edition increases the value of that.

2.5 Hotel

Hotel is huge project, for the Wedgwood they have two ways to do it. First of all, they can do the Waterford Wedgwood Hotel form they own company. For Waterford Wedgwood group should not difficult to Established brand hotel, because the company has rich resources, as it were to be complementary to each other, but the form of the hotel must be from England use the British culture like Butler, because the Wedgwood development from the England, but the style of the hotel

must be classical and modern, although it looks conflict and interdependence, that too much old style is not suit for hotel and not the main trend at that time, will it need to spend a lot of time to discuss. . About the core idea, for

upscale consumers will have a certain influence about brand identity, so the Wedgwood hotel's headquarters must set up in the UK, because this brand is from UK and present British Culture. And then, I recommended to choose the Hong Kong to establish first hotel in the Asian market, because Hong Kong is important and major

port in the world, combined with the great position that has a lot of people will going to sightseeing and shopping, and the hotel can received many consumer. Wedgwood as the product of cultural output, and is an important characteristic, and can produce mode to carry out the new

idea in the restaurants or bar, even if only in drinking afternoon tea, consumer will want to go. So according to this plan, it is need to be very careful in advertising, too high-profile gestures can destroy Wedgwood elegant image, I would suggest that not do any advertising,



by contrast, less is more that nothing is more can reveal the value of the product.

Actually, for this plan will spend too much time and used money is very large number. And Wedgwood does not have any experience to do the hotel, so they can cooperation with other hotel group, which is best from the UK hotel's brand. Wedgwood already has bedding, living and diving products, and they also can some decorate of furniture. So, Wedgwood can in charge of hotel's whole decoration, restaurant and tea room, and the hotel's style like to I suggest above.



Fig20. Wedgwood Dinner Advertising, 2014



Fig21. The Butler, 2013



2.6

Experiential Shopping

Now, many reasons can influence consumer's shopping, more and more people care about what they feeling when they shopping in in-store, what the store's environment and service and whether you're comfortable with it; many store have same product, maybe consumer just like the service in one store, they are keeping to shop in the store. So, the store not just selling the product; like Paul Smith in Nottingham not the small one, that it is an independent house, they not sell them product, and they let you to feeling about them brand at the same time, you can feel the brand history and culture when you walk in it, make you feel comfortable. For the Wedgwood, I want to same things, put them all product independent house can be an exhibition and can be a home.



Fig22. Women Chating, 2014



Fig23. Nottingham Paul Smith, 2014

In this house need to add the tea room, this tea room is not like I talked above; it is more traditional, not casual, with life aesthetics and literature. It is a new experience for consumers, fusion of flowers, books and music in the shop, you can drink a cup of coffee or traditional English afternoon tea, what ever you like, and reading or listening the relaxing music at the same time. It can formation a different consumption form, not just a place you can drink a cup of tea, also the relax space combine with the tea, music, literature together. And also can combine with I suggest above, that design with local culture, no matter open in any city, and every store has its own independent characteristics. From London, Shanghai, Paris to Tokyo, must be a culture's store, such as in Shanghai, can combine with Chinese architecture, music can use old songs and Wedgwood tea, make it like the British Concession in old China. Each store need to formation special style but can not adopt the British culture, the stuff need to wear like old British waiter, and it is globalization. In every place of the book, porcelain must be specially pick up, is tailor made for this shop, must be make brand identity visibility. For Wedgwood, that is not only selling the items, also display the culture, taste the culture. For the marketing, they do not need too much advert, and can promotion in the form of cultural communication, although it is slow to get the effect of publicity, but through the culture and art, it is will keeping alive. At that time, Wedgwood need to create, not only not the excessive consumption, but also has a positive consumption; a good porcelain, from the design pattern by handle, all product is a perfect, Wedgwood with a new mode to present, not only the use aesthetic to creative economy, and it can improve to the cultural level. And can open a pottery workshop room that makes the consumer do some easy steps with the teacher. In the Wedgwood house, that is a place to you can shopping and feel the brand identity all at once.

2.7 Way of Promotion



From my result of research I personally think Wedgwood has less exposure rate, they need to do more promotion, that advertising or do a lot of active not just traditional advertising like exhibition or competition. I suggest three aspects to promote it: media, event and store.

About media, Wedgwood can launch few advertising on the billboard like the upscale shopping mall. On their official website, we can find them really amazing video and photograph, we need to push the out, make more people look at it. And they can sponsor some British movie or TV plays, like Downton Abbey and Sherlock, that all is popular now, all the product used in the TV will be in hot demand everywhere.



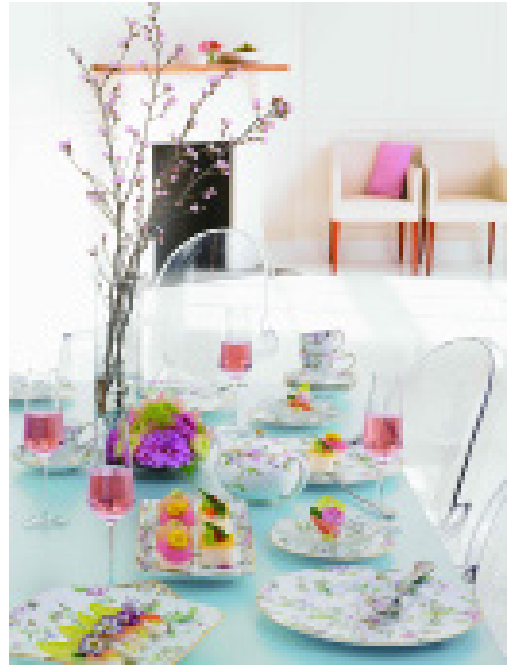
Fig20. Wedgwood Dinner Advertising, 2014

Last year, Wedgwood into the fashion with Mulberry, they did a quit cup with the Mulberry logo be a gift. Wedgwood get promote on the Mulberry's event. So Wedgwood also can do the event by them, like they do a exhibition, and they are hold a itinerant exhibition about Wedgwood ceramic with ceramic masters Gavin Brown in China, but this event is only a day and it is in the shopping mall, for Wedgwood, that can make the tour a large itinerant exhibition, extend the period of stay in each city, and use the local culture media company to promote it. During the itinerant exhibition, of course, also can carry out the Wedgwood and British culture lectures and ceramic manufacturing show to let visitors can close to feel Wedgwood beautiful product and feeling the heritage culture. In Britain's first exhibition is very successful, and I believe it can also have a bigger impact from this event.

In the past, the royal family is the best medium for Wedgwood, and is also a loyal user, but now, need more fresh the propaganda of the crowd, such as social celebrities. Wedgwood can hold on Wedgwood concert with London symphony orchestra, which is one of the world famous orchestral playing groups, invites the social celebrities from all around the world, or the sell the ticket tour.

And, they can hold a design contest, like some wedding plan for wedding product.

Eco is very hot topic, Wedgwood can response to environmental protection topic to do some activities, and I think can match with the global warming problem, use the green packing to do a green marketing, improve product positive image.



Finally, about tea room and the Wedgwood house. If those two ideas can be put into effect, I thought it could get great influence to the brand promote. Those two ideas through the culture and brand identity to promote the Wedgwood, and when they publicity, also improve the brand image at the same time, to make the customer experience with Wedgwood brand identity, and important things is that is long-term promotion.

3.0 CONCLUSION

Actually All suggests above for Waterford Wedgwood group is not difficult introduce the brand hotel plan from England, and do the reshaping of the brand at the same time with the hotel project in divided into different direction; cooperate with different areas of design, innovative brand value. All the actives are development with Wedgwood has become the shadow of the consumer, rather than the above of the consumer, and makes Waterford Wedgwood blend in the consumer's life, we would like to see the Waterford Wedgwood in our life.

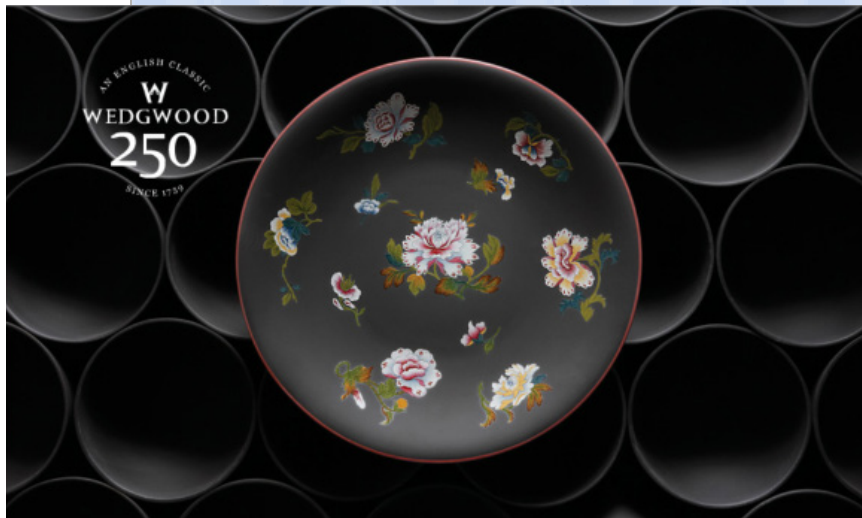


Fig24. Wedgwood plate, 2014