

# Mass Marketing

Mass marketing is one of the success stories of the 20th century. We are surrounded by mass market firms, multinationals aiming to maximize profits, market share and economies of scale by producing and selling huge quantities. These mass market firms provide the bulk of the goods and services that we consume.

Companies like Ford, Microsoft, Proctor and Gamble (soap powders), Cadburys, produce ranges of products aimed at targeting as large a proportion of the total market as possible. They achieve this market saturation, by using two methods.

The first method used is developing product width. This means selling a range of similar but differentiated products. So Proctor and Gamble will market several brands of soap powder, each targeted at a different segment of the mass market. By doing this they cut costs, through economies of scale, and mainly through the use of advertising, establish a range of brands each with different values in the mind of the consumer.

The second method of appealing to as much of the market as possible is to add product depth to each of the products produced. Adding product depth means making each product available in a range of sizes, packs etc. So we have 3 sizes of soap powder pack, targeting for example, singles, couples and large families. Mars will sell Mars Bars as a single bar, king size bars, 5 packs, snack size packs etc., again covering a wide as possible market spread with little extra cost.



## Disadvantages of Mass Marketing.

- Heavy advertising costs, to establish brands and keep them in public eye.
- High development costs of products.
- Competition is often fierce.
- Companies must be market orientated - this brings high innovation and market research costs.

## Advantages of Mass Marketing.

- Maximizes income
- If one sector declines this is likely to be compensated for by growth in other sectors.
- Allows reduction in average costs through economies of scale.
- Allows Brands to be used to their full value