

Vörupróun sem markaðstól

- með Hollywood í farteskinu -



Iceland Travel

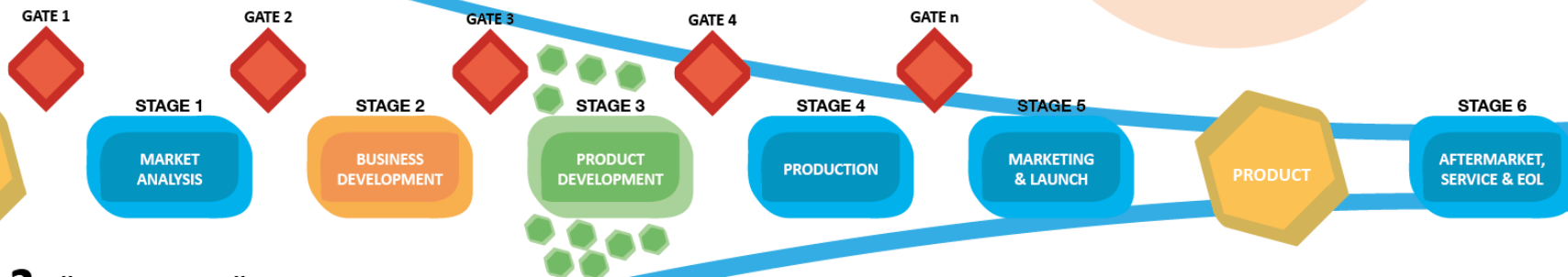
Rósa Stefánsdóttir
@rosastef



"I'm a pragmatist, Leon. Before I put a new product on the market, I ask myself, 'Will it sell?'"

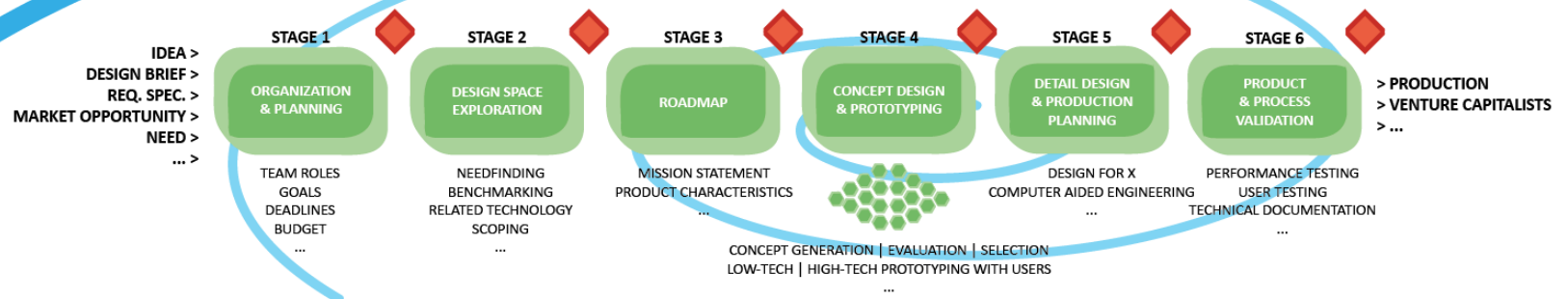
HOW NEW PRODUCTS ARE MADE: Three generic perspectives

1. "BUSINESS DEVELOPMENT" PERSPECTIVE



2. "COMPANY" PERSPECTIVE

3. "PRODUCT DEVELOPMENT" PERSPECTIVE



Öfl sem togast á í vörupróun í ferðapjónustu

Tækni
Vegalengdir
Fjöldi
Trend
Verð
Availability
Samningar
Opnunartími
Nýjungar
Birgjar
Tímasetningar
Viðskiptavinir
Óskir
Leiðsögumenn
Tungumál
Farartæki



**KEEP
CALM
AND
TURN UPSIDE
DOWN**

The background is a dark, textured, and atmospheric image. It features a large, dark, winged figure (likely a dragon) in the upper left, a large, dark, horned creature (likely a mammoth) in the upper right, and a large, dark, horned creature (likely a mammoth) in the lower left. The overall color palette is dark brown, black, and gold. The title "GAME OF THRONES" is written in a large, ornate, serif font with a metallic, three-dimensional appearance. The word "OF" is smaller and positioned between "GAME" and "THRONES". The letters "O" in "OF" and "O" in "THRONES" are replaced with the Iron Throne symbol (three vertical bars). A small "TM" trademark symbol is at the end of the word "THRONES".

GAME OF THRONES™

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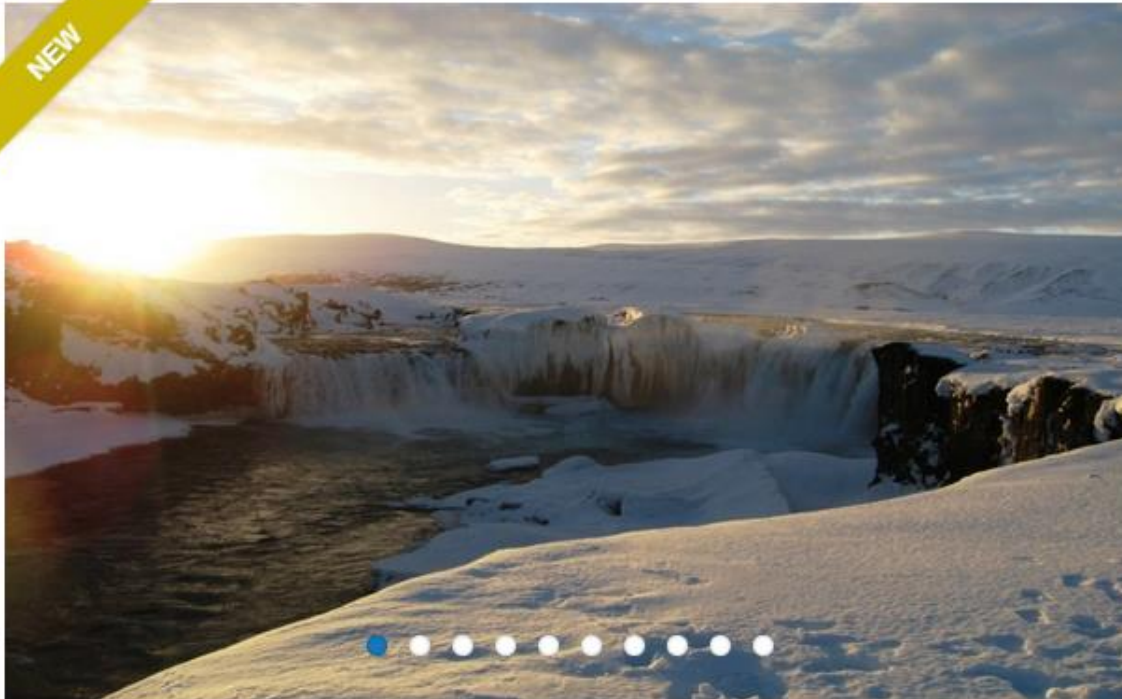
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Game of Thrones - Iceland: Beyond the Wall

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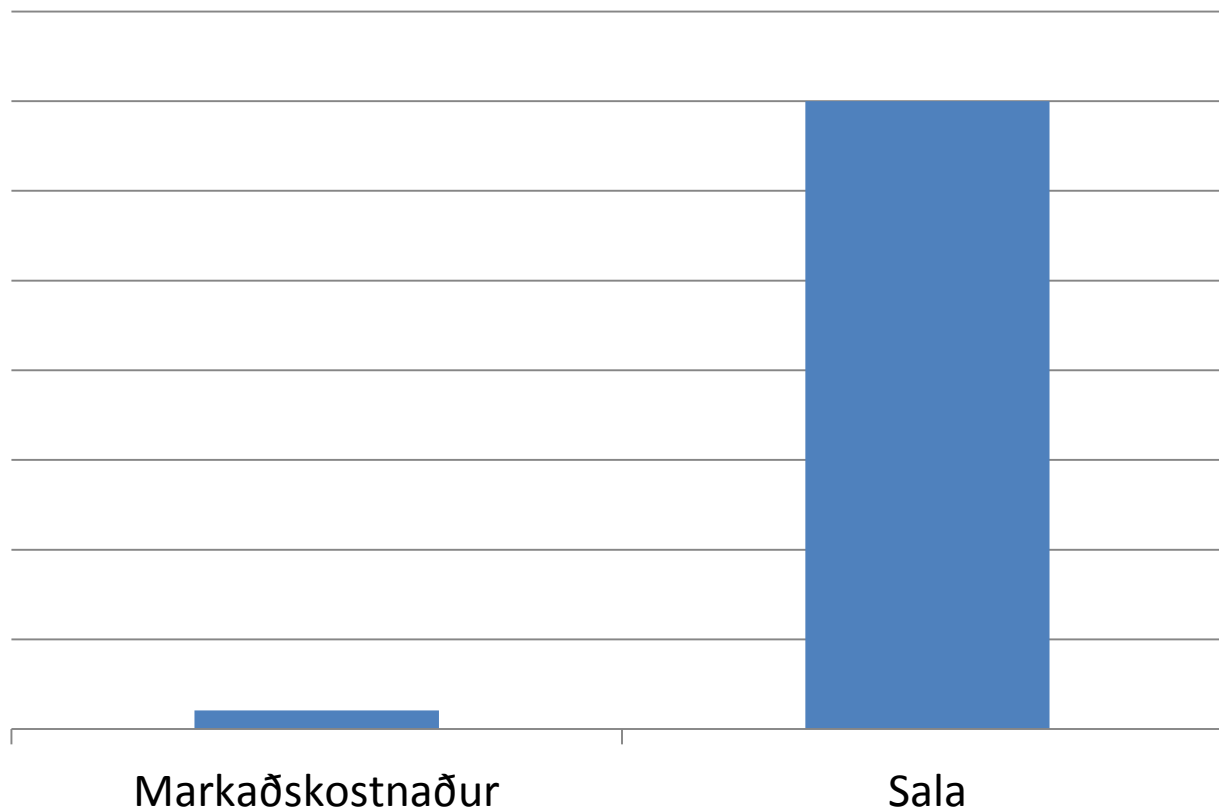
DAILY EXPRESS

THE WORLD'S GREATEST NEWSPAPER

THE STRAITS TIMES.



Markaðskostnaður vs. sala





The 4 P's of Marketing - ef Product er nógu gott þá þarftu ekki að hugsa um hin þrjú – eða hvað?

Nokkrar staðreyndir

- Í dag er Walter Mitty vörusíðan 8. vinsælasta síðan á vef Iceland Travel
- Game of Thrones er 17. vinsælasta síðan
- Fréttin á The Guardian ein og sér skilaði helmingi allra heimsóknna á Walter Mitty vörusíðuna í desember

Branding is not about getting people to choose your offerings over the competitors.

It is the act of managing consumers expectations so as to condition your target audience to see your offering as the only answer to a specific need.

- Derrick Daye