**ABBA Forever! Case preparation sheet**

**Case with full development**

1. **Product strategy**

Students must choose between developing a new product for a market where they are present or launching one of their existing products in a new market, where they are not present. They should understand the value they create for the audience, the centrality of the customer, and the value created for the business. In relation to this, in addition to these issues they will have to answer the following questions:

1. Explain the characteristics and elements of the product that connect it to ABBA's products.

2. How important is the understanding of the target audience in developing a product strategy?

3. Could you explain the value proposal and its elements?

4. Define the concepts of the STP Model *(Segmentation, Targeting and Positioning*) and the USP *(Unique Selling Proposition*), related to your product strategy.

**2. Branding**

Students will have to choose a brand for this new product and define its positioning appropriately in order to connect with audiences. In relation to this, besides these questions, they will have to answer the following questions:

1. Define your *Positioning Statement* that allows to understand the new orientation based on the new product design. You should follow the following scheme in your proposal: A/To (connect with a segment and a necessity), our (brand/product) is (concept/category) that (attributes/differential benefits-PODs), because (reason to believe).

*2. Naming*. Establish a new name. Justify the process by which you have arrived at it, its meaning, the connection with the new product strategy and why you think it can work.

3. Corporate visual identity. Make a visual identity proposal for the new project based on its main elements, justify its relationship with the new brand and why you think it can work.

4. Brand coherence: How is the new brand aligned with other marketing variables? How is this coherence ensured?

**3. Pricing strategy**

In accordance with the new product strategy chosen, you should:

1. Provide three situations/scenarios with different pricing strategies (competition, costs, and penetration), including the corresponding calculations. Show the different calculations and analyze the advantages and disadvantages of each scenario.

2. Develop a competitive analysis of the entertainment industry in the location where you are launching the product, to understand what competitors are charging for similar products, price trends, and consumer expectations, which will help you obtain relevant information to establish the optimal price.

In relation to these findings in the previous questions, what would be your best recommendation? Justify your proposal from a critical point of view with advantages and disadvantages.

In an inflationary environment, how should the company behave? Develop a price maintenance plan that ensures that margins are not reduced.

Explain the risks of this plan.

**4. Communication strategy**

According to the new product strategy chosen, you will have to answer the following questions:

1. Explain your plan to create awareness for the new product in the chosen market.

2. Develop research on your competitors: Who are they? How are they communicating? What are their proposals? What media are they using?

3. Present a communication proposal that draws the attention of your audiences, that differentiates your new product from the competition, to move their audiences to the actions required for the commercialization.

4. Explain the key messages as well as the *storytelling* for the new product. This strategy should be consistent with the branding, positioning and value proposition.

5. Choose the public relations, advertising, and promotional strategies and techniques that will maximize media coverage and conversation about the new product. Determine also what will be the relevant indicators to measure the effectiveness of these actions.

**Only for one subject**

1. **Market research**

From 2025, the producers of *ABBA Voyage* want, as the idea was originally intended, to take the concert on tour around the world, with the support of their investment partners.

To implement this project, you need to know how many venues are eligible to produce and premiere the show.

Define the main characteristics (CRITERIA) that the cities/countries should have and where you can find the information (SOURCES) you need about them.

Set up a list of the 20 cities where you propose to take the musical to, ordered by those you propose to go to first, in the next 5 years (2026-2030).