

# Promotion

Students should brainstorm methods of promotion/advertising & feedback on board

## Sales promotions including:

- Sales
- Free samples
- Coupons
- Competitions

## Advertising on:

- TV
- Radio
- Newspapers
- Magazines
- Billboards
- Posters
- Websites

## Other methods including:

- Public relations
- Personal selling
- Direct mail (junk mail!)
- Trade fairs e.g. motor show
- Point of sales displays
- Window displays
- Packaging
- Branding
- Sponsorship
- Leaflets & brochures
- Flyers

## Promotion

1. Using the list made in class decide on the 3 most important promotional methods for the following:



- a. Nescafe
- b. A new album by your favourite band
- c. A new Adidas training shoe
- d. The new Harry Potter film
- e. The new Mini
- f. Google
- g. A new supermarket
- h. A concert by Robbie Williams in Milton Keynes
- i. A new flavour Mars bar



2. Find out what AIDA means and explain why it is so important to achieve

**Advertising is not the same as promotion** but a part of promotion. Most products will be promoted using a range of promotions and this is called a **PROMOTIONAL MIX**. A good promotional mix will start with objectives (what you want to achieve) and be followed by the following information

- The methods that will be used and why you have selected them
  - When they will be used - i.e. a timescale. You may wish to explain the methods that would be used during different stages of the lifecycle for example
3. Working in pairs - Put together a suitable promotional mix for 2 of the following products
- Tango Ice-lollies
  - Orange mobile telephones
  - A new shirt for the football club of your choice
  - A new model Jaguar
  - An exclusive new clothes shop in Milton Keynes

4. Copy out the table below and fill in the advantages and disadvantages columns

<u>Method</u>	<u>Advantage</u>	<u>Disadvantage</u>
Television advertising	Reaches a lot of potential customers	Often very expensive
Direct mail		
Packaging		
Free samples		
Special offers e.g. buy one get one free		
Coupons e.g. 50p off		
Radio advertising		
Billboards		
Sponsorship e.g. NTL sponsor Aston Villa		
Newspaper advertising		

5. Why do companies spend so much time developing a brand image?  
How does a brand name/logo/image help to promote a product?

