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## **S.A.V.E. ing is going to be more important in 2013.**

So in comes a new year. With it will undoubtedly come new buzzwords and fads, new promises and commitments. We will be encouraged to try new products and services. Some of us are on to Yammer while others are still trying to get to grips with Twitter. I heard my Dad asking his Grandson why anyone would WhatsApp when they can write a letter? I for one have had to try on a larger size of trouser... but that is another story all together.

However for me the biggest news in the world of products and Brands is that finally we can download media from the iTunes store in Southern Africa. Why is this big news I hear you ask? Well it is big news that the reset of the planet has been enjoying for years! It was the new Industry that Steve Jobs created that we have not had access to until now. For as little as P65 we are now able to download (legally!) the latest music and movies. With iCloud that media will automatically sync to all your devices and Tadaaah!! you can watch Ice Age 4 on all your iTunes enabled devices for less than 2 tickets to the movies.

Finally we can now buy single songs from entire albums. Yep, no more paying for stuff I don't really want! We are living the Jobs vision, finally! Other local artists better join Zeus on this bandwagon real soon as iTunes SA is already carrying the likes of MiCasa and Teargas. These guys now suddenly have the entire planet as their customers! Over the years we have been running on 60% of the potential of our Apple toys and now suddenly we now have more choice for them we can ever actually go through. There are over 2 million songs and 700 000 Apps in the iTunes store. Yes admittedly the iTunes store is large and is aimed at us Apple addicts. But across the Smartphone space there really is no limit to what the device you have in your pocket can get for you these days. Amazon was selling 3.6 million articles per day in the days leading up to Christmas. I was recently introduced to a luxury site called [www.net-a-porter.com](http://www.net-a-porter.com), this site opens the door to consumers here in Africa and the world, to the same fashions offers and sales as those on London's Oxford St or New York's 5<sup>th</sup> Avenue. With their over 1 million FBfriends and 400 000 followers on Twitter, they are sharing their fashion solutions, their high street specials and the latest trends with us from our living room here in Phase 2.

What you have just read demonstrates a new reality. And this reality is set to shake the halls of academia to its foundations. Those of you who have studied even the most basic of marketing will know that the 4 Ps are the foundation of all marketing campaigns (Product, Price, Place and Promotion). So what is the reality? Well the 4Ps are increasingly becoming irrelevant to the world of commerce today. Each of the Ps has been challenged. For instance Price is no longer the competitive war front it used to be, consumers are now looking for Value. Thus would be prepared to pay more for better value. The issue of Place (location) has started to fall away as I shared earlier. I can order Jimmy Cho shoes and have them delivered to my door in Gaborone. Promotion is dead too! Consumers can work out the virtues of your product by simply checking on line. What we need these days is not promotion but education.

Over the next couple of weeks we will explore a little bit more about what the world is going to look like without the 4Ps. We will explore the fancy new acronym **S.A.V.E.** that has replaced the Ps; Product = **Solutions**, Place = **Access**, Price = **Value** and Promotion = **Education**. In this day and age of tighter economies and markets I think SAVE is an apt acronym that matches our current reality accurately.

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