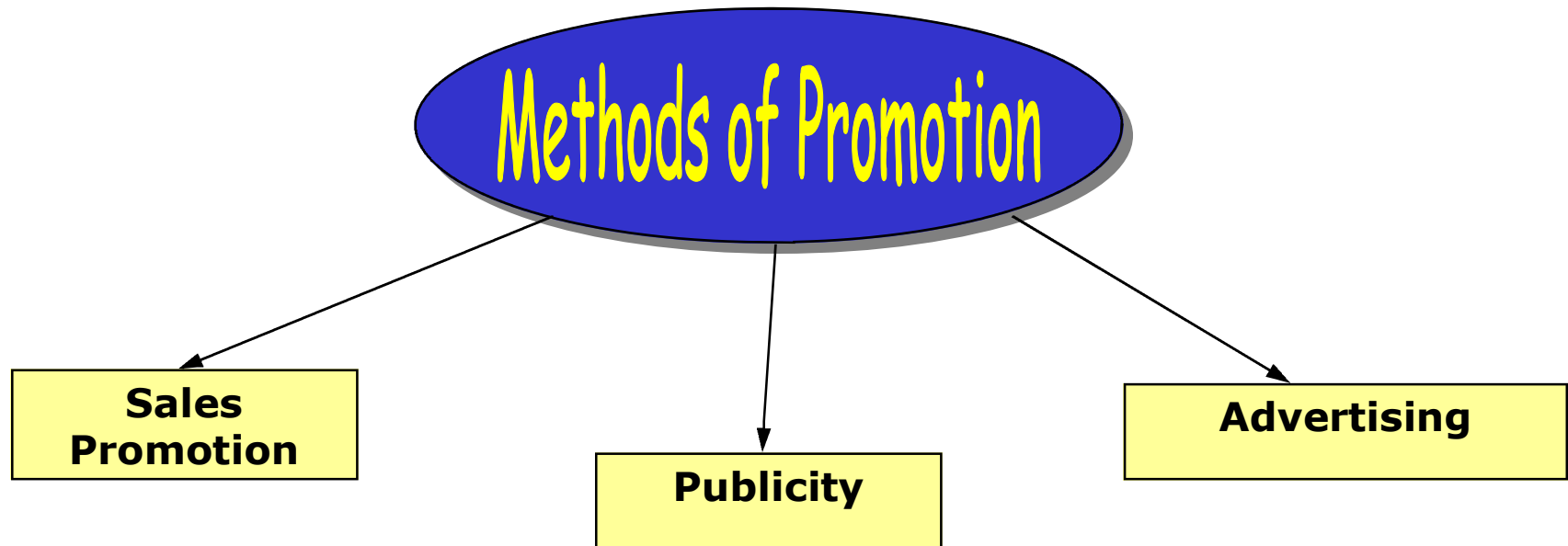




What Is Promotion?

- Promotion involves telling consumers about your products or services
- There are 3 main methods:





Sales Promotion

- Sales promotion IS NOT the same as advertising
- Sales promotions are designed to encourage people to make a purchase
- They are often called “**below-the-line**” promotions





Methods of Sales Promotions

- There are a number of methods available:
 - Bonus Packs - eg 10% extra free
 - Coupons - money off
 - Sample Packs - free to encourage people to try
 - Price Reductions – encourages more buyers
 - 2 for 1 Offers - otherwise known as BOGOFF
 - Competitions - to get interest
 - Loyalty Cards - to encourage loyalty!
 - Demonstrations - at POS, but often expensive
 - Point Of Sale Displays - designed to attract attention
 - Merchandising - positioning products on shelves
 - After Sales Service – improves value of product





Why Use Sales Promotions?

- The main reasons are:
 - Increased sales – for a short time
 - Encourages people to try a product
 - A good tool to inject new life into a brand that has reached maturity





Publicity (Public Relations)

- Publicity (PR) can be described as:

“The art of arranging the truth so that people like you”

- The main difference between publicity and other methods of promotion is that it is cheap (or free!)
- There are a number of ways it can be achieved:

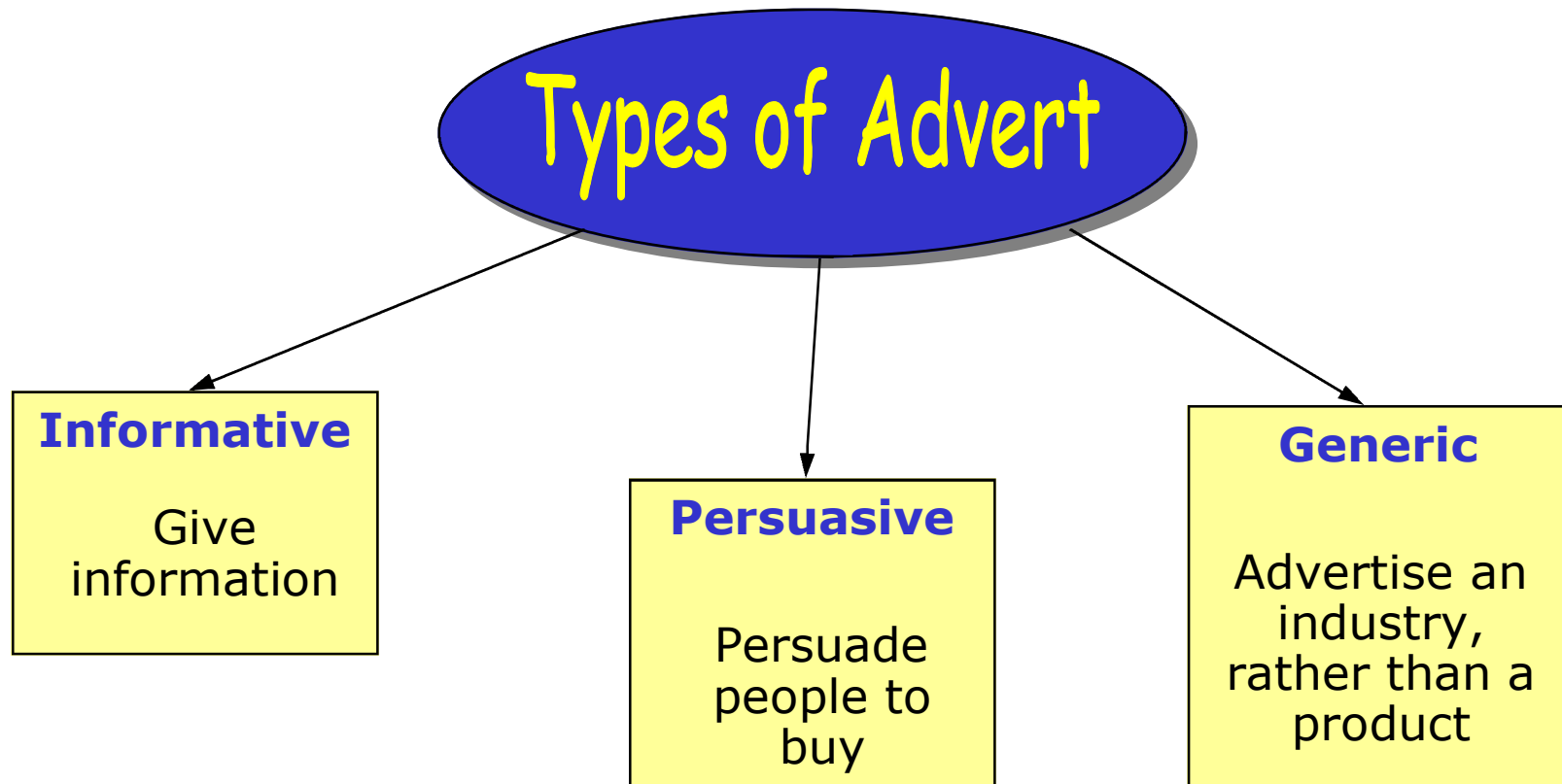
- Donation to charity
- Press releases
- Open days
- Sponsorship





Advertising

- There are 3 types of advertisement:

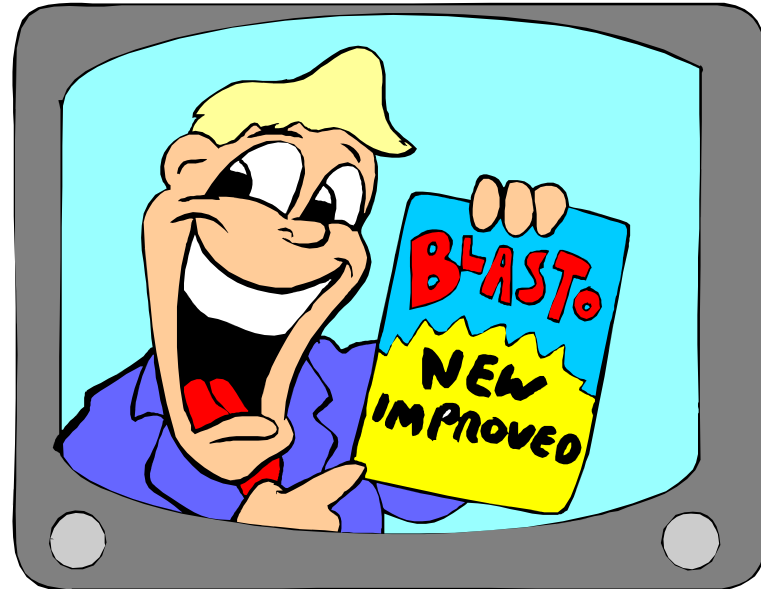




Where Can You Advertise?

● There are a number of different media, including:

- Newspapers (regional and national)
- Magazines
- Television
- Radio
- Cinema
- Billboards (Posters)
- Direct Mail





The Cost of Advertising (1)

● Typical TV costs are

ADVERTISING

| Dayparts | Day-time | Early Peak | Late Peak* | Late Night |
|---------------------|-------------|---------------|---------------|--------------|
| Carlton Regions | 0925-1715 | 1716-1925 | 1926-2330 | 2331-close |
| London | £2000-£4500 | £6000-£23,000 | £12000-£49000 | £1500-£10000 |
| Central | £1000-£2500 | £3500-£13000 | £7000-£28000 | £1000-£6000 |
| West Country | £150-£550 | £550-£2000 | £800-£3500 | £100-£700 |
| Wales and the West | £400-£1500 | £1500-£5000 | £2500-£10500 | £300-£2000 |
| Scottish | £400-£1000 | £1200-£5000 | £2500-£10000 | £300-£2000 |

*costs exclude Coronation Street

SPONSORSHIP



| | |
|--------------------|--|
| Broad Audience: | Adults |
| Transmissions: | 3 x 60 min pw |
| Credits Available: | 1 x 15" front credit 6 x 5" break bumpers 1 x 10" end credit |
| Sponsorship Cost: | £40,000 per show |

(All sources: Carlton Media)



The Cost of Advertising (2)

● Typical national newspaper costs are:



| | | |
|---------------------|---------------|-------------------|
| Newspaper: | The Sun | News of the World |
| National Full Page: | | |
| Mono (1 day): | £39,856 + VAT | £40,598 + VAT |
| Colour (1 day): | £49,396 + VAT | £53,000 + VAT |
| Circulation: | 3,612,464 | |

(source: News Group Newspapers Ltd)

● Typical cinema advertising costs are:

| | |
|-----------------|-----------------------|
| Package Type: | National Film Release |
| Release Type: | Blockbuster |
| Example:: | 007 Die Another Day |
| 6 week Cost: | £285,000 |
| No. of Cinemas: | Approx 260 |



(source: Pearl & Dean)



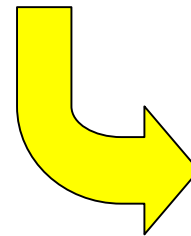
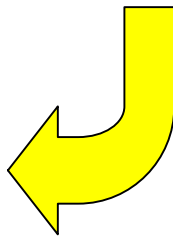
Effective Advertising

- To be effective advertising must be memorable
- This can be achieved using:
 - **Slogans (strap-lines)**
 - **Logos**
 - **Famous Personalities**
- How many of these adverts have been effective?



Advertising & The Law

- Businesses cannot say whatever they want in their adverts!
- It must be “Legal, Decent, Honest & Truthful”
- Advertising is controlled by 2 organisations:



The Advertising Standards Authority (ASA)

Responsible for most advertising in the UK EXCEPT TV advertising

The Office of Communications (OFCOM)

Responsible for TV commercials