



Rättelse till PIONEER 2

Coolhunters p. 104-105

CONTENT

1. Why do some brands choose to decrease their lead times?
2. According to Mr Pillay, what is the key to coolhunting?
3. Where are coolhunters to be found?
4. What part does networking play when it comes to coolhunting?
5. What kind of information is suggested for the target group for Mrs Rihanna's product?

DISCUSSION

1. Mr Pillay declares that customers need to see "a clear fit with their perception of a brand personality", otherwise they will "interpret this as a fake buying of coolness. And that is the worst thing you can do." How do you understand his view? Can you give an example?
2. What could be the USPs (unique selling points) of your school? Try to come up with at least four to market your school.