

Chapter 14-17

COMMUNICATING CUSTOMER VALUE & PROMOTIONAL MIXES

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Promotion

The communication of favorable, persuasive information about a firm or product in order to influence potential buyers.



The Promotion Mix

The promotion mix is the specific blend of advertising, public relations, personal selling, and direct-marketing tools that the company uses to persuasively communicate customer value and build customer relationships

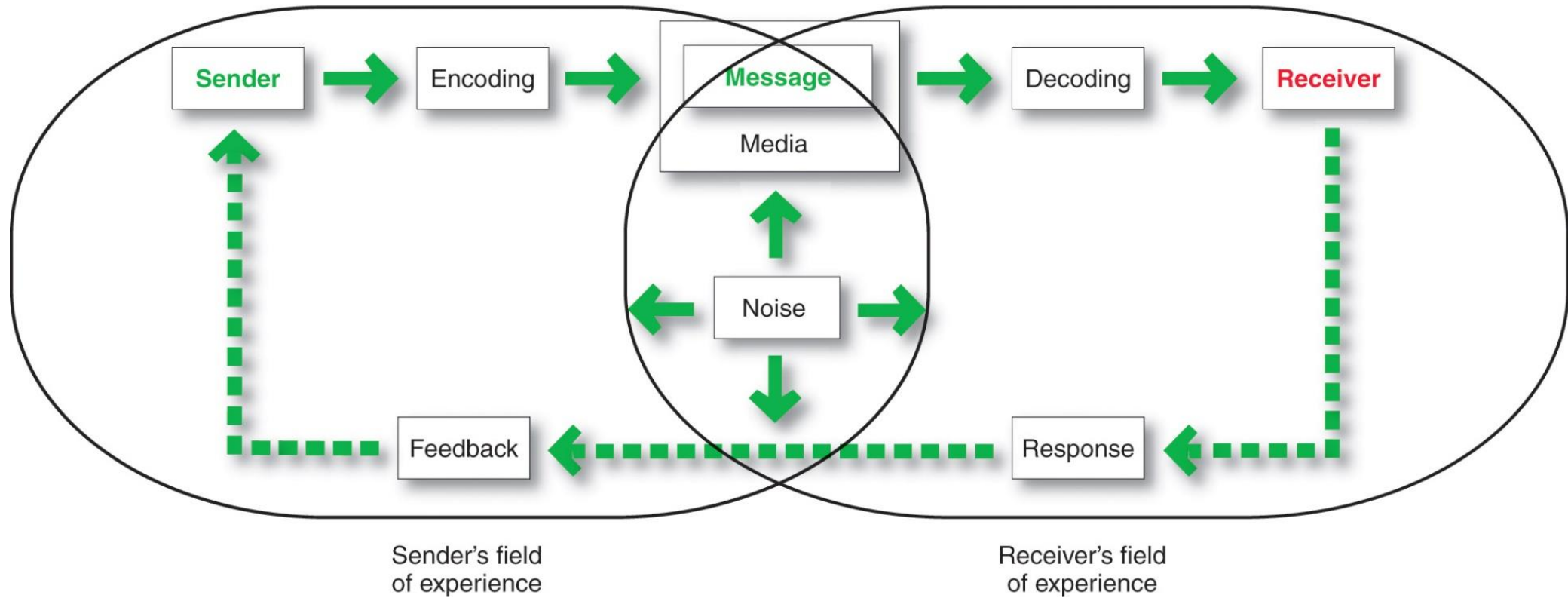


IMC: Integrated Marketing Communications

IMC is the integration by the company of its communication channels to deliver a clear, consistent, and compelling message about the organization and its brands.



A View of the Communication Process



Steps in Developing Effective Marketing Communication

Identify the target audience

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graph TD; A[Identify the target audience] --> B[Determine the communication objectives]; B --> C[Design the message]; C --> D[Choose the media]; D --> E[Select the message source];
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Determine the communication objectives

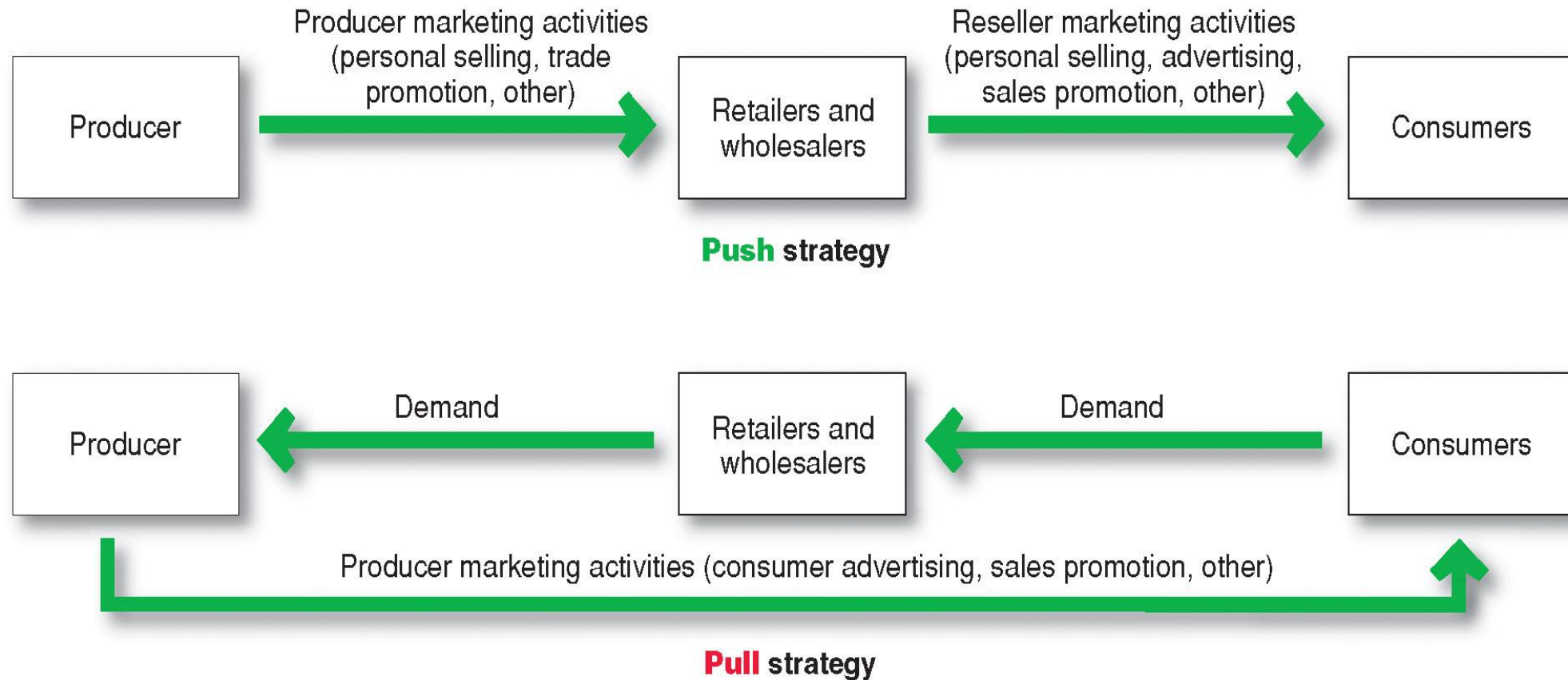
Design the message

Choose the media

Select the message source

Shaping the Overall Promotion Mix

Promotion Mix Strategies

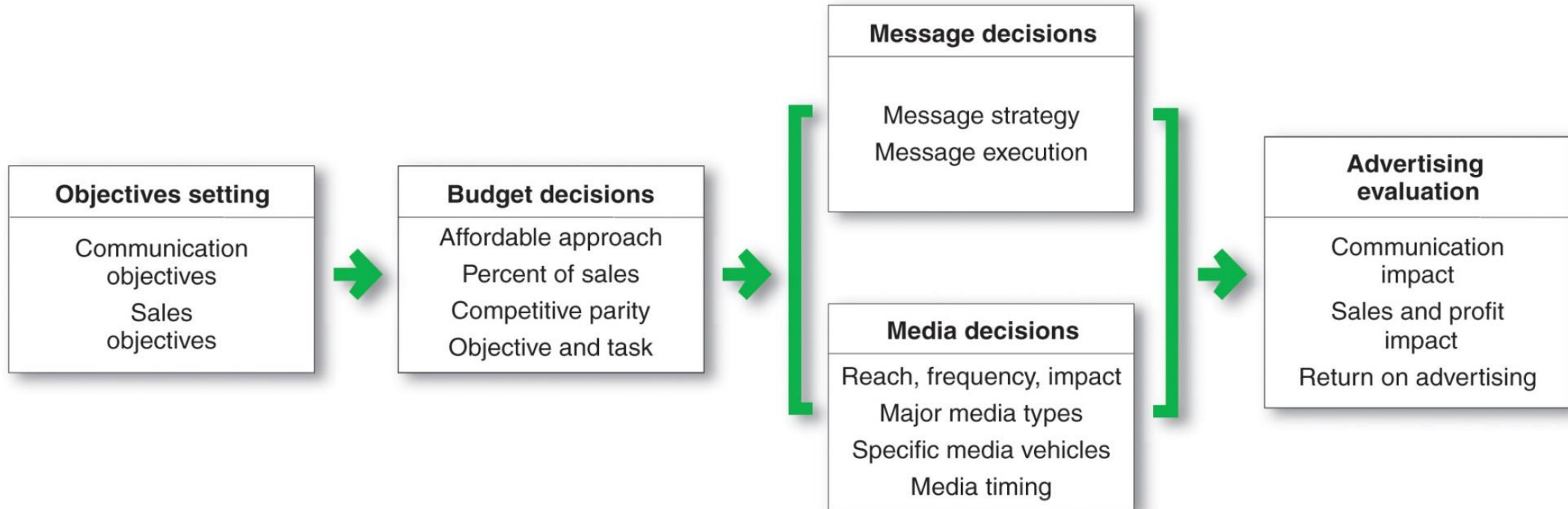


ADVERTISING

Advertising is any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor



Steps in Developing an Advertising Program



1. Setting Objectives

A specific *communication task* to be accomplished with a *specific target audience* during a *specific period of time*

The advertising objective has a primary purpose to **inform, persuade, or remind** consumers about the value of a product or service.

Advertising Objective: Inform

- Used heavily when introducing a new product category by communicating customer value . **Link with PLC model.**
- The objective is to build primary demand.
- Consumers need to know about the product/service.
- Look at Table 15.1; Page 458.

Do you really need the alkalinity of a household cleaner to wash your face?

Undoubtedly not. Yet high alkalinity is an important part of why some soaps dry your skin. Let us explain.



Household cleaner
pH 12



Look at the comparison on the page. There is a household cleaner at one end, distilled water at the other. In between are some familiar soaps with small

and will see the alkalinity of each. The distilled water, on the far right has a pH of 7, which is neutral. Ratings below pH 7 mean a substance is acidic, above pH 7 it is alkaline. The household cleaner on the left, in this case

Mt. Clean[®] contains 30% sodium hydroxide.

Because your skin is slightly acidic, pH 5.5 is balance.



Alpha Keri[®]
pH 9



is disrupted by things that are strongly alkaline. Most soaps are made with fat, a highly alkaline substance. Alkali disrupts the "acid mantle" or protective layer that helps the skin hold its moisture.

Dove[®] has a superior formulation that makes it different from other soaps. You'll notice that it has the same pH as distilled water, just a little higher than the

of your skin. The remaining bars on this page, perhaps yours is one of them, are closer to pH 10 than household



Camay[®]
pH 10



cleaner. If you're not using the working your face with soap is the same as using a household cleaner, simply that most soaps are highly alkaline. Therefore,

incompatible with the balance of your skin.]
How does your soap measure up to Dove's? We suggest you compare your soap to Dove's. You'll find that it has the same pH as distilled water, just a little higher than the



Neutrogena[®]
pH 10



than Dove. Whether yours is natural, expensive, even "green" it will change the texture of your skin. Because



Dove[®]
pH 7



has lower moisture alkalinity. As the comparison shows, the more alkaline the soap, the darker the paper becomes - the darker, the healthier.

To settle the question of alkalinity once and for all, instead of your usual, you may find yourself deciding you don't want it on your face.



Distilled water
pH 7



Advertising Objective: Persuade

- Becomes more important as the industry grows and competition rises. Relate to PLC.
- Here, the company's objective is to build selective demand by differentiating its brand from the rest.
- Once DVD players became established, Sony began trying to persuade consumers that its brand offered the best quality for their money. Hence building brand preference.
- Dunkin donuts vs Starbucks— comparative advertising.

THE TRUTH IS OUT!

DUNKIN' BEAT STARBUCKS

In a recent national blind taste test, more Americans preferred the taste of Dunkin' Donuts coffee over Starbucks.

It's just more proof it's all about the coffee (not the couches or music).



SPREAD THE TRUTH



LEARN THE TRUTH



FIND A DUNKIN' DONUTS NEAR YOU

Enter your ZIP code:

SEARCH



WATCH THE
COMMERCIAL



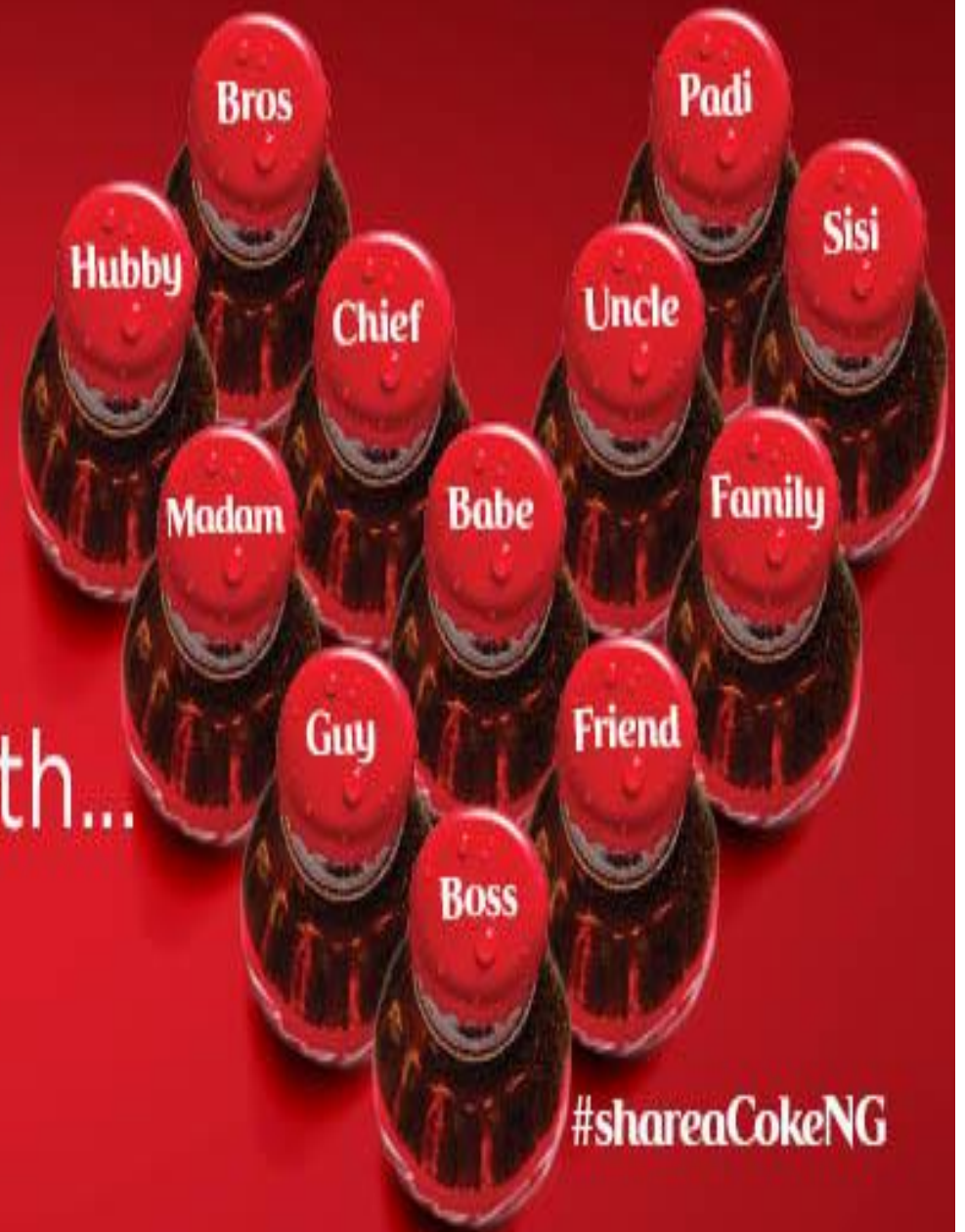
Advertising Objective: Remind

- Important for mature brands (Cash Cows)— it helps to maintain customer relationships and keep consumers thinking about the product.
- Most Grameen Phone advertises primarily build and maintain the GP brand relationship rather than inform or persuade customers to buy in the short run.
- Consumers do not need persuasion or information at this stage because they already know about it all.



Coca-Cola®

Share a **Coke** with...



#shareaCokeNG

মাঠে তোমরা
পেছনে সারা বাংলাদেশ



চালা চলদুর

চালা
বাংলাদেশ



গ্রামীণফোন

2. Setting Advertising Budget

Several factors should be considered when setting the ad budget:

- Stage in the PLC: **New products**, large ad budget to build awareness and trial. **Mature products** – lower budget.
- Market share: building market share or taking market share requires large ad budget.
- Level of competition: many competitors - large
- Degree of brand differentiation: undifferentiated brand – heavy ad budget to keep the brand at the top of the mind during purchase.

3. Developing Advertising Strategy

Two major elements in developing advertising strategy:

- creating advertising message
- selecting ad media.

Creating Advertising Message

- Creating advertising message involves: 1. **message strategy (what to say)** and 2. **message execution (how to say it)**.
- Message strategy: what general message to be communicated in the advert? It is a statement which **pin points the positioning** points that the advertiser wants to stress.
 - A Message strategy usually comes from the client's perspective.

Message Execution (How to say it)

- Turn the message into actual advertisement execution that will capture target market's attention and interest.
- Creative people must find the best *style, tone, words, and format* for executing the message.
- *Its how the message (rational, emotional) is communicated.*

Execution Styles-

Slice of Life

- *In slice of life commercials, advertisers attempt to provide solutions to the everyday problems consumers face.*
- *This format was made famous by P & G during the early days of television advertising in the 1950s.*
- *The advertisements normally show the common experiences, and especially the problems people encounter. Then the good or service is made available to solve the problem.*



AB MUSHKIL
DAAG NIKLENGE
HASTE KHELTE

NEW SURF EXCEL LIQUID.

CATCH SURF EXCEL ON  www.facebook.com/surfexcelindia



A young boy is shown from behind, smiling, with a large, messy brown mud stain on his white school shirt. The stain has a blue smiley face drawn on it. The background is a blurred playground with a yellow slide.



AB MUSHKIL
DAAG NIKLENGE
HASTE KHELTE

CATCH SURF

A young boy is shown from the front, smiling, with mud smeared on his face and his white school shirt. The mud on his shirt has a blue smiley face drawn on it. He is holding a small object in his right hand.



AB MUSHKIL
DAAG NIKLENGE
HASTE KHELTE

NEW SURF EXCEL LIQUID.

CATCH SURF EXCEL ON  www.facebook.com/surfexcelindia



A young boy is shown from the front, smiling, standing in shallow water. He is holding a purple shoe in his right hand, and water is dripping from it. His white school shirt is covered in mud, with a blue smiley face drawn on it.

- **Scientific evidence:** presents survey or scientific evidence that the brand is better or better liked than one or more other brands. Colgate better at fighting cavities. SHAKTI better at cleaning germs and cleaning (functional in nature).
- **Testimonial evidence or endorsement:** features a highly believable or likable source endorsing the product. It could be ordinary people as well as celebrities presenting/talking about the product.

LABORATOIRE NATUREL

introduces **Fiama Di Wills**

Total Damage Control Regimen



With Exotic Nut Oil & Hair Restore System



MACADAMIA NUT OIL is rich in nutrients like Potassium, Phosphorus, Magnesium & Calcium. It lends strength to hair.

HAIR RESTORE SYSTEM is an advanced and unique technology which helps repair damaged cuticles of hair.



External aggressors such as sun, wind and pollution damage hair and cause split ends.

Fiama Di Wills Total Damage Control Regimen infused with Macadamia Nut Oil and a unique Hair Restore System, works to repair damaged cuticles of hair, making it 6X stronger.**

The revolutionary **UV Shield** acts as a guard against harmful UV rays and protects hair from more damage.



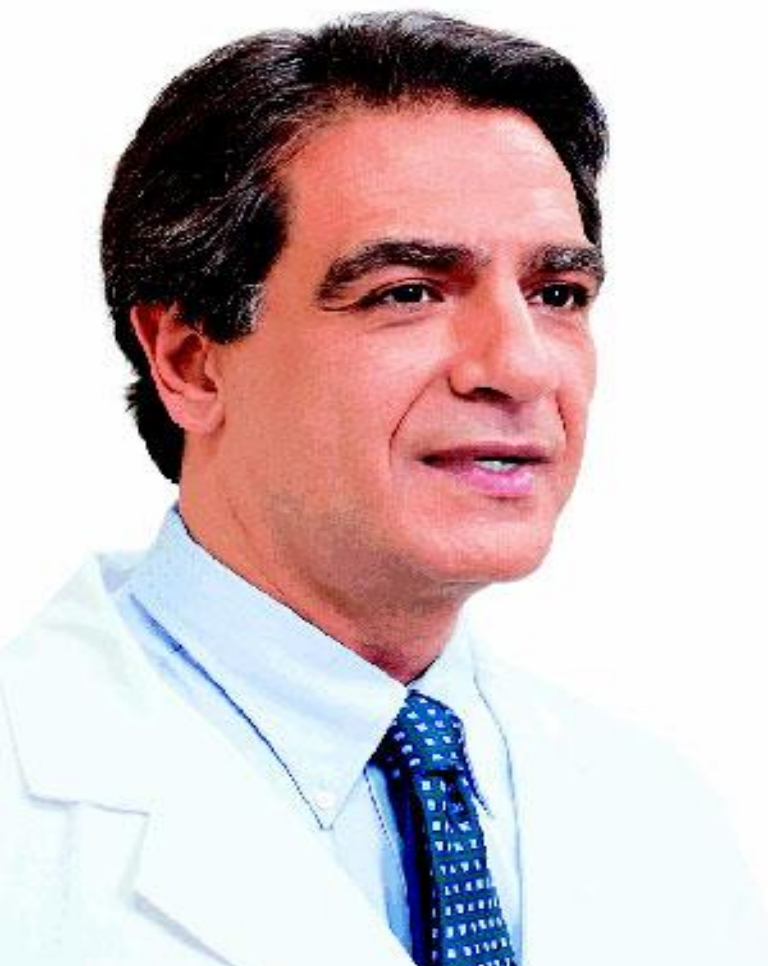
LABORATOIRE NATUREL

www.facebook.com/fiamadiwills www.twitter.com/fiamadiwills

**As per results of the in-vitro study conducted on hair. For more information, visit www.fiamadiwills.com or call 1800-100-1000. © 2012 Fiama Di Wills. All rights reserved.



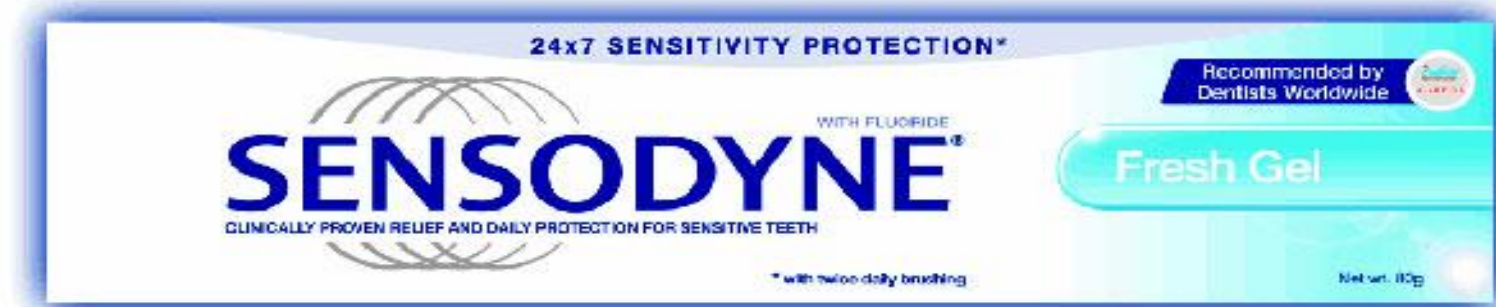
SHAMPOO | CONDITIONER | SERUM



24x7
SENSITIVITY
PROTECTION*

“I recommend Sensodyne for all day,
every day sensitivity protection.”

-Dr. Spiro Condos, Dentist practicing in the US



World's No.1 Sensitivity Toothpaste

- **Musical:** shows people or cartoon characters singing about the products. Listeners usually keep humming the tune several hours after they've seen the ad. Parachute – gorgeous sharadin; Rupsha sandals.
- **Personality symbol:** creates a character that represents the product. The character might be animated or real. E.g. White Plus, Mortein.

Catchy songs that carries the advertising theme



“মনে পরে”, RED COW



“চলো সবাই”, NESCAFE



“দেশ- দেশ- দেশ”, BANGLALINK



“ও আমার দাঁতের গার্ডিয়ান
তাই আমার দাঁত এখন আরও শক্ত, আরও সাদা।”

হোয়াইট প্লাস টুথপেস্টের 'এনামেল গার্ড' দাঁতকে রাখে সাদা, করে আরো বেশি শক্ত

স্কয়ার টয়লেটজ লি:







COMMANDER SAFEGUARD



**MISSION:
CLEAN SWEEP**

Kellogg's

FROSTIES



Fantasy

Fantasy executions are designed to lift the audience beyond the real world to a make-believe experience.

Some are meant to be realistic, but most are fantasies that are irrational and would never really happen.

Most common fantasy themes still involves love and romance.

Fantasy is widely used for fragrances and other fashion items.



as IRRESISTIBLE as
CHOCOLATE



Selecting Advertising Media

- Deciding on reach, frequency, and impact
- Choosing among major media types.
- Selecting specific media vehicles.
- Deciding on media timing.

4. Evaluating Advertising Effectiveness

“How do we know that we’re spending the right amount on advertising?”

“What return are we getting on our advertising investment?”

Measuring Communication Effects:

- Consumer recall: what internet companies do you know?
- Product awareness: Have you heard of Qubee?
- Product knowledge: What are the services does Qubee provide?
- Product preference:

Measuring sales effect.

PUBLIC RELATIONS

Development and maintenance of good relationships with different publics.



Functions of PR Department

- **Press relations:** creating and placing newsworthy information in the news media to attract attention to a person, product, or service associated with the firm or institution.
- **Product publicity:** publicizing specific products/services. Example: At the beginning, The Body Shop did not spend a penny on advertising; only PR.
- **Corporate Communication:** Creating **internal** and **external** messages to promote a **positive image** of the firm or institution. Example: BAT is helping acid victims in Bangladesh; Unilever helping the malnourished in Bangladesh.
- **Lobbying:** building and maintaining relations with legislators and govt. officials to influence legislation and regulation. Example: Women NGOs Lobbying the ministry of women's affairs about women's rights in Bangladesh.

Functions of PR Department (Cont.)

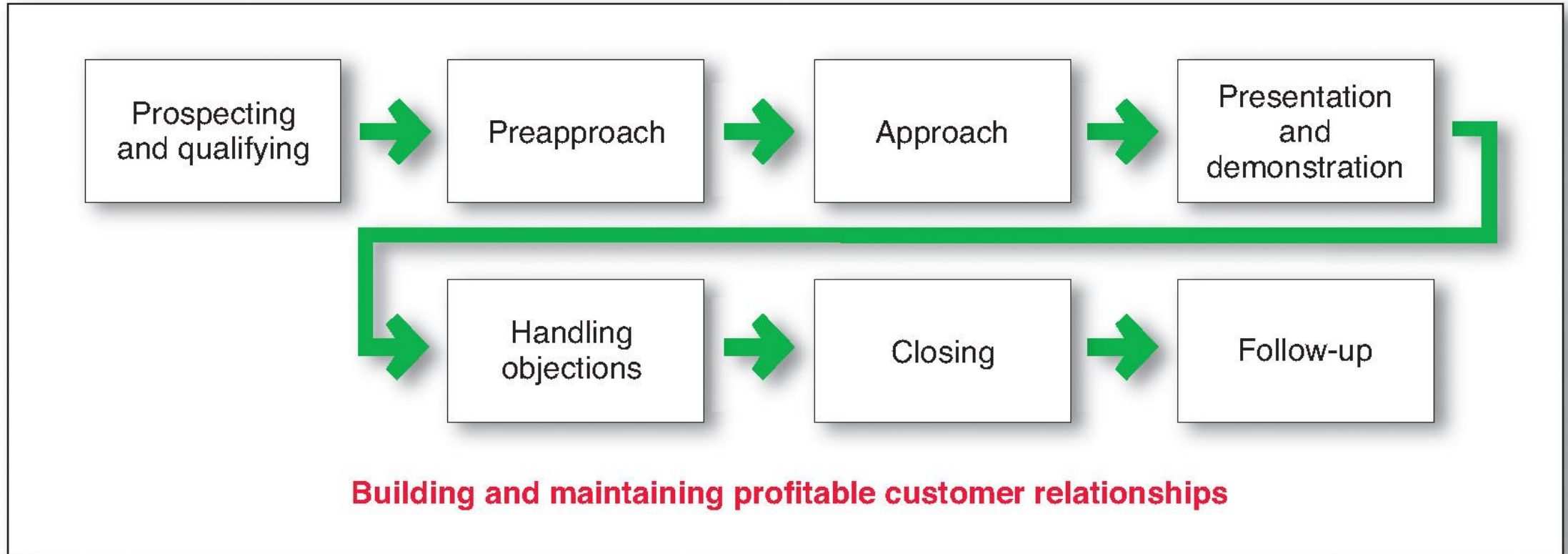
- *Employee and Investor relations:* maintaining positive relationships with employees & shareholders and others in the financial community.
- *Crisis management:* Responding to unfavorable publicity or a negative event.
- *Development:* public relations with donors or members of nonprofit organizations to gain financial or volunteer support. Example: Bangladesh Government Liaison with World Bank, JAICA (Japan international corporation agency) which helps in economic growth, disaster management, water and sanitation, health and education.

PERSONAL SELLING

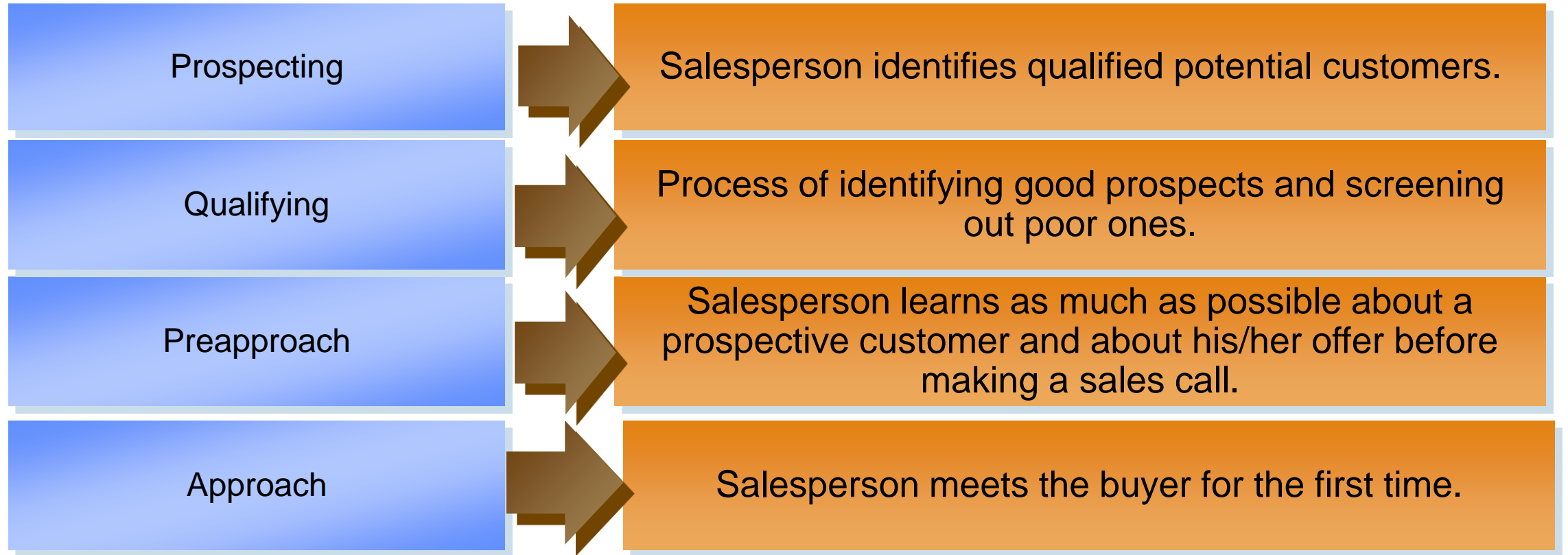
Personal presentations by the firm's sales force for the purpose of making sales and building customer relationships.



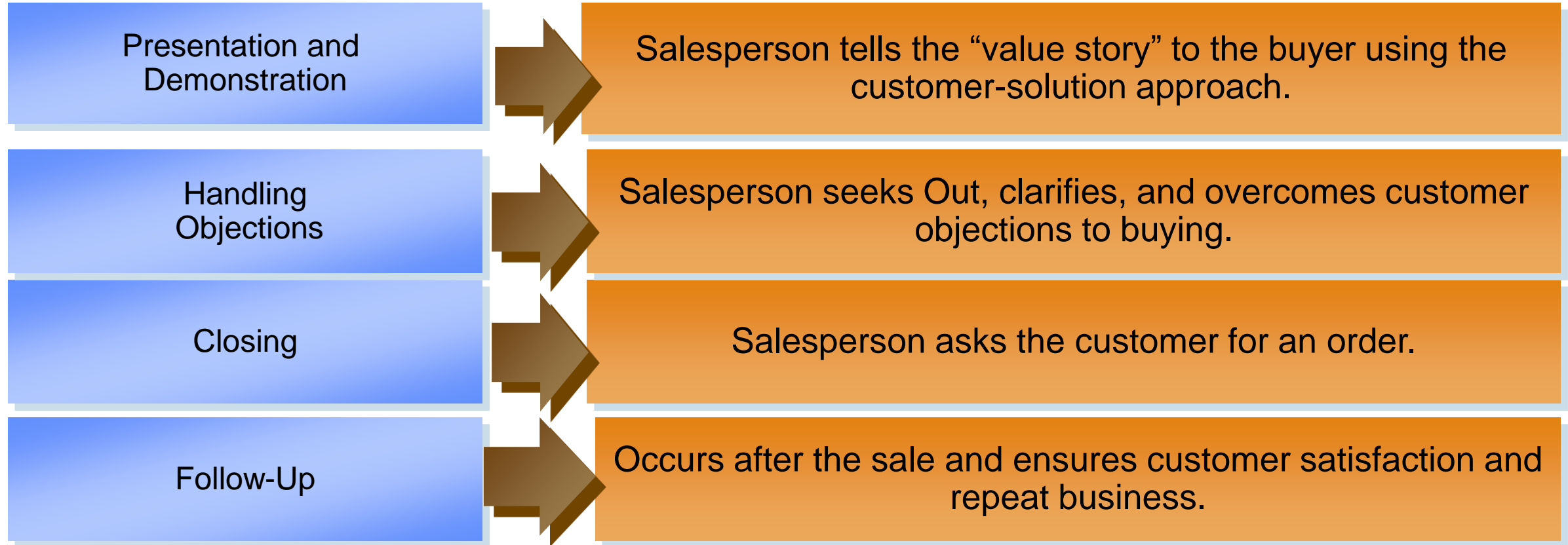
Steps in the Selling Process



Steps in the Selling Process



Steps in the Selling Process (Cont.)



SALES PROMOTION

Short - term incentives to encourage the purchase or sales of a product or a service.



Consumer Promotion Tools

- **Samples:** offers of a trial amount of a product. Example: Armani perfume tester; Milk coffee mini-pack.
- **Coupons:** certificates that give buyers a saving when they purchase specified products. Example: Mobile text coupons: show this text to the counter and get 20% off on all shopper's world items. **Argos.**
- **Price packs:** offers consumers savings off a regular price of a product. Example: 15TK off the MRP for Harpic 500 ml.
- **Premiums:** goods offered either for free or at a low price as an incentive to buy a product. Example: Hair Dryer free with Dove Shampoo; Tissue roll free with Shakti.
- **Sweepstakes:** When the consumer buys a product/service, they submit their names for a draw to win something. Example: Harpic toilet expert challenge.



KAKUR KITCHEN

190

সমী বাঁচাতে এগিয়ে আসুন

- অসংখ্য মহাকাব্যের এক কলকাতাবাসীর নিমসৃত বাহা পদার্থের বিস্তৃত জ্ঞানময় শব্দে চুপচুপ
- সমী বাঁচানোর সঠিক পদ্ধতিগুলি ও তার ব্যক্তব্যয়ন করুন
- দেশ ও জাতির স্বার্থে সমীর প্রবাসমানতা ও তার আনন্দের স্বাভাবিক পরিপন্থকে অবহিত করুন।



কুড়িগঙ্গা

ছানেশুভ

সমী

বাঁচানোর পদ্ধতি



ম ০১১৯৫৩৮১৬৩০

জরুরী রক্তের প্রয়োজনে যোগাযোগ করুন

www.facebook.com/life.n.blood



জীবন বাঁচাতে রক্ত দিন



কাকুর
কিচেন

TM

190

ONE HUNDRED NINETY TAKA

দম মোরগ পোলাও

১৯০

YOUR Healthy Adventure STARTS HERE.



ONE FREE* MOVIE ADMISSION

to see **CLOUDY with a Chance of Meatballs 2** when you buy any ONE (1) 59 oz. 100% Orange Juice and any TWO (2) participating** Kellogg's® Special K® or Kashi® Items.

Coupon with reward code will print at register via checkout coupon.

OFFER VALID FROM 9/11/13 - 9/30/13

*Up to \$9.00 off one admission. 59 oz. 100% Orange Juice and Kellogg's® Special K® and Kashi® items must be purchased in a single transaction. Limit one reward per transaction. **See specially marked products.

CLOUDY with a chance of **MEATBALLS 2**

SEE IT IN THEATERS 9/27/2013 | Movie Artwork TM & © 2013 SPAL. All Rights Reserved.



Hollywood Movie Money® code expires 10/15/13. Printed certificate expires 10/31/13 or when Cloudy With A Chance of Meatballs 2 is no longer in theaters, whichever comes first. Valid only in the US. Void if sold or otherwise exchanged.

এই ঐদেব বিশেষ অফারে
মোতে ওঠো পেপসি'র সাথে!

 PEPSI
২ লিটার
~~₹৬০/-~~
₹৬০/-



* শর্ত প্রযোজ্য

Flat 78% Off

Dove Soap 50gm
Pack of 4



MRP: ₹৪৪

₹19

- ▶ Only One per Household
- ▶ Free Shipping
- ▶ 100% Genuine Product

MAKE it
POSSIBLE



**Huawei's
February
Festival**



Get a free
bluetooth
speaker with
Ascend P6

HUAWEI *Ascend P6*



Get a free
headphone & cap
with Ascend G610

HUAWEI *Ascend G610*



Get a free
t-shirt & a pen
with Ascend Y511

HUAWEI *Ascend Y511*

6.18mm
sleek metallic body

HSPA+

1
YEAR WARRANTY



Emotion UI hotline : 09612222222

**CLAIM
THESE
GIFTS
WITH
YOUR
CELL
PHONES**



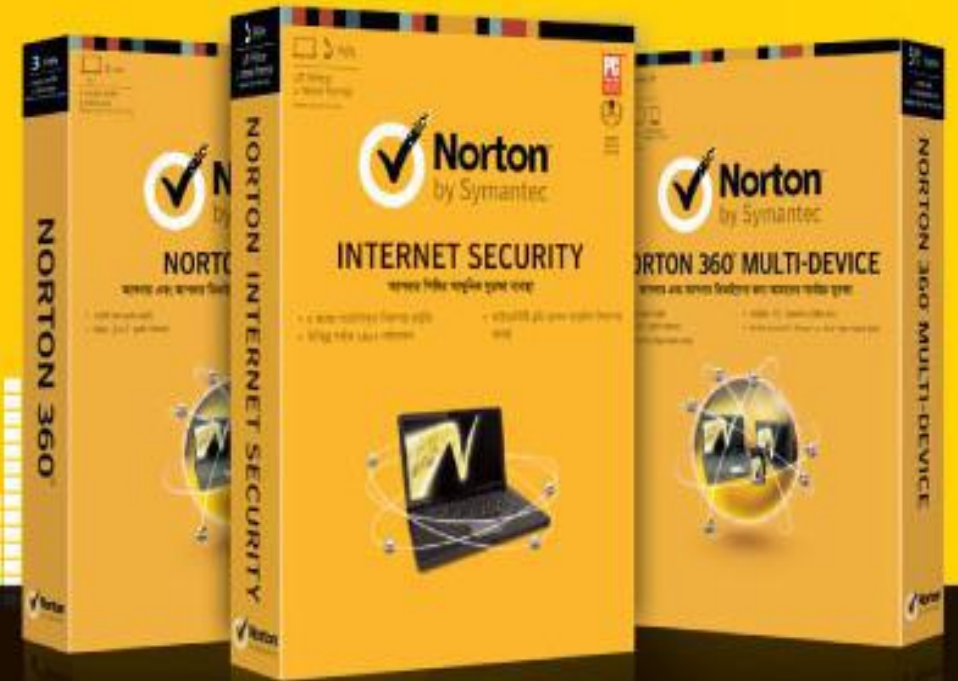
Logitech
Earphones

HOTLINE

01730 341556
01939 919555-7
01713 365202



এখন নরটন সুরক্ষার সাথে
লজিটেক আর্লিটমেন্ট ইয়ারফোন ফ্রি



COMPUTER SOURCE®

... Built-in Quality and Reliability

www.computersourcebd.com, www.facebook.com/CSLFanclub

*নরটন ৩৬০, নরটন ৩৬০ মাস্টিডিভাইস ও নরটন ইন্টারনেট সিকিউরিটি-এর সাথে 'লজিটেক আর্লিটমেন্ট ইয়ারস ১০০' ফ্রি।



Heavy Duty
SHAKTI
Liquid Toilet Cleaner



প্রফেশনাল ক্লিনারদের আস্থা শক্তি



*শ্যাম ও কলকাতা সমানভাবে কার্যকরী



পরিষ্কার আর পুরস্কার এখন সবই আপনার!

“কেন হারপিক আপনার টয়লেট এক্সপার্ট?”

এই প্রশ্নের উত্তর ১৬০ অক্ষরের মধ্যে লিখে প্যাকের কোডসহ ৬১৬১ নম্বরে পাঠিয়ে দিন। তারপর প্রতি সপ্তাহে ১০ জন জিতে নিন এয়ার কন্ডিশনার, ওয়াশিং মেশিন, ডিপ ফ্রিজ ও ১ বছরের হাউজহোল্ড ক্লিনিং প্রোডাক্ট।

HARPIC
টয়লেট
এক্সপার্ট
চ্যালেঞ্জ



শর্তাবলী: বোতলটি অবশ্যই সংরক্ষণ করতে হবে * বোতল ছাড়া আবেদন অগ্রহণযোগ্য * একই কোড ব্যবহার করে একের অধিক SMS করা যাবে না * বিজয়ী নির্বাচনের ক্ষেত্রে রেকিট বেনকিজার (বাংলাদেশ) লিঃ এর সিদ্ধান্তই চূড়ান্ত বলে বিবেচিত হবে * রেকিট বেনকিজার (বাংলাদেশ) লিঃ যেকোনো সময় এই কার্যক্রমের যেকোনো ধরনের পরিবর্তন বা বাতিল করার অধিকার সংরক্ষণ করেন * আমাদের চারপাশ পরিষ্কার রাখার মাধ্যমে পরিবেশ রক্ষার্থেই রেকিট বেনকিজার (বাংলাদেশ) লিঃ এর এই প্রয়াস * আসুন আমরা সকলে মিলে আমাদের চারপাশ পরিষ্কার রাখার মাধ্যমে পরিবেশ রক্ষা করি * SMS পাঠানো সময়সীমা: ৮ই এপ্রিল থেকে ৭ই জুন ২০১৩ * চিত্রে প্রদর্শিত পুরস্কারগুলো ডামি হিসেবে ব্যবহৃত * পুরস্কার প্রাপ্তির ক্ষেত্রে উত্তরদাতার সন্মতনীয়তা হবে একমাত্র মানকঠি।

Trade Promotion

Discount

Allowance

Free
goods

Specialty
advertising

DIRECT MARKETING

Connecting directly with carefully targeted segments or individual consumers, often on a one-to-one, interactive basis.



Direct Marketing

- A marketing channel without intermediaries
- An element of the promotion mix
- Fastest-growing form of marketing



Online, over the phone, or at your local office.

Forms of Direct Marketing





Gates 59-63
Cafes and restaurants
Toilets



Come home
to a full fridge

tesco.com

code panel
FC

***T*hank you very much.....**

***I* had a wonderful experience teaching all of you.**

