

## **Unit 3: Promoting a brand**

### **Learning Aim A:**

**Explore the use of branding and the promotional mix**

**A1. The importance of branding to businesses**

**A2. Promotion in businesses**

**A3. Elements of the promotional mix and their purposes**

**A4. Promotional activities in business**

## A. Explore the use of branding and the promotional mix

### Topic A.1 The importance of branding to businesses

- What a brand is, e.g. a strategy, perception of a customer, a logo, a legal instrument, a company's personality, a reputation, an image
- Why businesses use branding
- Types of branding used by businesses
- Adding value
- Benefits of successful branding, e.g. image, quality, recognition, long-lasting reputation, marketing mix, products
- Effects of unsuccessful branding, e.g. Dasani water

### Topic A.2 Promotion in businesses

- Why businesses need to promote themselves
- Activities used in the marketing mix – 4Ps (Product, Price, Promotion, Place)
- Benefits of promotion to businesses

### Topic A.3 Elements of the promotional mix and their purposes

- Advertising:
  - definition – paid communication to communicate for products in the prime media – purpose – to persuade and inform
  - two elements of advertising (the message that the communication needs to say) and the medium (how to get the message across) o
- Promotion includes:
  - non-paid communication, e.g. television, cinema, digital media
  - print, e.g. newspapers, magazines, billboard posters, direct mail, press releases – ambient, e.g. bus and taxi sides, desktop items such as pens
  - digital, e.g. SMS texts, podcasts, blogs, pop-ups, banners, social networking
  - audio, e.g. radio, podcasts, public address systems

## A. Explore the use of branding and the promotional mix

- Sales promotion – provides incentives to customers or the distribution channel to stimulate demand for a product
  - methods, e.g. price promotion, coupons, competitions, money refunds, loyalty incentives
- Personal selling – involves interpersonal interactions between salespeople and individual customers for the purpose of making a sale; can be more effective than advertising in more complex selling situations
  - methods, e.g. face to face, by telephone, via email, through video or webinars
- Public relations activities – promotion of a product, brand or business by placing information about it in the media without paying for the time or media space directly
  - methods, e.g. exhibitions, sponsorship, press releases
- Direct marketing – establishing an individual relationship between the business and its customer
  - methods, e.g. direct mail (junk mail, mail order catalogues, magazines), email marketing

### Topic A.4 Promotional activities in business

- How businesses identify which customer segments their promotional activities will target, including:
  - . types of market segments (Business to Business (B2B), Business to Consumer (B2C))
  - . different ways of segmenting the market (e.g. by age, family status, gender, income, attitudes, lifestyle)
- The use of promotional activities to achieve business objectives
  - . SMART (Specific, Measurable, Achievable, Realistic and time-related) objectives
  - . selection of appropriate promotional mix
  - . evaluation of selected promotional mix
  - . communicating with selected market segment using the AIDA model (Awareness/Attention, Interest, Desire, Action)

## A. Explore the use of branding and the promotional mix

### Assessment

Level 1	Level 2 Pass	Level 2 Merit	Level 2 Distinction
<b>Learning aim A: Explore the use of branding and the promotional mix in a business</b>			
1A.1 Describe the importance of branding for a business.	2A.P1 Explain how branding is used in two businesses.	2A.M1 Compare and contrast branding in two businesses.	2A.D1 Evaluate the effectiveness of the promotional mix for a selected branded product.
1A.2 Identify elements of the marketing mix for a selected branded product.	2A.P2 Assess the marketing mix for a selected branded product.	2A.M2 Explain the importance of selecting an appropriate promotional mix for a selected branded product.	
1A.3 Identify elements of the promotional mix for a selected branded product.	2A.P3 Describe the purpose and elements of the promotional mix used for a selected branded product.		
<b>Learning aim B: Promote a brand for a business</b>			
1B.4 Outline an idea for a target market for a brand.	2B.P4 Use branding methods and techniques to recommend a brand personality and a target market for a brand.	2B.M3 Explain how branding methods and techniques were used to recommend a brand personality and a target market for a brand.	2B.D2 Evaluate the effectiveness of a promotional campaign for a brand and recommend improvements.
1B.5 Outline elements of a promotional campaign for a brand.	2B.P5 Plan a promotional campaign for a brand. #	2B.M4 Justify the choice of promotional mix for a brand.	

## A. Explore the use of branding and the promotional mix

### Assessment

#### Suggested assignment outlines

The table below shows a programme of suggested assignment outlines that cover the content of this guide. It is recommended that centres either write their own assignments or adapt any assignments we provide to meet their needs. Centres should provide their own resources.

Criteria covered	Assignment	Scenario	Assessment evidence
1A.1, 1A.2, 1A.3, 2A.P1, 2A.P2, 2A.P3, 2A.M1, 2A.M2, 2A.D1	Branding and Promotion	You are working for a marketing consultancy business. You have been given the task of producing promotional material that contains information on branding and promotional mix for clients. To do this, you will need to research real brands to investigate the use of branding in businesses. Your research and assessment evidence will need to cover the effectiveness of branding to the business and the brand characteristics of the brands researched.	Presentation or written report completed in professional style Teacher/peer reviews of presentation
1B.1, 1B.2, 1B.3, 2B.P4, 2B.M3, 2B.D2	Developing and Promoting My Brand	You are working for a marketing consultancy business. You have been given the task of designing a promotional campaign for a brand in response to a request from a client. To fulfil the client brief, you will need to go through the process of objective setting, applying branding methods and techniques, and promoting the brand image.	Presentation of the plan for a promotional campaign with supporting evidence

## A. Explore the use of branding and the promotional mix

### A1. The importance of branding

#### Logo

The visual part

#### Image

How it shows itself

#### Visual

and/or

#### Identity

Unique identity – stand for something

#### Strategy

How the company is planning to use the brand

#### Company

The image of the company

#### Perception

How others see the brand/company

## A. Explore the use of branding and the promotional mix

### A1. The importance of branding



**Task 1.** Complete the boxes for the Apple brand

Logo

Image

Vision

Legal entitlement

Perception

Identity

## A. Explore the use of branding and the promotional mix

### A1. The importance of branding

Logo

Image

Vision



**Task 2.** Complete the boxes for a brand of your choice

Legal entity

Position

Identity



## A. Explore the use of branding and the promotional mix

### A1. The importance of branding



**Task 3.** Explain how you think *amazon* uses it branding

amazon

### Why businesses use branding

Recognise the company

Create a story about the company

Show you are genuine/authentic

Represents your product/service

Show your vision + mission

Helps to differentiate from competitors

Helps with promotion and advertising

Helps for employee recruitment

Strong brand attracts the best talent

Adds value to the business

When Amazon was founded in 1994, the company sold books online. Founder Jeff Bezos knew he wanted to build a company that sold everything.

## A. Explore the use of branding and the promotional mix

### A1. The importance of branding

#### Personal

- Focus on an individual
  - often used by celebrities, sportsman
- About their personality, who they are, what they stand for

#### Product – Service

Focus on the product or service

- most common type of branding
- Differentiate the product

- A symbol that identifies the product
- Most brands start with a name, design, and logo.

#### Geographical

Focus on a specific area

- often used by travel + tourism companies
- Differentiate from other areas & locations

#### Retail

Focus on the brand

- used by retail giants to arouse customer's interest in its brand
- In retail branding, create distinctive image from competitors.

#### Co-branding

Focus on association with product or service

- often used by leading brands
- Effective in building the business, to spread awareness and breaking into new markets.

## A. Explore the use of branding and the promotional mix

### A1. The importance of branding



**Task 4.** Give examples brands in each category

Different  
types  
of  
branding

Personal

Product

Company

Communication

Retail

Geography

## A. Explore the use of branding and the promotional mix

### A1. The importance of branding

All the products here are made by the same manufacturer – though they may have different recipes



Source: The Sun newspaper



#### Task 5.

In small groups explain how branding adds value to a product or service



## A. Explore the use of branding and the promotional mix

### A1. The importance of branding

Branding can add value to a product or service

Branding  
adding  
value



#### Task 6.

*In pairs or small groups choose a type of product or service e.g. smartphone and think of different ways in which it adds value*

PREVIEW

## A. Explore the use of branding and the promotional mix

### A1. The importance of branding

#### Shared values

- . Link brand and value
- Values between brand and customers create loyalty – make connections

#### Attracts talent

- . Good branding gets noticed by talented people
- Talented are attracted to the brand

#### Consistency

- . Marketing made easier
- Once branding is in place makes marketing easier for future products/services following the same plan

#### Benefits of successful branding

#### Brand extension

- . Brand extended to other products
- With a strong brand already established it makes launching new products/services more likely to succeed

#### Customer competition

- . Brand and reputation
- Important for brands to stand out from competitors

#### Customer loyalty

- . Loyal followers
- Getting a loyal following to create repeat business

#### Credibility

- . Professional branding
- People assured by a brand they know and recognise

#### Gives confidence

- . Customer confidence
- Good branding gives customers confidence in the products/services

## A. Explore the use of branding and the promotional mix

### A1. The importance of branding

#### Bad branding

Examples:

- . Poorly designed logo
- . Bad graphics
- . Poor choice of colours
- . Lack of online presence
- . Inconsistent branding

#### Credibility

People feel that this leads to a lack of credibility - they are cheap

Effect of  
unsuccessful  
branding

#### Trust

People are emotionally attached to brands so bad branding creates a lack of trust.  
Dishonesty in branding also leads to a lack of trust in the brand.

#### Quality

Poor branding is often associated with poor products or services

#### Markets

Poor branding can result in the target audience not being targeted

#### Not remembered

Poor branding can easily be forgotten



## A. Explore the use of branding and the promotional mix

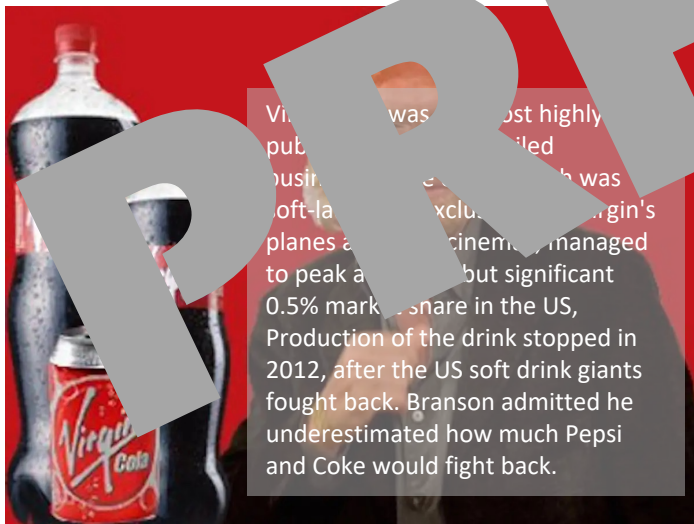
### A1. The importance of branding



#### Brand extension

- Richard Branson the owner of Virgin Group has tried to extend the range of products – over 400 using the Virgin brand!

Examples of  
unsuccessful  
branding:  
VIRGIN





## A. Explore the use of branding and the promotional mix

### A1. The importance of branding



#### Task 7.

Research examples of unsuccessful branding – what are the reasons in the different types of branding e.g. people, corporate, product, etc.

Examples of  
unsuccessful  
branding

## A. Explore the use of branding and the promotional mix

### A2. Promotion of businesses



#### Task 5.

Research examples of unsuccessful branding

#### Brand awareness

- . Brand recognition

Very important for brands to be recognised amongst the competition

#### Increased sales + profits

... through brand recognition  
... encourage customer loyalty

#### Competitive advantage

- . Stand out in a crowded market place
- Inform customers of different products from competitors

#### When promotion is needed

#### Support advertising + marketing

- . Promotion as part of wider marketing
- Reinforce branding + marketing

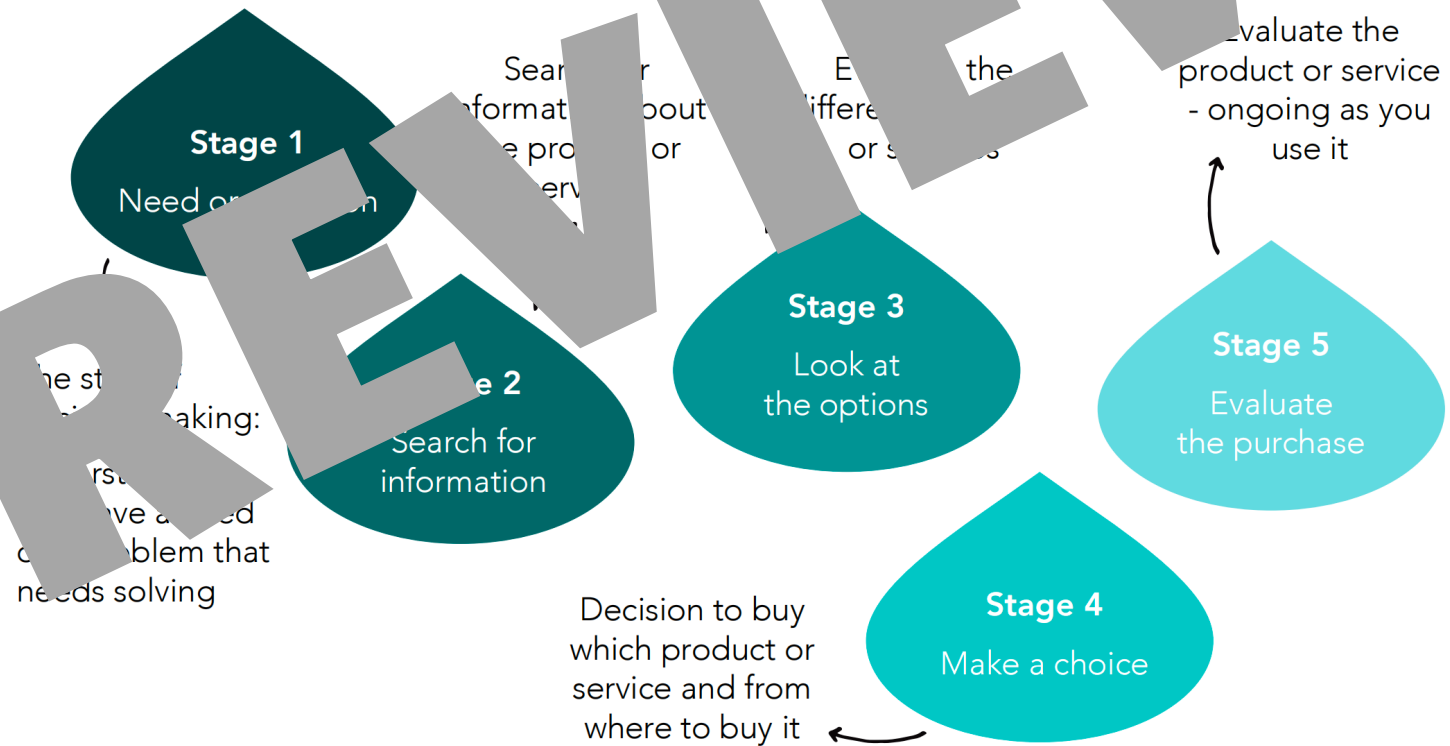
Promotion: Raise awareness of your brand and draw customers' attention — for example, by sponsoring an event.

Advertising is aimed at "buy now".

## A. Explore the use of branding and the promotional mix

### A2. Promotion of businesses

#### Buyer decision making process



## A. Explore the use of branding and the promotional mix

### A2. Promotion of businesses

The aim of any business is to meet the needs of the customer, to let them know what they want and to make them want to buy the product or service again - repeat business.

Marketing  
mix

PRODUCT

PRODUCT

PRICE

PLACE

PROMOTION

**What a business sells to its customers**

A product will have a combination of features and benefits

**Tangible** – something you can take away from you

**Intangible** – something you can't take away from you, but it's something you can take away



#### Task 5.

Give examples of  
tangible and intangible  
products

Tangible

Intangible

## A. Explore the use of branding and the promotional mix

### A2. Promotion of businesses

Marketing mix

PRODUCT

#### Features

faster

cheaper

. facts about the product or service

new materials

stronger

lighter

#### Benefits

saving time

more relaxed

. give customers a reason to buy because they explain how your product or service improves their lives

make your head

make your head

Product or service may have many features  
BUT  
Why do people want that product or service?

#### Products features

. colour display on phone

wireless charging

. 12mm wide-angle lens and a telephoto lens for zooming with 'True Depth'

. 3D face recognition

#### Fit to customer

. best display ever

. no more charging cables

. best photos ever, great in low light & less shaky videos

. faster more secure phone opening, safer than fingerprints

so what?

so what?

so what?

So what?

- . Highlight key benefits
- . Avoid technical language
- . Show empathy

A. Explore the use of branding and the promotional mix

A2. Promotion of businesses



**Task 5.**  
Complete the ‘So What’ for each product

Product	Features	So what
Mobile phone	Syncing email applications	
Laptop computer	TB	
Grocery store	Free delivery	
Car	Automatic safety restraint system + 8 air bags	
Chair	Pneumatic seat height adjustment that has been designed by ergonomic experts	
Slimming underwear	High tech lycra fabric	



## A. Explore the use of branding and the promotional mix

### A2. Promotion of businesses

Marketing  
mix

PRICE

#### Factors affecting price

- . does it have to make a profit
- . price of the competitors' products/services
- . image of product/service
- . time or season can change the price
- . can the price be subsidised
- . affordability
- . political considerations

#### Task

Give examples of each factor that can affect the price of a product or service

#### 1. Does the product or service have to make a profit?

Example of a non profit service/product:

#### 2. Can the product or service be subsidised?

Example of a subsidised product/service:

#### 3. Can competition affect the price of a product/service

Give an example of how competition can change price:

#### 4. What can the customer afford for a product/service?

Give an example:

## A. Explore the use of branding and the promotional mix

### A2. Promotion of businesses

Marketing  
mix

#### PRICE

#### Factors affecting price

- . does it have to make a profit
- . can the price be subsidised
- . price of the competitors' products/services
- . price of the competitors' products/services
- . image of product/service
- . political considerations
- . time or season can change the price

#### 5. Image of a product/service can effect the price

Give an example of image buying:

#### 6. Political considerations for a product/service

Give an example:

#### 7. Time or season can change the price of a product/service

Give an example:



A. Explore the use of branding and the promotional mix

A2. Promotion of businesses



Task 5.

Give examples and the advantages and disadvantages of different pricing strategies



Variable pricing		Loss leader pricing	
Different price at different times of day or year etc		The business sells a product at a low price (make a loss) to attract customers	
Examples:		Examples:	
Advantages	Disadvantages	Advantages	Disadvantages

**A. Explore the use of branding and the promotional mix**

**A2. Promotion of businesses**



Leader pricing	Set low price to get new customers
Examples:	
Advantages	Disadvantages

Prestige pricing	Set high price to suggest it is high
Examples:	
Advantages	Disadvantages

**A. Explore the use of branding and the promotional mix**

**A2. Promotion of businesses**

Price leaders	Set the price (high) for a new product
Examples:	
Advantages	Disadvantages



**Task 5.**  
Which marketing strategy should a business use on opening?



## A. Explore the use of branding and the promotional mix

### A2. Promotion of businesses

#### PLACE

**Place** = location of your business which can be key to success. Location can be a physical location or online or a combination.



#### Task 5.

List the physical locations where a business might be located

Marketing  
mix

**Customers** can buy a product from

- . a retail store (shop)
- . an online store
- . directly from the manufacturer

**Channel of distribution**

Place also includes the **channel of distribution** used to get the product from the manufacturer to the final customer. Types of distribution include:

- . manufacturer → **customer**
- . manufacturer → **wholesaler** → customer
- . manufacturer → wholesaler → **retailer** → customer

**Place** Things for a business to think about:

- . Selling directly to customers (B2C) or to other businesses (B2B)?
- . Do they need 'footfall'
- . What is the price of the premises?
- . Size of the premises
- . Accessibility – public transport, parking etc

**A. Explore the use of branding and the promotional mix**

**A2. Promotion of businesses**



**Task 5.**  
*List the advantages & disadvantages of the location chosen businesses*

PLACE

Marketing mix

Business	Location	Business	Location
Advantages	Disadvantages	Advantages	Disadvantages

**A. Explore the use of branding and the promotional mix**

**A2. Promotion of businesses**



**Task 5.**  
*List the advantages & disadvantages of the location chosen businesses*

PLACE

Marketing mix

Business	Location	Business	Location
Advantages	Disadvantages	Advantages	Disadvantages

**A. Explore the use of branding and the promotional mix**

**A2. Promotion of businesses**



**Task 5.**  
*List the advantages & disadvantages of the location chosen businesses*

PLACE

Marketing mix

Business	Location	Business	Location
Advantages	Disadvantages	Advantages	Disadvantages

## A. Explore the use of branding and the promotional mix

Marketing  
mix

### A2. Promotion of businesses

PROMOTION

**Promotion** = let people know about your product/service

Potential customers need to know about your store/shop

Promotion can be done in a number of different ways  
. Logo . Newspapers . Magazines . Roadside . Internet . Social media . etc

When deciding on how to promote your business there are several things to think about...

1. What do you want to achieve?

. promote your brand? . let people know where you are? . increase sales?

2. Who are you interested in?

. are you targeting others?

3. Where should we promote/advertise?

. options for promotion .....

4. When should we promote/advertise?

. before a business opens? . at certain times during the 'product life cycle'?



## A. Explore the use of branding and the promotional mix

### A2. Promotion of businesses

#### 1. What are you trying to achieve?

Before you open

---

---

As you open

---

---

After you have opened

---

---

PROMOTION

Marketing  
mix

Take an existing or  
imaginary business and work  
your way through the  
different promotional  
exercises

## A. Explore the use of branding and the promotional mix

### A2. Promotion of businesses

PROMOTION

Marketing  
mix

#### 2. Who are you interested in?

Male

☐

Children

☐

15-25

☐

26-40

☐

41-60

☐

+

☐

Female

☐

Children

☐

5

☐

10

☐

60

☐

Groups

Income

Other

## A. Explore the use of branding and the promotional mix

### A2. Promotion of businesses

#### 3. Where should we promote/advertise?

. options for promotion ....

Events

al

Members

azir

Other

PROMOTION

Marketing  
mix

## A. Explore the use of branding and the promotional mix

### A2. Promotion of businesses

#### 3. Where should we promote/advertise?

. options for promotion ....

Events

al

Members magazin

Other

PROMOTION

Marketing  
mix

## A. Explore the use of branding and the promotional mix

### A2. Promotion of businesses

#### 4. When should we promote/advertise?

Before

com,

Mark

Business losing customers

PROMOTION

Marketing  
mix

## A. Explore the use of branding and the promotional mix

### A2. Promotion of businesses

Many businesses link with causes or issues to promote themselves  
Examples: environment, sustainability, poverty, child labour etc



#### Task 5.

Research companies that have linked with social issues  
Explain the issue and how the company uses it in its promotions

PROMOTION

Marketing  
mix

Example: \_\_\_\_\_

Example: \_\_\_\_\_

PREVIEW

PREVIEW

## A. Explore the use of branding and the promotional mix

### A2. Promotion of businesses

. Creates differentiation

. Creates a reason to buy

. Creates an increase in sales

. Creates a source of information

. Creates community opportunity

. Creates word of mouth  
- brand recognition

. Creates a platform to  
cross-sell and upsell

## A. Explore the use of branding and the promotional mix

### A3. Promotional mix

**Promotional mix** = different elements that a business can use to encourage customers to buy its products

#### Purpose of advertising

- **Inform people**  
(create awareness of the product/services & its benefits)
- **Persuade people to make a purchase**  
(persuade through benefits and/or price)

**Advertising**  
paid for space to  
communicate with the  
public about its  
product or service

#### Methods of advertising

- **Moving image**  
(TV, cinema, YouTube, social media – give demonstrations)
- **Print**  
(newspapers, magazines, billboards etc)
- **Ambient**  
(adverts in public places – buses, taxis, tube stations etc)
- **Digital**  
(on websites, social media etc – targeted)
- **Audio**  
(radio – relatively cheap)

#### Message & medium

- **Message**  
(what do you want to say; what you sell, where you sell and how you sell it)
- **Medium**  
(how will you tell them – budget decide where you can advertise)



**A. Explore the use of branding and the promotional mix**



**Task 5.**

*For the different businesses/products list the advertising options for them*



**A3. Promotional mix**

Business	Business	Business	Business
Amazon	A new Marvel film	Local second hand car dealer	Posta
Advertising options	Advertising options	Advertising options	Advertising options

## A. Explore the use of branding and the promotional mix

### A3. Promotional mix

#### Price promotion

##### . Discount

(simple discount on a product/service)

##### . Packages

(multi-buy or bulk discount)

#### Sales promotion

(encouraging your customer to purchase, using a short-term incentive)

##### . Cash back

(a percentage of the purchase refunded later)

##### . Match a competitor's price

(refund the price difference)

#### Competitions

##### . Win a prize

(encourages a purchase with a chance to win a prize)

#### Loyalty incentives

##### . Loyalty schemes

(purchase items to receive a discount or free product  
e.g. coffee shops)

## A. Explore the use of branding and the promotional mix

### A3. Promotional mix

Price promotion

Sales  
promotion

Quality incentives

Money refunds



### Task 5.

For the different types of sales promotion cut and paste examples

## A. Explore the use of branding and the promotional mix

### A3. Promotional mix

#### Face-to-face

##### . Language + Body language

(use sales pitch in relation to language + body language)

#### Personal selling

sales person interacts directly with the customer to persuade them to buy. Perhaps the most effective expertise

#### Email

##### . Information

(information based - attachments)

#### Video conferencing

##### . Language + Body language

(similar to face-to-face + use technology to demonstrate products)

## A. Explore the use of branding and the promotional mix

### A3. Promotional mix

#### Press release

##### . Statement to the media

(used by media, as is or part of a news story)

#### Telemarketing

##### . Call to sell product

(often via phone calls)

#### Direct mail

##### . Letters

(information – offers via letters)

#### Public Relations

- place information  
publicly via media  
etc

#### Direct marketing

- communicate directly  
with the customer.  
Target specific customers

#### Magazines

##### . Magazines/brochures

(sent to customers)

#### Mail order catalogues

##### . Catalogues containing photos and description of the products

(Avon )

#### Exhibitions

##### . Showcase products/services

(large events based on specific industry e.g. travel)

. Sponsorships, programmes etc  
(linked with events etc)

## A. Explore the use of branding and the promotional mix



### Task 5.

Give the name for each of the different types of sales promotions

## A3. Promotional mix

Usually paid promotions through newspapers, magazines, TV, radio, billboards etc



magazines

Term activities to promote a product/service  
in order to get customers to respond  
to the promotion offers, discounts etc



coupons



Contacting customers through different ways (email, post, telephone) with a 'call to action'



mail shot



## A. Explore the use of branding and the promotional mix

### A3. Promotional mix

Usually use PR companies,  
placing information about  
a product or company  
in the news

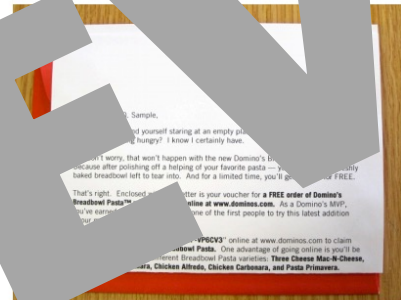


Starbucks 'sign-language'



Virgin Atlantic LGBT Night

Sending postal mail  
(ads, leaflets, etc.)  
to a group of  
customers



Financial support for an event,  
activity often through  
advertising



Red Bull - run



Dubai Duty Free- horse racing



## A. Explore the use of branding and the promotional mix

### A3. Promotional mix

Personal contact between company and the buyer

Examples: meetings, emails, telephone etc



MacDonalds on Facebook



Levis on Instagram



## A. Explore the use of branding and the promotional mix

### A3. Promotional mix



#### Task 5.

*Give your experiences of the different types of promotional mix.*

Example 1: \_\_\_\_\_

Example 2: \_\_\_\_\_

Example 3: \_\_\_\_\_

Example 4: \_\_\_\_\_

## A. Explore the use of branding and the promotional mix

### A3. Promotional mix



#### Task 5.

Give the advantages and disadvantages of the different types of promotions

#### Advertising on TV

Advantages

Disadvantages

#### Sponsorship of sports events

Advantages

Disadvantages

#### Personal selling

Advantages

Disadvantages

#### Coupons

Advantages

Disadvantages

## A. Explore the use of branding and the promotional mix

### A4. Promotional activities in business

#### Types of markets

##### . Business to business B2B

(Heinz sells to supermarkets – advertise to create demand)

##### . Business to consumer B2C

(businesses sell directly to consumers – use of promotions to increase sales)

#### Identifying customer groups

companies divide the market into different groups of customers with different needs and wants. This helps them to target their marketing more effectively.

Division of the market into different groups of customers with different needs and wants.

##### . Family status

(different needs – single, married, children etc)

##### . Gender

(different needs – male/female)

##### . Income

(different needs – based on income, e.g. Supermarket basic food products and luxury food)

##### . Attitude

(attitude can effect purchasing – e.g. views on environment, ethical sourcing, political views - newspapers)

##### . Lifestyle

(different interests and hobbies affect their buying habits)

A. Explore the use of branding and the promotional mix

A4. Promotional activities in business



**Task 5.**  
What type of products/services would different groups be interested in?

Business	Business	Business	Business
Clothing	Holiday	Newspapers	Beauty – perfume, grooming
Age	Family status	Political	Gender
16 - 35	Single people	Right wing (conservative)	Male
35-50	Family with young children	Left wing (liberal)	Female
50+	Older couple (no children)	Neither	Non binary

## A. Explore the use of branding and the promotional mix

### A4. Promotional activities in business

#### Setting business objectives

Use of  
promotional  
activities in  
business

Specific

. you will do  
. are your targ

Measurable

. measure what you do  
. keep a record

evaluate

. set a target  
to improve

Realistic

. target should  
be achievable

Time  
limited

. set a date for  
each target (objective)

A. Explore the use of branding and the promotional mix

Use of promotional activities in business

A4. Promotional activities in business

Setting business objectives



Task 5.

Set objectives using the SMART criteria for any activity e.g. getting fit

SMART	
Specific	
Measurable	
Attainable	
Realistic	
Time limited	

## A. Explore the use of branding and the promotional mix

### A4. Promotional activities

#### Appropriate promotional mix

Promotional activities depends on the product and the target audience.

What might be an appropriate promotional mix for a B2B company? B2C may not work for B2B.

For example, a B2B company might use direct marketing.

Targeting, segmentation, positioning and promotional mix. Targeting, segmentation, positioning and promotional mix. Targeting, segmentation, positioning and promotional mix.

#### Use of promotional activities

#### Benefits of selecting an appropriate promotional mix

- Appropriate promotional mix =
- . good use of money
  - . make business more competitive
  - . efficient use of time
  - . sell more products/services

## A. Explore the use of branding and the promotional mix

### A4. Promotional activities

#### The AIDA model

Stages the customer goes through when looking at promotional material.

**A** = awareness  
**I** = interest  
**D** = desire  
**A** = action

customer notices promotional material

**Action**

**. Where/how to buy it**  
(where to buy, shop location – link to website)

**Interest**

**. Features + benefits**  
(what will customers find interesting about the product/service)

**Desire**

**. Persuade**  
(create a need for a product/service e.g. price)



## A. Explore the use of branding and the promotional mix

### A4. Promotional activities in business



#### Task 5.

Choose FIVE different advertisements – compare the features of each. Check each advertisement against the AIDA model.

PREVIEW

## A. Explore the use of branding and the promotional mix

### A4. Promotional activities in business

**Case study: Coca-Cola - Coca-Cola Life** taken from <https://www.smartinsights.com>  
Recently, Coca-Cola launched a new product to its long standing line of soft drinks, called 'Coca-Cola Life' along with a month long campaign. Coca-Cola Life fits in the same kind of category as Coke Zero and Diet Coke - another one of Coca-Cola's attempts to release a healthier option to its main heavily sugary product.



#### Task 5.

What type of products/services would different groups be interested in?



The campaign is being rolled out across 7,000 locations nationwide with billboards, bus and digital screen ads; these are all being supported by print, digital and in-store sale activity. Although television is not being used the buzz on social media since the drinks' launch has been massive. Along with all of the above Coca-Cola launched a competition - on Saturday 20th September a pop-up shop opened on South Molton Street, London, where customers could have a taste of the new Life drink, but also give them a chance of winning a Coca-Cola Life prize - one of the prizes being a week's supply of the new drink. Those who were not able to visit the pop-up shop still had the chance to enter the competition by sharing a photo of their Coca-Cola Life moment online and using the hashtags #CocaColaLife and #comp. The campaign is intended to be profitable in success, but as a campaign it's fulfilling every specification to be a great integrated marketing campaign. There are lessons that can be learned from these integrated marketing case studies; one of those being that it doesn't matter if you mix up the media in your campaign, in fact it's largely positive, you just have to ensure that there is brand consistency across the entire roll out. The way in which the message is communicated can also alter the effectiveness of the campaign, as can choosing which media should be at the forefront of the driving factor behind your strategy. It can all become a difficult balance to get right but it's crucial that you do get it right.

## A. Explore the use of branding and the promotional mix

### A4. Promotional activities in business



#### Task 5.

What type of products/services would different groups be interested in?

#### American Express: Small Business Saturday

Promoted online and offline to American Express cardholders and businesses using the aim to encourage people to go into their main street or high street and to support smaller, local stores. A full pack of materials was created for business owners, providing a consistent brand image, ready to go material and enabling businesses to communicate their participation.

**Simple message:** The fact that 'Small Business Saturday' is the most successful marketing campaign of Americans and gaining support in other markets is due in large part to the simplicity of its message and the fact that the message is what people want small retailers to survive on Main Street USA, or High Street Great Britain or La Rue Principale in France.

**Consistency:** The simplicity of this message enabled American Express to create marketing collateral for small businesses, print advertising, Facebook apps, YouTube explainer videos and Google Maps listings that said the same thing.

**Continuity:** Once the message was established and the use of social media (YouTube, Twitter and Facebook) as the main promotional campaign, the message was consistent and focused on the desired action.

Continuity was also achieved by a 'hub and amplifier' was integrated with Twitter interactions that allowed customers to tag their favorite businesses and for businesses to publicise their participation.

Effectiveness. It won a host of awards. It was made an official 'day' by the US Senate.

Even Barack Obama tweeted his support. And it is now rolling out to countries worldwide.



## A. Explore the use of branding and the promotional mix

### A4. Promotional activities in business



#### Task 5.

Explain why the co-ordinated campaigns for American Express and Coca-Cola were successful

PREVIEW

## A. Explore the use of branding and the promotional mix

### A4. Promotional activities in business

**Case study: American Airlines** taken from <http://www.cracked.com/>

## American Airlines

<https://www.youtube.com/watch?v=...>

In 1981, American Airlines decided to seduce the rich people of the world by giving them unlimited first-class tickets for a one-time fee (because once you have enough money to buy anything, you never have to buy anything ever again). For a cool \$250,000, customers received the AAirpass, consisting of unlimited first-class tickets for the rest of their lives. For an extra \$10,000, they could bring a buddy along.

It sounds like a lot of money -- indeed, that's what AA marketers must have thought too. First-class tickets aren't cheap, and if you can use as many as you want for the rest of your life, you'll quickly make your money back in ticket sales. And after that every ticket you get is absolutely free.

AA thought that their pass would be used by a few rich companies' top executives around; they never anticipated a bunch of run-of-the-mill wealthy people getting their hands on them and going straight to the airport with power. Which they did. The prospect of "free flights any time, all the time, forever" was a much more powerful lure. One guy flew to London 16 times ... in a single month. Why not? If you don't mind the flight -- and it's free -- why not? It's like having a Star Trek teleporter. Decide you want to have lunch in London tomorrow, just hop on a plane and there you are. One guy flew down to Hawaii on his lifetime pass -- enough to go around the globe more than a thousand times -- to fly to work to pay 4,500.

And remember, buddy, you could also bring somebody along. One guy liked to offer his buddy ticket to complete strangers, to the waste of good money. Another gave away the frequent-flyer miles he accumulated to AIDS patients so they could see their families. It was a real mess -- the airline didn't know whom they could bring. Hey, want to impress a date? How about a spontaneous trip to Paris ... even better, why not? In the beginning they didn't even prohibit pass holders from selling the buddy seat. You could sell it for a few thousand bucks and pay for the hotel and meals. It's no wonder these people practically lived on planes.

Some people kept the buddy seat vacant, just to keep AA from making any money.

None of this was free to AA, of course. After years of this programme, the company realised that there were individual pass holders who were getting \$1 million in free flights every year. AA stopped

issuing new tickets in 1994 and hired a fraud investigator to start hassling existing customers, looking for reasons to stop them using their tickets. It's as if one day they woke up and realised, "Wait, this promotion we told customers was a great deal for them actually was. Put a stop to it immediately!"

## A. Explore the use of branding and the promotional mix

### A4. Promotional activities in business



#### Task 5.

Analyse American Airlines 'Unlimited First Class Ticket' promotion.

PREVIEW

