

Chapter 23

Scientific Mixed Media Model Developing NJ–MMM for Boosting Auto–Dealer Visits

ABSTRACT

In this chapter, the author has constructed the Scientific Mixed Media Model (SMMM) for boosting automobile dealer visits by developing NJ-MMM (New Japan Marketing Management Model) named Advanced TMS, Strategic Customer Creation Model in order to realize the automobile market creation. Specifically, SMMM develops and validates the effectiveness of putting together four core elements—(1) Video that Unites Customer behavior and Manufacturer Design Intentions (VUCMIN), (2) Customer Motion Picture-Flyer Design Method (CMP-FDM), (3) Attention-Grabbing Train Car Advertisements (AGTCA), and (4) Practical Method using Optimization and Statistics for Direct Mail (PMOS-DM)—into new strategic advertisement methods designed to enhance marketing and the desire in the automotive industry. At present, SMMM is applied to a dealership representing an advanced car manufacturer Toyota, where its effectiveness is verified.

INTRODUCTION

Recently, in light of recent changes in the marketing environment, the author believes it is now necessary to develop innovative business and sales activities that adequately take into account the changing characteristics of customers who are seeking to break free from convention (Amasaka, 2011). If they are to be successful in the future, those involved in global marketing must develop a marketing system of the highest quality.

A marketing management system needs to be established particularly so that business, sales, and service divisions, which are developing and designing appealing products and are also closest to customers, can organically learn customer tastes and desires by means of the continued application of objective data and scientific methodology. At present, however, a system for applying scientific analytical methods to

customer data has not been satisfactorily established. In some cases, its importance has not even been recognized.

In this chapter, therefore, the author has constructed the “Scientific Mixed Media Model” (SMMM) for boosting automobile dealer visits by developing NJ-MMM (New Japan Marketing Management Model) named “Advanced TMS, strategic customer creation model” in order to realize the automobile market creation (Amasaka et al., 2013) (Refer to Section 4.2 in Chapter 4). This model that enables the sales, marketing and service divisions nearest the customer to systematically identify their tastes and desires is critical. The aim of SMMM is for an evolution of market creation through innovative advertisements promoting dealer sales activities (Amasaka et al., 2008, 2013; Amasaka, 2013, 2019).

To achieve this goal, the author presents SMMM, which takes the form of strategic marketing and has four core elements: (1) Video that Unites Customer behavior and Manufacturer Design Intentions (VUCMIN), (2) Customer Motion Picture–Flyer Design Method (CMP-FDM), (3) Attention-Grabbing Train Car Advertisements (AGTCA), and (4) Practical Method using Optimization and Statistics for Direct Mail (PMOS-DM).

The effectiveness of SMMM using four core elements has been applied to a dealership representing an advanced car manufacturer Toyota, where its effectiveness was verified (Amasaka et al., 2013; Ogura et al., 2013a; Amasaka, 2015, 2020).

NEED FOR A MARKETING STRATEGY THAT CONSIDERS MARKET TRENDS

Today’s marketing activities require more than just short-term strategies by the business and sales divisions. In a mass-consumption society, when the market was growing in an unchanging way, sales increases were achieved by means of simple mass marketing through huge corporate investments in advertising (Nikkei Business, 1999; Amasaka, 2005).

However, after the collapse of the bubble economy, the competitive market environment changed drastically. Since then, companies that have implemented strategic marketing quickly and aggressively have been the only ones enjoying continued growth (Okada, et al., 2001). Upon close examination, it was determined that strategic marketing activities must be conducted as company-wide, core corporate management activities that involve interactions between each division inside and outside of the company (Jeffrey and Bernard, 2005).

Therefore, a marketing management model needs to be established so that business, sales, and service divisions, which are developing and designing appealing products and are also closest to customers, can organizationally learn customer tastes and desires (Amasaka et al., 2005; Shimakawa, et al., 2006). Specifically, pursuing improvements in product quality by means of the continued application of objective data and scientific methodology is increasingly important (James and Mona, 2004; Amasaka, 2005).

At present, the organizational system and rational methodology that allows them to analyze data on each customer using a scientific analysis approach has not yet been fully established in these divisions; in some cases, the importance of this system has not even been widely recognized (Niiya and Matsuoka, 2001; Gray and Arvind, 2003; Ikeo, 2006; Amasaka, 2007).

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