Marketing

Branding

- Differentiates company/products from competitors
- Core values: fun; innovation, value for money, competitive
- Creates an identity
- Voted most admired brand in UK
- Allows Virgin to enter new markets i.e. diversify

Place

- How the product reaches customers?
- Distribution strategy
- Type of shops?
- Use of the internet for sales

Price

- Amount consumers pay
- High or low?
- Provides company's revenue
- Virgin aim to provide 'value for money'

Promotion

- Creates image and awareness
- Adverts
- Samples
- Offers, gifts, competitions

Public relations (PR)

- Gives a good public image
- Charitable work e.g. Virgin Unite
- Publicity events e.g. Round the World ballooning attempt
- Uses Richard Branson's celebrity

Product

- Range
- Specifications/features
- Wide range in the different Virgin companies