

PROMOTION

CHAPTER 40

S&P

PROMOTION

Why do you think that Beyonce declined not to receive a penny for her half-time Super Bowl performance?

- 2.4 million tweets
- Top 5 Watched Sporting Events
- 103 million turned in
- 1.8 billion views
- Most downloaded songs - Adele (10.5M)
- Like a Prayer (124.37M)
- Pepper 500 million contracts
- For Super Bowl in London for 10 years

Learning objectives

- What is it?
- What are the different types of promotion?
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Aims of promotion

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Choosing methods of promotion

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Below-the-line promotion

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Above-the-line promotion

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# PROMOTION



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# PROMOTION

*Why do you think that Beyonce declined not to receive a penny for her half-time Super Bowl performance?*



Prezi

- 2.4 million tweets!
- Top 5 Watched Sporting Events

## Learning objectives

- Describe what promotion is and how it plays an important part in the marketing mix.
- Explain above and below the line methods of promotion.
- Explain the advantages and disadvantages of the different methods of promotion.



What is it?

Ex: television, radio,  
banners

Ex: displays, coupons,  
point-of-sale.

“

*Without promotion something terrible happens...  
... NOTHING!!*

”

# Above-the-line promotion



# PROMOTION

*Why do you think that Beyonce declined not to receive a penny for her half-time Super Bowl performance?*



- 2.4 million tweets!
- Top 5 Watched Sporting Events
- 113 million tuned in
- 1 Billion Worldwide??
- Madonna resultant downloads -  
Vogue (+1033%)  
Like a Prayer (+2437%)
- Pepsi (\$50 million contract)

**The Super Bowl is notorious for its TV Adverts... and the costs incurred!**



# Learning objectives

- *Describe what promotion is and how it plays an important part in the marketing mix.*
- *Explain above and below the line methods of promotion.*
- *Explain the advantages and disadvantages of the different methods of promotion.*



# Aims of promotion

- *Tell consumers about a new product*
- *Remind consumers about an existing product*
- *Reach a widely dispersed target audience*
- *Reassure customers about products*
- *Show consumers that rival products are not as good*
- *Improve or develop the image of the business*



NIKE  
MARKETING  
STRATEGY



YouTube



# Informative and persuasive advertising

## Informative

... designed to increase consumer awareness of products.



## Persuasive

... designed to put pressure on consumers to buy a product.







# What is it?

*Promotion gives the consumer information about the rest of the marketing Mix.*

## Above-the-line promotion

This approach is to advertise using the media

Ex: television, radio, banners

## Below-the-line promotion

This is other form of promotion that does not involve using the media.

Ex: displays, coupons, point-of-sale.



# Above-the-line promotion

- *Television*
- *Newspapers and magazines*
- *Cinema*
- *Radio*
- *Posters and Billboards*
- *Internet*

## *Homework:*

*Write the advantages and disadvantages of each*



... designed to increase consumer awareness of products.



### Persuasive

... designed to put pressure on consumers to buy a product.

### Television

- Newspapers and magazines
- Cinema
- Radio
- Posters and Billboards
- Internet

### Homework:

Write the advantages and disadvantages of each



## Below-the-line promotion

### Sales promotions

Free gifts  
Coupons  
Loyalty cards

Competitions  
BOGOF offers  
Money off deals

### Public relations

Press releases  
Press Conference

Sponsorship  
Donations

### Merchandising

Product layout  
Display material

### Direct mailing

Direct selling or personal selling

Exhibitions and trade fairs



## PROMOTION

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# Choosing methods of promotion

Cost

Product type

Market type

Legal factors

Competitors' promotions

Stage in the product life cycle



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# PROMOTION

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# ANY QUESTION?





Competitors' promotions

Stage in the product life cycle

Public relations

Press releases  
Press Conference

Sponsorship  
Donations

Direct mailing

Direct selling or personal selling

Exhibitions and trade fairs



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- Pepsi (\$50 million contract) The Super Bowl is notorious for its TV Adverts... and the costs incurred!



### Learning objectives

Describe the process and the role of promotion in the marketing mix. Explain the importance of the various promotional methods.



#### What is it?

Promotion gives the consumer information about the role of the marketing mix.

#### Above-the-line promotion

This approach is to advertise using the media.

See television, radio, banners.

#### Below-the-line promotion

This is other forms of promotion that does not involve using the media.

See displays, coupons, point-of-sale.

Without promotion everything terrible happens. **NOT TRUE!**

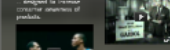
### Aims of promotion

- Informative: to inform consumers about the product and its benefits.
- Persuasive: to persuade consumers to buy the product.
- Reminder: to remind consumers of the product.
- Reinforcement: to reinforce the consumer's decision to buy the product.



### Informative and persuasive advertising

- Informative:** designed to increase consumer awareness of products.
- Persuasive:** designed to get consumers to buy a product.



### Above-the-line promotion

- Television
- Radio
- Print
- Outdoor
- Direct mail

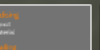


### Choosing methods of promotion

- Cost
- Product type
- Market type
- Legal factors
- Competitors' promotions
- Stage in the product life cycle

### Below-the-line promotion

- Point-of-sale:** displays, end-caps, impulse displays.
- Sampling:** free samples, trial offers.
- Coupons:** discount coupons, rebates.
- Contests and sweepstakes:** prizes, rewards.
- Referrals:** word-of-mouth, testimonials.



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### PROMOTION

ANY QUESTION?

### PROMOTION



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