Marketing Analysis (20  pts)

Develop a comprehensive marketing analysis of the following:

Insurance Industry  in South Africa

BrightRock

Note: Please  provide exhibits to support your answers.

Brand Product Development and Marketing (20 pts)

Analyze the existing product development and product marketing forBrightRock

Develop a new product and marketing strategy for BrightRock

 Note: Please  provide exhibits to support your answers.

3) Marketing Measurement Analysis (15 pts)

Evaluate the effectiveness of the marketing campaign utilized by BrightRock.

Identify the KPIs (Key Performance Indicators)

Measure and analyze  the success of the campaign

Determine the overall cost of the campaign

Marketing  Communication and Campaign (20 pts)

Develop a marketing communication campaign for Dave’s Big Break.

Tie the marketing campaign to customer emotions and experience

Note: Please be specific with campaign communications, strategies, and measurement.   Provide exhibits to support your answers.

Marketing Pitch and Communications (25 pts)

Record a video a 3 minute pitch to Steven’s on what the action should be and why. Support with a maximum of three slides to support your pitch.

Write a memorandum for Stevens supporting your pitch

6)  Customer Lifetime Value (20 pts)

Determine the Customer Lifetime Value for BrightRock  given their customer target and positioning. Please identify other assumptions.

Utilize the potential insurance revenue to be realized (there is an insurance gap)..

South Africa’s population in 2018 was 57.78 mm. Assume steady YOY growth rate of 3%.

Use three segments (richest 20%, median 30%,  and poorest 20%)

Number of years refers to years when insurance becomes critical (past the median age).