

## PROMOTION CASE

### Choosing a promotion strategy in response to a change in market shape

<b>Description</b>
<p><b>Title:</b> Choosing a promotion strategy in response to a change in the shape of the market.  <b>The aim of the game</b> is intended to illustrate the link between promotion strategy and market shape.  <b>The problem is:</b> how to choose the right promotion strategy according to the shape of the market?</p>



### Test

Question	Answers (right in black)
What are the original set of marketing mix elements?	<ul style="list-style-type: none"> <li>▪ <b>Product, price, place, and promotion</b></li> <li>▪ Physical, evidence, processes, people, partners</li> <li>▪ Passion, price, place, people</li> </ul>
Promotion can only be considered in the context of your target consumer. Is it true?	<ul style="list-style-type: none"> <li>▪ False</li> <li>▪ <b>True</b></li> </ul>
What are the direct factors that affect the promotion mix of a business?	<ul style="list-style-type: none"> <li>▪ <b>Nature of the product, product life cycle stage, nature of market, competition, nature of the customer, budget</b></li> <li>▪ GDP, income per capita, rate of inflation, consumer price index, employment.</li> </ul>
.... attempts to get customers to ‘...’ the products of the company. It involves making use of marketing communication and initiatives such as seasonal discounts, financial schemes, and so on.	<ul style="list-style-type: none"> <li>• Pull strategy</li> <li>• <b>Push Strategy</b></li> </ul>

<p>..... is a market structure wherein a small number of dominant firms make up an industry.</p>	<ul style="list-style-type: none"><li>• Perfect competition</li><li>• Monopolistic Competition</li><li>• Monopoly</li><li>• <b>Oligopoly</b></li></ul>
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**THE ALGORITHM OF GAMING:**

### Photos of the lecturer's table

<p>The first desk</p>	
<p>The second desk</p>	

There are Description and Help Desk buttons on the students' desks. They can read.

The teachers' algorithm:

- Press the button 'Test theory' and the students will see it. Only students can see the test, lecturer can see questions pressing the button 'Theory results'.
- Press the button 'Theory results' and the lecturer and students will see the results on the board.
- Press the button 'Slides' and four slides will be seen on the board. Arrows below help to move from one slide to the next.
- Press the button 'Promotion component exercise' and students will be provided with tables of exercises that they should fill out. The first exercises will be related to the Oligopoly market. This button will be used four times to change the exercises according to the type of market. Every time the button 'Market type' from the second table should be pressed and

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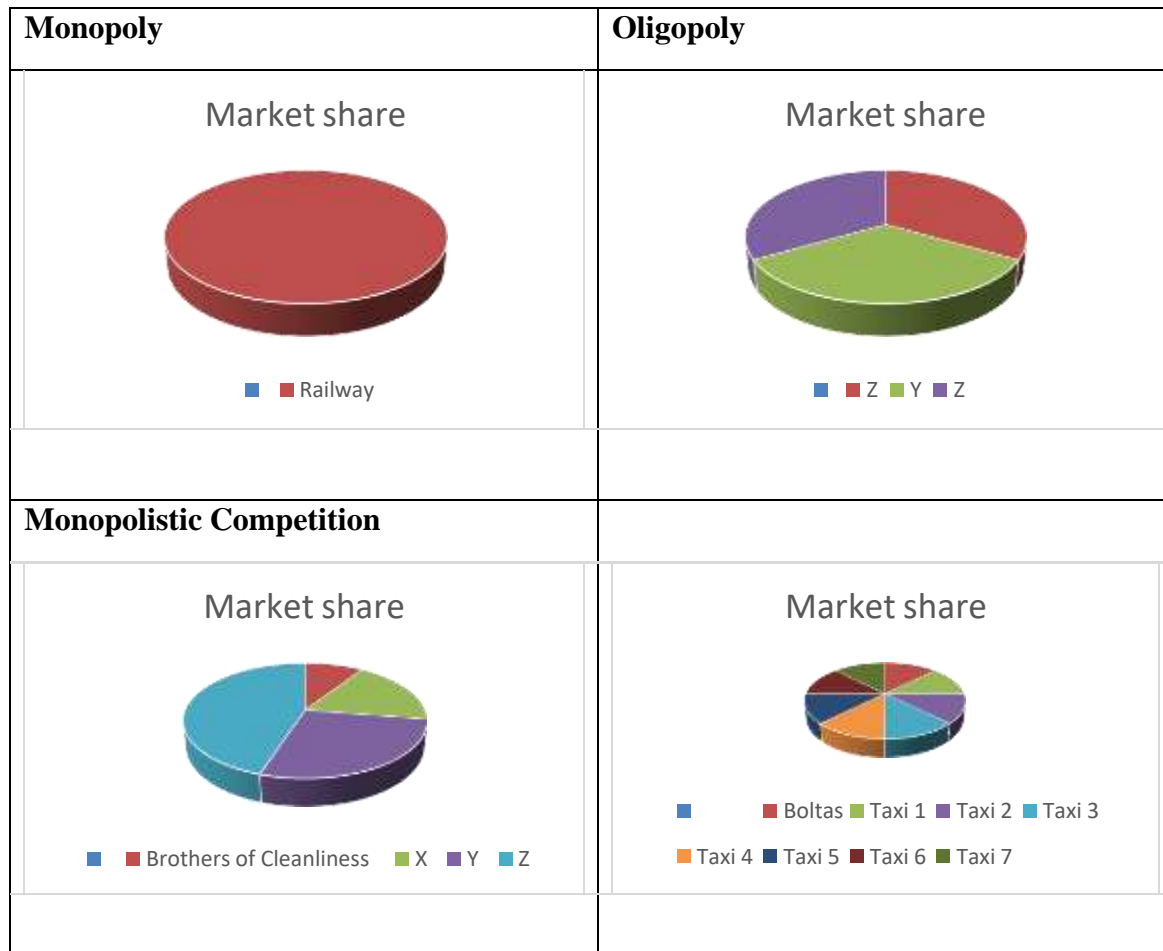


the button 'Round' from the first desk should be pressed.

- For the discussion of results, the second desk should be used. Press the button of the chosen market type and press the button 'Promotion exercise summary'. The system has the right answers and shows the mistakes of the students on the board.

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**Figure 1**



**Table 1 Type of exercises**

	Types of the components of the promotion mix	(private customers)	(business customers)
<b>1</b>	<b>Advertising</b>		
	Print advertising:		

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	Broadcast advertising			
	Outdoor Advertising			
	Digital advertising			

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	Integration of product / brand			
<b>2</b>	<b>Public Relations</b>			
	Media relations.			
	Investor relations			
	Government Relations			
	Community Relations			
	Internal Relations			
	Customer relations			
	Marketing Communications			
<b>3</b>	<b>Personal Selling</b>			
	Order Takers			
	Order Getters			
	Order Creators			
<b>4</b>	<b>Sales Promotion</b>			
	Consumer Sales Promotion/Free Samples			
	Consumer Sales Promotion/Free Gifts			
	Consumer Sales Promotion/Discounts or Discount Coupons			
	Consumer Sales Promotion/Exchange Schemes			
	Consumer Sales Promotion/Financial Schemes			
	Consumer Sales Promotion/Shipping Schemes			

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	Consumer Sales Promotion/Bundle Discounts			
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	Consumer Sales Promotion/Bulk Purchase Deals			
	Trade Sales Promotion/ Point-of- Purchase Displays			
	Trade Sales Promotion/Trade Shows			
	Trade Sales Promotion/Push Money			
	Trade Sales Promotion/Deal Loaders			
	Trade Sales Promotion/Trade Deals			
	Trade Sales Promotion/ Buying Allowances			
<b>5</b>	<b>Direct Marketing</b>			
	Face-to-Face Marketing			
	Door-to-Door Marketing			
	Kiosk Marketing			
	Leaflet handouts			
	Telemarketing			
	Email Marketing			
	Targeted ad hoc			

Table 2 **HELP DESK**

Components of the promotion mix (5)	Types of the components of the promotion mix
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<p><b>Advertising-</b> is the action of calling public attention to an offering through paid announcements by an identified sponsor.</p>	<p><b>Print advertising:</b> Newspaper, magazines, &amp; brochure advertisements, etc.</p>
	<p><b>Broadcast Advertising:</b> Television and radio advertisements.</p>
	<p><b>Outdoor Advertising:</b> Hoardings, banners, flags, wraps, etc.</p>

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	<p><b>Digital advertising:</b> Advertisements displayed on the Internet and digital devices.</p> <p><b>Product/Brand Integration:</b> Product placements in entertainment media such as TV shows, YouTube videos, etc.</p>
<p><b>Public relations:</b> PR is the deliberate, planned, and sustained effort to establish and maintain mutual understanding between the company and the public.</p>	<p><b>Media Relations:</b> Establishing a good relationship with media organisations and acting as their content source.</p>
	<p><b>Investor Relations:</b> Handling investors events, releasing financial reports and regulatory filings, and handling investors, analysts, and media queries and complaints.</p>
	<p><b>Government Relations:</b> Representing the brand to the government with regard to the fulfilment of policies like corporate social responsibility, fair competition, consumer protection, employee protection, etc.</p>
	<p><b>Community Relations:</b> Handling the social aspect of the brand and establishing a positive reputation in the social niche like environment protection, education, etc.</p>
	<p><b>Internal Relations:</b> Counseling the employees of the organisation with respect to policies, course of action, organisation's responsibility, and their responsibility. Cooperating with them during special product launches and events.</p>
	<p><b>Customer Relations:</b> Handling relationships with the target market and lead consumers. Conduct market research to learn more about the interests, attitudes, and priorities of the customers and craft strategies to influence the same using earned media.</p>
	<p><b>Marketing Communications:</b> Supporting marketing efforts related to product launch, special campaigns, brand awareness, image, and positioning.</p>
	<p><b>Personal selling:</b> one of the most effective ways of</p>



fostering a customer relationship. Such a sale works best when a good working relationship has

**Order Getters:** Order getters reach out to new prospects and persuade them to make a direct purchase, these are the best ways to bring in new clients to the business.

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<p>been built over a period of time. This can also be expensive and time-consuming, but is best for high-value or premium products.</p>	<p><b>Order Creators:</b> Order creators do not close the deal, but persuade customers to promote the business’s offering, eventually leading to sales.</p>
<p><b>Sales Promotion</b> - this includes freebies, contests, discounts, free services, passes, tickets, and so on, as distinct from advertising, publicity, and public relations.</p>	<p><b>Consumer Sales Promotion:</b> When sales promotion strategies are targeted at end consumers</p>
	<p><b>Consumer Sales Promotion/Free Samples:</b> The distribution of free samples increases brand awareness and triggers the psychology of ownership.</p>
	<p><b>Consumer Sales Promotion/Free Gifts:</b> The offer of free gifts attracts customers because they get more while paying less.</p>
	<p><b>Consumer Sales Promotion/ Discounts or Discount Coupons:</b> Discount coupons are a great method to increase sales in the short term, as they allow customers to buy products that they couldn’t afford otherwise.</p>
	<p><b>Consumer Sales Promotion/ Exchange Schemes:</b> Exchange schemes attract many customers, as they get some value even for their old product.</p>
	<p><b>Consumer Sales Promotion/Financial Schemes:</b> Finance schemes such as no-cost EMI (Equated Monthly Installment.), low-interest EMI, etc. makes it easier for customers to purchase expensive products.</p>
<p><b>Consumer Sales Promotion/Shipping Schemes:</b> Sometimes, huge shipping costs discourage customers from buying products. Such short-term shipping schemes remove friction.</p>	

	<p><b>Consumer Sales Promotion/Bundle Discounts:</b> These deals are a great way to reduce unsold inventory. It includes selling bundled products at a lower price than when that number of products is purchased separately.</p>
	<p><b>Consumer Sales Promotion/Bulk Purchase Deals:</b> This is a great sales promotion tactic to reduce unsold inventory. Include providing a discount to customers who buy in bulk.</p>

	<p><b>Trade Sales Promotion:</b> When promotion activities are strategised keeping in mind dealers, distributors, or agents, it is called trade sales promotion.</p>
	<p><b>Trade Sales Promotion/ Point-of-Click Displays:</b> This includes providing free point-of-purchase (POP) display units to retailers to increase their sales.</p>
	<p><b>Trade Sales Promotion/Trade Shows:</b> Trade shows are a great sales promotion strategy in which the company promotes its product to thousands of traders at the trade show.</p>
	<p><b>Trade Sales Promotion/Push Money:</b> Also known as spiffs, this technique includes additional payments to traders to motivate them to achieve specified goals.</p>
	<p><b>Trade Sales Promotion/Deal Loaders:</b> These are the gifts that are provided to traders (wholesalers and retailers) for ordering a certain quantity of product.</p>
	<p><b>Trade Sales Promotion/Trade Deals:</b> These are special concessions provided to merchants to encourage them to promote a specific product and increase its sales for a limited period of time.</p>
	<p><b>Trade Sales Promotion/ Buying Allowances:</b> Special discounts are provided to sellers when they order a specified number of products.</p>
<p><i>Direct marketing</i> consists of any marketing that relies on direct communication or distribution to individual consumers, rather than through a third party such as the media. Email, email, social networks, and text messaging campaigns are</p>	<p><b>Face-to-Face Marketing:</b> This is one of the oldest forms of direct marketing. Authorised sales representatives are employed to meet prospects directly.</p>
	<p><b>Door-to-Door Marketing:</b> Door-to-door sales (D2D) are another form of face-to-face marketing. It simply means that your sales representative is participating in door-to-door prospective, which indicates a system of direct contact with your target audience.</p>

among the delivery systems used.

**Kiosk Marketing:** Public places that attract a lot of people are always full of opportunities to gain people’s attention towards your business. Representatives can directly speak with potential customers by catching their eyes with your products and services.

**Leaflet Handouts:** This type of direct marketing involves handing out leaflets to the targeted audience that contain printed information about the products and services you offer, giving



	your potential customers the option to contact you should they decide to make a purchase. Leaflets may also sometimes contain offers and coupon codes that can be used for a limited time.
	<b>Telemarketing:</b> The process of contacting your prospects individually and trying to get them interested in purchasing what your business has to offer has grown rapidly in recent years. Representatives at call centres contact a list of people who would be interested in your product and inform them of the perks and advantages of making the purchase.
	<b>Email Marketing:</b> With the widespread usage of the Internet, businesses have inclined toward sending emails to contact their prospects directly.
	<b>Targeted Advertisements:</b> Almost every activity a user performs on the internet is recorded in the form of a cookie or other data. These data, along with the user's demographics, are used by advertisers to directly target personalised ads to him.

### Logic of results' summary

The system shows the correct answers in different colours: right – green, wrong – red, the number of students' choices is shown in parentheses.

<b>1</b>			
		V /5	
		V /1	X /1
		X /10	V /20
		X /4	V /1
			X /1

The results of students' answers can be exported into excel.

**Types of the promotion mix components, market form and service market form (for teachers) - just recommended. can be changed by lecturers**

Types of the promotion mix components	Service market form		Service market form	
Market legend: The market of 3 telecommunications companies				
<b>Advertising</b>		Oligopoly market (private customers) Hybrid Strategy	<b>Oligopoly market</b> (business customers) Hybrid Strategy	
Print Advertising:	X			X
Broadcast Advertising	X			
Outdoor Advertising	X			X
Digital Advertising	X			X
Product/Brand Integration	X			X
<b>Public Relations</b>				
Media Relations.	X			X
Investor Relations				X
Government Relations				X
Community Relations	X			X
Internal Relations				X
Customer Relations	X			X
Marketing Communications	X	X		
<b>Personal Selling</b>				
Order Takers		X		
Order Getters		X		
Order Creators	X	X		

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Sales Promotion			
Consumer Sales Promotion/Free Samples			

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Consumer Sales Promotion/Free Gifts	X		
Consumer Sales Promotion/Discounts or Discount Coupons	X		X
Consumer Sales Promotion/Exchange Schemes			
Consumer Sales Promotion/Finance Schemes	X		X
Consumer Sales Promotion/Shipping Schemes			
Consumer Sales Promotion/Bundle Discounts			
Consumer Sales Promotion/Bulk Purchase Deals			
Trade Sales Promotion/ Point Of Purchase Displays			X
Trade Sales Promotion/Trade Shows			X
Trade Sales Promotion/Push Money			X
Trade Sales Promotion/Deal Loaders			X
Trade Sales Promotion/Trade Deals			X
Trade Sales Promotion/ Buying Allowances			X
<b>Direct Marketing</b>			
Face-to-Face Marketing			X
Door-to-Door Marketing			
Kiosk Marketing	X		
Leaflet Handouts	X		

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Telemarketing	X	
Email Marketing		X
Targeted Advertisements	X	X

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Types of the promotion mix components	Service market form	Service market form
Market legend: Cleaning Services Companies		
<b>Advertising</b>		Market of <b>monopolistic competition</b> (private customers) Hybrid Strategy  Market of <b>monopolistic competition</b> (business customers)  Push Strategy
Print Advertising:	X	
Broadcast Advertising	X	
Outdoor Advertising	X	
Digital Advertising	X	
Product/Brand Integration	X	
<b>Public Relations</b>		
Media Relations.	X	
Investor Relations		
Government Relations		
Community Relations	X	
Internal Relations		
Customer Relations	X	
Marketing Communications	X	
<b>Personal Selling</b>		
Order Takers		
Order Getters		
Order Creators		
<b>Sales Promotion</b>		
Consumer Sales Promotion/Free Samples		
Consumer Sales Promotion/Free Gifts		

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Consumer Sales Promotion/ Discounts or Discount Coupons	X	X
Consumer Sales Promotion/ Exchange Schemes		

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Consumer Sales Promotion/ Finance Schemes				
Consumer Sales Promotion/Shipping Schemes				
Consumer Sales Promotion/Bundle Discounts				
Consumer Sales Promotion/Bulk Purchase Deals				
Trade Sales Promotion/ Point Of Purchase Displays			X	
Trade Sales Promotion/Trade Shows			X	
Trade Sales Promotion/Push Money				
Trade Sales Promotion/Deal Loaders				
Trade Sales Promotion/Trade Deals				
Trade Sales Promotion/ Buying Allowances				
<b>Direct Marketing</b>				
Face-to-Face Marketing			X	
Door-to-Door Marketing				
Kiosk Marketing				
Leaflet Handouts	X			
Telemarketing	X			
Email Marketing			X	
Targeted Advertisements	X		X	

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Types of the promotion mix components	Service market form	Service market form
Market legend: Fully state-owned company of a separate branch of transport		

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<b>Advertising</b>		Monopoly market (private customers)		<b>Monopoly market</b> (business customers)  Push Strategy
Print Advertising:	X			
Broadcast Advertising				
Outdoor Advertising	X	Push Strategy	X	
Digital Advertising	X		X	
Product/Brand Integration				
<b>Public Relations</b>				
Media Relations.	X		X	
Investor Relations			X	
Government Relations			X	
Community Relations	X			
Internal Relations			X	
Customer Relations			X	
Marketing Communications	X		X	
<b>Personal Selling</b>				
Order Takers			X	
Order Getters			X	
Order Creators				
<b>Sales Promotion</b>				
Consumer Sales Promotion/Free Samples				
Consumer Sales Promotion/Free Gifts				
Consumer Sales Promotion/Discounts or Discount Coupons	X		X	
Consumer Sales Promotion/Exchange Schemes				

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Consumer Sales Promotion/ Finance Schemes		X
Consumer Sales Promotion/Shipping Schemes		

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Consumer Sales Promotion/Bundle Discounts				
Consumer Sales Promotion/Bulk Purchase Deals				
Trade Sales Promotion/ Point Of Purchase Displays				
Trade Sales Promotion/Trade Shows			X	
Trade Sales Promotion/Push Money			X	
Trade Sales Promotion/Deal Loaders			X	
Trade Sales Promotion/Trade Deals			X	
Trade Sales Promotion/ Buying Allowances	X			
<b>Direct Marketing</b>				
Face-to-Face Marketing				
Door-to-Door Marketing				
Kiosk Marketing				
Leaflet Handouts				
Telemarketing				
Email Marketing				
Targeted Advertisements	X		X	

Types of the promotion mix components	Service market form	Service market form
Market legend: Fully state-owned company of a separate branch of transport		

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<b>Advertising</b>		<b>Perfect competition</b>  (private customers)  Push Strategy		<b>Perfect competition</b>
Print Advertising:				
Broadcast Advertising				

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Outdoor Advertising				(business customers) Push Strategy
Digital Advertising				
Product/Brand Integration			X	
<b>Public Relations</b>				
Media Relations.			X	
Investor Relations				
Government Relations				
Community Relations				
Internal Relations				
Customer Relations	X		X	
Marketing Communications				
<b>Personal Selling</b>				
Order Takers				
Order Getters				
Order Creators				
<b>Sales Promotion</b>				
Consumer Sales Promotion/Free Samples				
Consumer Sales Promotion/Free Gifts				
Consumer Sales Promotion/ Discounts or Discount Coupons				
Consumer Sales Promotion/ Exchange Schemes				

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Consumer Sales Promotion/ Finance Schemes			
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Consumer Sales Promotion/Shipping Schemes				
Consumer Sales Promotion/Bundle Discounts				
Consumer Sales Promotion/Bulk Purchase Deals				
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Trade Sales Promotion/Buying Allowances				
<b>Direct Marketing</b>				
Face-to-Face Marketing				
Door-to-Door Marketing				
Kiosk Marketing				
Leaflet Handouts				
Telemarketing				
Email Marketing				
Targeted Advertisements				

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