

Marketing

Promotion (marketing communications)

The marketing communication mix

- Advertising (TV, press, sponsorship, etc.)
 - Strategy: *message (hard vs. soft sell) and media (ad placing).*
- Sales Promotions (e.g. samples, leaflets, gifts, etc.)
 - Cross promotion (e.g. Flying and credit card—Air Canada, e.g. Mr. Clean *Magic Eraser* with *Crayons*—*hand paint for kids*)
 - Point-of-Sale [POS] (stands, e-POS: screens on site), shelf flags, etc.)
- PR (Public Relations) (e.g. events, press releases, etc.)
 - Stakeholder focus
 - Crisis management
 - Non-commercial and thus *more* believable



Sponsorship



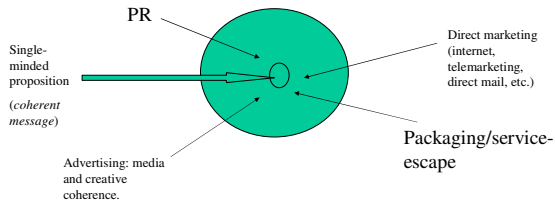
The marketing communication mix

- Personal Selling
 - Sales force
 - *Stealth marketing*
- Packaging
 - Functionality and innovation/experience
- Direct Marketing
 - Data-based: *past purchase behavior*
 - CRM



(I)ntegrated (M)arketing (C)ommunication

Consistent message/theme/idea throughout all points of contact



Product positioning
Revitalizes body and mind

Slogan
Gives you **WIIINGS**

