

PROMOTION

Task 8: Complete the missing words

Promotion is about communicating marketing messages, such as adverts, with the intention of selling the _____ of a business. There are various media that can be used for this purpose, e.g. television, radio, newspapers, magazines and the _____ (for social media and social networking). Promotion is important to ensure that a product has a high chance of succeeding in the marketplace. However, the spending has to be _____-effective as promotion can be very expensive. The objectives of promotion are to _____ and to _____ customers about a firm's products and to _____ them to purchase the products.

Promotion is often categorised as _____-_____ (ATL) or _____-_____ (BTL). ATL promotion refers to paid-for promotion, e.g. commission being paid to an advertising agency for creating a television advertising campaign. All other forms of promotion are known as BTL promotion. Unlike ATL promotion, the firm has direct control over BTL promotional activities such as: direct mail, exhibitions, _____ (POS) displays and sales promotions.

The _____ refers to the different aspects of an individual promotional campaign. This can include advertising, direct marketing, personal selling and sales promotion techniques.

Task 9: Above- or below-the-line promotion?

Place a tick (✓) in the relevant column to identify whether each of the listed promotional techniques are above-the-line (ATL) or below-the-line (BTL).

Promotional technique	ATL	BTL
Billboard posters		
Branding		
Cinema		
Direct mail		
Free samples		
Guerrilla marketing		
Internet, e.g. Google and Yahoo!		
Magazines		
Merchandising		
Newspapers		
Packaging		
Personal selling		
Point of sale displays		
Public relations		
Radio		
Sales promotion		
Social media, e.g. Twitter and Facebook		
Sponsorship		
Television		
Trade journals		
Viral marketing		
Website (company-owned)		

Task 10: Short-answer questions

- a. Explain the importance of promotion in the marketing mix.

- b. Distinguish between persuasive and informative advertising.

- c. Explain why top sports clubs, such as Real Madrid Football Club or New York Yankees, would not want or accept sponsorship deals with a tobacco firm.

- d. Suggest to a sole trader why the use of television advertising is unlikely to be a feasible promotional technique.

- e. Outline two reasons why BOGOF (buy one get one free) deals are not feasible for most businesses or products.

- f. Explain the benefit of customer loyalty schemes to both the customer and the business.

- g. Despite their global dominance, why do well-established market leaders such as Coca Cola, Nike and McDonald's, continue to advertise?

Task 11: True or false?

		True/False
a.	National television advertising is usually too expensive as a form of promotion for most businesses to use.	
b.	Advertising is another word for promotion.	
c.	The internet is an example of below-the-line promotion.	
d.	Direct marketing does not include media advertising.	
e.	Below the line promotion includes: direct mail, point of sales displays and flyers (handouts).	
f.	Advertising clutter is a drawback of using magazines as a form of above-the-line promotion.	
g.	Packaging is often used as a form of below-the-line promotion.	
h.	Promotion is defined as business activities aimed at establishing and protecting the desired image of an organization.	
i.	Viral marketing is usually conducted via the Internet, e.g. emails, social media and social networks.	
j.	Guerrilla marketing is any form of free promotion.	

Task 12: Multiple choice – Promotion

- Which of the following is not part of promotion?
 - Advertising
 - Branding
 - Public relations
 - Price reductions

- Below-the-line promotion does not include
 - Cinema advertising
 - Direct mail
 - Branding
 - Packaging

3. Direct mail, point of sale displays and sales promotions are all examples of
 - A. Direct marketing
 - B. Advertising
 - C. Below-the-line promotion
 - D. Above-the-line promotion

4. Promotion carried out through independent media such as commercial radio is known as
 - A. Broadcasting
 - B. Advertising
 - C. Above the line
 - D. Below the line

5. Above-the-line promotion is
 - A. Any form of commercial television or radio promotions
 - B. The use of promotion via the mass media
 - C. Promotional techniques within the control of the organization
 - D. Used to persuade or inform customers of a firm's products

6. Direct marketing is
 - A. Using radio, television and newspapers to sell directly to customers
 - B. The marketing process of selling straight to potential and known customers
 - C. Any form of below-the-line promotion
 - D. Any form of above-the-line promotion

7. Sales promotion can be best described as
 - A. The process of persuading people to buy a firm's products
 - B. Advertising using mass media to attract customers to buy a firm's products
 - C. Marketing techniques aimed directly at selling to customers
 - D. Selling products at reduced sales prices to attract customers

8. The catchphrase 'I don't wanna grow up' is used by Toys R Us. This is an example of
 - A. Direct marketing
 - B. Above-the-line promotion
 - C. Corporate slogans
 - D. Patent

9. Which option best defines a business logo?
- A. A registered trademark of a business
 - B. A sign or symbol that represents the products sold by a business
 - C. A sign or symbol that represents a business and its products
 - D. A verbal representation of a business
10. Telesales and telemarketing are examples of
- A. Direct marketing
 - B. Above-the-line promotion
 - C. Homeworking
 - D. Paid-for advertising
11. Advertising strategy is least likely to consider
- A. The types of media to be used
 - B. The costs of producing and broadcasting the campaign
 - C. Finance or budgetary constraints
 - D. Customer relations management
12. The sales method of offering a complimentary product to customers when they buy another product is known as
- A. Free gifts
 - B. Complementary goods
 - C. Sales promotion
 - D. Customer loyalty schemes
13. Above-the-line advertising techniques do not include
- A. Celebrity or hero endorsements
 - B. Sexual attraction or appeal
 - C. Use of catchphrases and slogans
 - D. Personal selling techniques
14. Firms such as Adidas, Pepsi, Police (sunglasses), Gillette and Marks & Spencer use celebrities to promote their products. This is an example of
- A. Sponsorship
 - B. Hero endorsement
 - C. Publicity
 - D. Sales promotion

15. When an organization pays to be associated with a particular event or cause (such as the FIFA World Cup or the Olympic Games) in return for prominent publicity, this is known as
- A. Social marketing
 - B. Charitable donations
 - C. Sponsorship
 - D. Financial aid
16. What is meant by public relations?
- A. The relationship between workers and employers of an organization
 - B. The relationship between customers and the business
 - C. Activities aimed at establishing and protecting the corporate image of a business
 - D. Activities aimed at getting the business mentioned in the media
17. Using sales material such as posters and display stands to promote a product in the place where it can be bought is an example of
- A. Sales promotion
 - B. Sales material
 - C. Above the line promotion
 - D. In-store advertising
18. Which of the following does not apply to informative advertising?
- A. Lets customers know about a product's characteristics, purpose and functions
 - B. Attempts to let customers be aware of the availability of a product
 - C. Focuses on promoting the brand or the company itself rather than a product
 - D. Used by non-profit organizations to influence people's attitudes and behaviour
19. Advertisements that attempt to get customers to purchase a product are known as
- A. Selling
 - B. Pester power
 - C. Instructive
 - D. Persuasive
20. The use of people to sell a firm's products directly to customers is known as
- A. Personal selling
 - B. Sales promotion
 - C. Door-to-door promotion
 - D. Direct promotion

21. Introductory offers, such as free installation and 3 months free viewing of satellite television, are examples of which type of promotion?
- A. Above the line
 - B. Television advertising
 - C. Sales promotion
 - D. Direct marketing
22. An advantage of using radio adverts compared with television commercials is the ability to
- A. Cover diverse geographic locations
 - B. Engage audiences from around the world
 - C. Grab the attention of audiences by combining visual and audio effects
 - D. Reach audiences engaged in other activities, such as driving
23. The use of gaining internet traffic through social media websites such as Facebook and Twitter is called
- A. Word-of-mouth marketing
 - B. Social media marketing
 - C. Viral marketing
 - D. Public relations
24. LinkedIn allows professionals and businesses to network online by sharing their professional profiles and discussion forums. Therefore, LinkedIn is an example of
- A. Social networking
 - B. Social media
 - C. Social marketing
 - D. Peer to peer marketing
25. Which statement below does not apply to guerrilla marketing?
- A. It uses untraditional (unconventional) but creative methods of promotion
 - B. It is often very inexpensive or even free of charge
 - C. It is controversial as unethical methods are sometimes used
 - D. It is a form of above-the-line promotion