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School of Automotive Engineering

Engineering Business Skills - Promotion

Promotion

The process of communicating between the seller(provider) and potential buyer(user) to influence attitudes and behaviour

(Perrault et al 2000)(modified)

Promotion

Many organisations require promoting

- Business
- Public sector
  - National/local government agencies
  - NHS
  - Academia
  - Emergency services
- Charitable sector
- Internal departments

Marketing Communications

Objectives are

- Creating, maintaining and reinforcing product awareness
- Influencing the view and decisions of key opinion formers
- Creating the environment for the customer to purchase the product or service
- Providing after sales communications in order to create customer retention

Marketing Communications Mix

Described as a combination of several major promotional techniques or elements. These elements can be either stand alones or integrated to a greater or lesser degree. They are:

- Advertising
- Direct marketing
- Sponsorship
- Word of mouth
- Merchandising
- Public relations
- Product placement

Advertising

Is any un/paid for communication designated to inform and/or influence one or more people

Key Elements of Advertising

- Paid for or not
- Communication
- Overtly
- Intended
- Inform/influence
- One of more

Advertising Questions

1. Does the advertisement gain attention and create awareness
2. Is it concentrating on features of product, rather than benefits to the reader/purchaser
3. Is it likely to prompt potential customers actually to make a purchase, now or in the future?
4. Does it create a desire for the benefits and really prompt the need to buy?

Forms of advertising

- National advertising
- Retail or local advertising
- Direct mail advertising
- Business-to-Business (B2B)
- Sector advertising
- Internet advertising
- Internal advertising

Purpose of Advertising

- Inform potential customers of a new offering
- Announce a modification or an enhancement of the product
- Announce a price change
- Announce a special offer
- Maintain sales/remind customers
- Retrieve lost sales
- Increase frequency of purchase
- Increase the use of a product
- Increase quantity purchased
- Attract a new generation of customer

Advertising Objectives

- Provide information
- Attempt to persuade
- Create cognitive dissonance
- Create reinforcement
- Reduce uncertainty

Points to Consider Prior to Advertising

- Who is the group/brand/business trying to influence?
- What is the company selling: a product, service or both?
- Why should prospects buy? What are the USP's?
- Where will the company find prospective buyers? What does the potential audience read/watch/listen to?
- When should the business/group/brand communicate with them?

Overall Objective in Advertising

Can be expressed as AIDA

A – Attention

I – Interest

D – Desire

A - Action

AIDA

Attention

- The advertisement needs to stand out from the rest of the crowd
- Needs to ‘breakthrough the clutter’ and this may be achieved through words, position of the advertisement, type of illustration and typography

AIDA

Interest

This needs to achieve five key points.

These are:

- Originality
- Focal point
- Comprehensibility
- Logical sequence of events
- Unity

AIDA

Interest

- **Originality** – very easy to copy other advertisements, however, an advertisement needs to differentiate itself from other advertisements
- **Focal point** – prospective customers need to be brought to the major points of interest. Clarity is important
- **Comprehensibility** – clarity is important, but what is the company/brand selling?

AIDA

Interest

- **Logical sequence of events:** – are buyers carried through the advertisement, can they understand and appreciate what's on offer
- **Unity:** – a union between all the elements of the advertisement, from the heading through to the illustration, logo, text and even the clip coupon

AIDA

Desire

This is the translating of a liking for a particular product or the desire to want to watch a band or film, into the wish to own it or watch the band in concert

The flow of reading should not be interrupted, thus it is important to consider the wording and presentation of the text or copy

AIDA

Desire

The advertisement needs to satisfy five criteria

1. Attractive copy
2. Interesting copy
3. Writing style
4. Using slogans

AIDA

Desire

- **Attractive copy:** - text needs to be legible through the use of appropriate typeface, type sizes and layout
- **Interesting copy:** - a large body of text can be uninteresting to read and potential clients may 'switch off'. The use of italics, bold, indents and colour can break up the text. Again, making it eye catching helps to retain interest

AIDA

Desire

- **Writing style:** - make words and phrases more interesting, or more powerful. It should not be difficult to read.
- **Using slogans:** - the right slogan can make both the advertisement and product memorable. There are various slogans that can be successful.

AIDA

Desire (use of slogans)

They include:

1. Providing a simple, very direct form of communication
2. Being easily remembered
3. Supporting the selling point of the product or service
4. Being characteristic of, or synonymous with, product or service

AIDA

Action

The advertiser needs to create some form of response mechanism. This may take the form of:

- A direct purchase
- Request for further information by e-mail or post
- Request for a visit
- Request for a quotation
- A direct telephone conversation

Types of Advertising Media

This includes

- Print media
- Television Cinema and radio
- Outdoor advertising
- Ambient media
- Internet advertising

Types of Print Media

- Daily newspapers
- Local newspapers
- Magazines
- Customer magazines

Types of Print Media

- **Daily newspapers** – enjoy reader loyalty and hence high credibility. Useful for prestige and reminder advertising
- **Local newspapers** – useful for anything local, but can be relatively expensive. Can be free or paid for newspapers
- **Magazines** – vary from weekly, monthly to quarterly, appeal to different age and socio economic groups. Focus on a particular area such as music.

Commercial Radio

- Plays music for all tastes, offers repetitive contact, an excellent medium for certain products, expanding its audience all the time and offers support potential to a wide range of products

Outdoor Advertising

- Posters placed near high density populations offer very effective, long-life support advertising.
- Posters are considered a passive medium while a person may walk or drive past a poster on a regular basis, that does not mean he or she has necessarily noticed the poster or reacted to it.
- Developments in technology, combined with imagination, have provided for the creation of unusual and eye-catching advertising.

Measuring Advertising

What to do if the advertising campaign response is poor

- Is the design professional
- Is the layout of the advertisement clear
- Is the message the right one for the product or service
- Was enough advertising done
- Is the advertisement eye-catching enough

Measuring Advertising

Poor advertising campaign

- Was sufficient invested in design/layout to achieve a quality advertisement
- Is the copy clear, interesting and readable?
- Were the right media chosen?
- Were the right times chosen to advertise?

Direct Marketing

- Is about relationship building, operating within an interactive environment and continuing a dialogue with the customer.
- Aims to establish, maintain, and enhance relationships with customers and other parties, at a profit, so that the objectives of the parties involved are met. Thus is achieved by a mutual exchange and fulfilment of promises.

Direct Marketing

Advantages

- Organisations can have a better understanding of buying behaviour and purchasing history
- Interactive dialogue between the company and customer can take place allowing for greater feedback

Direct Marketing

Loyalty

- Rewards do not buy loyalty, they only buy data
- Loyalty to customers creates loyalty from customers
- Loyalty is not a behaviour, satisfaction or attitude but arises from the integration of thinking, feeling and action based on trust
- Loyalty is a journey not an arrival
- Not all customers are equal. However, not all companies recognise the fact.

Marketing – legal implications

Legislation

- There are many legal requirements and codes of practise governing advertising content
- The Advertising Standards Authority are responsible for policing advertising and responding to complaints

Exercise

For a chosen product or service: Generate a ‘mind map’ outlining all the inputs towards the marketing mix.

This information could then be used to generate a marketing plan.

Exercise

Design a poster for a Product or Service of your choice using the AIDA approach