Assignment on Quality. Marketing Class, JJ Cariou

PERFECTION vs IMPERFECTION

We are surrounded by beautiful images with a promise of perfection.

Is the credibility of these images or promises always good? In a marketing context, is “perfection” synonym of “quality”? Is the projection made by consumers from these images distancing him/her from the product or the company? How much is this promise of perfection keeping the consumer from dreaming? …

VS

(Which grandmother do you prefer? Which French fries do you prefer? Why? Ask your neighbor…)

VS

You are working for the (soon to be) « Dreamers Hostel » of Bordeaux, a hotel for backpackers. You are in charge of creating a quality promise based on imperfection.

To DO (including a 5 minute power point or prezi presentation) :

1. Give 5 examples from the elements making your product/service relating to the quality promise based on imperfection. Justify your choices in a few words.
2. Propose a response message (text SMS) you would use on Hellojam (<http://www.hellojam.fr/>) to the question « where can I sleep in Bordeaux? ». 160 characters response illustrating your promise.
3. Propose a « skyscraper » banner ad (120 x 600 pixels) to be placed on the let’s go web site ([http://www.letsgo.com](http://www.letsgo.com/))

[](http://www.cariou.eu/etudiants/ts/tp/parfait_imparfait/logo.jpg)

Mandatory Logo: ([click to download](http://www.cariou.eu/etudiants/ts/tp/parfait_imparfait/logo.jpg) . You need to add your name to the logo)

You have to choose a font for the brand « Dreamers Hostel » to be placed under the logo (see [www.dafont.com](http://www.dafont.com))