

SALES PROMOTION

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- 3. POP materials**
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1. SALES PROMOTION DEFINITION

- Sales promotion covers a wide range of activities intended to provide a **short-term** increase in sales.
- In all cases the intention is to provide an extra incentive to buy (or stock) a specific brand or product range.
- Sales promotion will often be useful for low-value items and is most effective when used as part of an integrated promotion campaign.



ADVANTAGES OF SP

- SP is flexible and variable.
- SP supports brand (product) loyalty.
- PP can change purchase habits in case of the convenience goods.
- PP is accepted by customers – it is understood as increase in product value.
- PP can support effectively other parts of marketing communications mix.
- SP can encourage trial ⇒ attract new customer.
- ...



DISADVANTAGES OF SP

- SP is short-dated.
- SP can be imitated by competitors very easily.
- PP can damage reputation (image) of brand – **the use of discounts!!!**

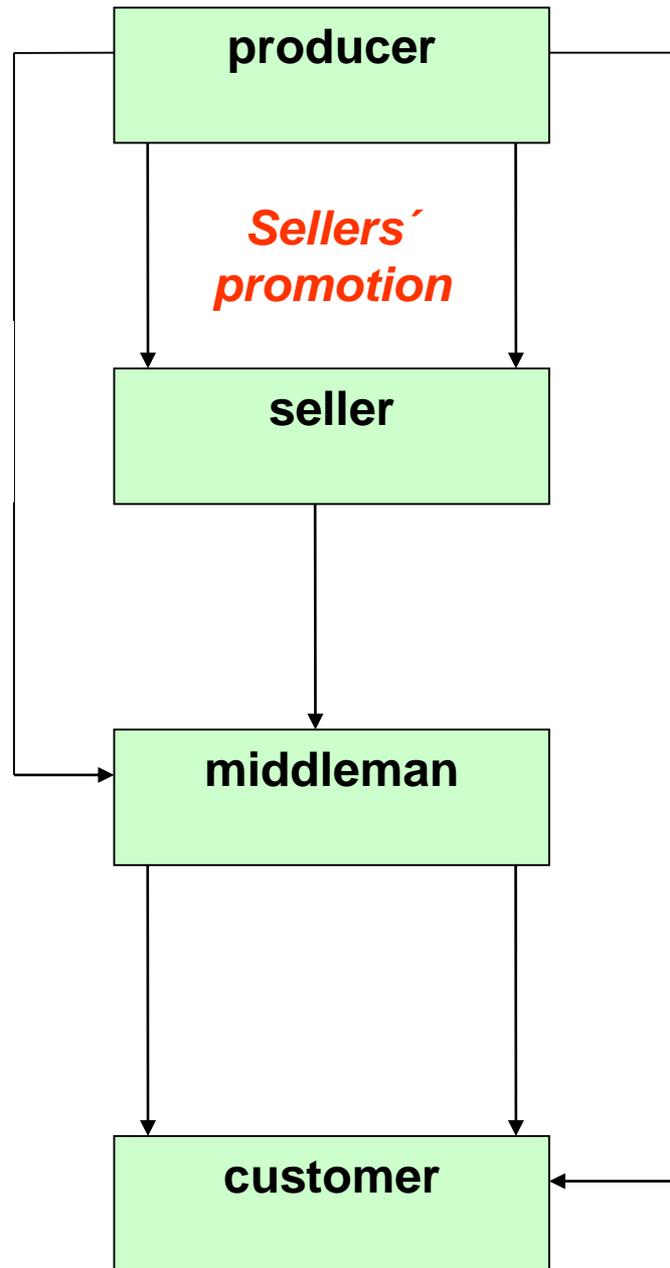


2. TARGET GROUPS AND SALES PROMOTION TECHNIQUES

- Some sales promotions are aimed at **customers**, some are aimed at **retailers**, others are aimed at **sales** (staff).



Trade promotion



Customers' promotion



SALES PROMOTION TECHNIQUES

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B2C



- **Discounts (seasonal, multibuys, banded packs, extra-fill packs)**
- **Tasting, product sampling - *inhome sampling* (sending to the households), *instore sampling* (in the place of purchase), *out-of-home sampling* (in the street, ...), *point-of-use sampling* (free sample of sauce when you buy a meat)**
- **Free gift with each purchase**
- **Money-off vouchers (couponing)**
- **Two for the price of one**
- **Loyalty programmes (clubs)**
- **Competitions, lotteries**
- **Trade fairs**
- **Events**
- **Road shows**
- **...**



SALES PROMOTION – ROAD SHOW, EVENTS



TRYVERTISING: SAMPLE LAB! „TRY BEFORE YOU BUY!“



- **2009 - 2011, project, Japan - Tokyo**
- The members can actually try out the latest – and often unreleased – products.
- In return, they have to complete surveys that help brands, designers and manufacturers to improve and fine-tune their products for the mass market.
- **Advantages???**



TRYVERTISING: GLADE + WALLMART

SCENT BY GLADE®

INTRODUCING A NEW MEDIUM THAT ENABLES ONLINE SHOPPERS TO SAMPLE FRAGRANCE



CHALLENGE

Traditional media was not enough to entice online shoppers to be curious about trying Glade's fragrances as they would while browsing and smelling through the aisles.

IDEA

We created a whole new medium that engaged online shoppers as soon as they received their online orders. Glade transformed ubiquitous packing air-pillows, that typically protect online orders, into vessels that smuggle our new scent into people's homes.

We created the first ever fragrance-filled packing pillow. That way, when people popped the pillows to recycle them, they got to sample and physically feel our new fragrance. For the first time ever, we turned boring and often ignored air pillows into a unique media platform promoting our new fragrance. These also doubled as a conversion vehicle with a seamless scan-to-purchase code. We pretty much created a new medium out of... air.

11 MILLION+ IMPRESSIONS
DURING FIRST MONTH

83% SALES LIFT
ON WALMART.COM DURING FIRST WEEK



RECEIVE ONLINE ORDER



POP



ENJOY OUR FRAGRANCE SAMPLE



SCAN CODE



TAP TO PURCHASE

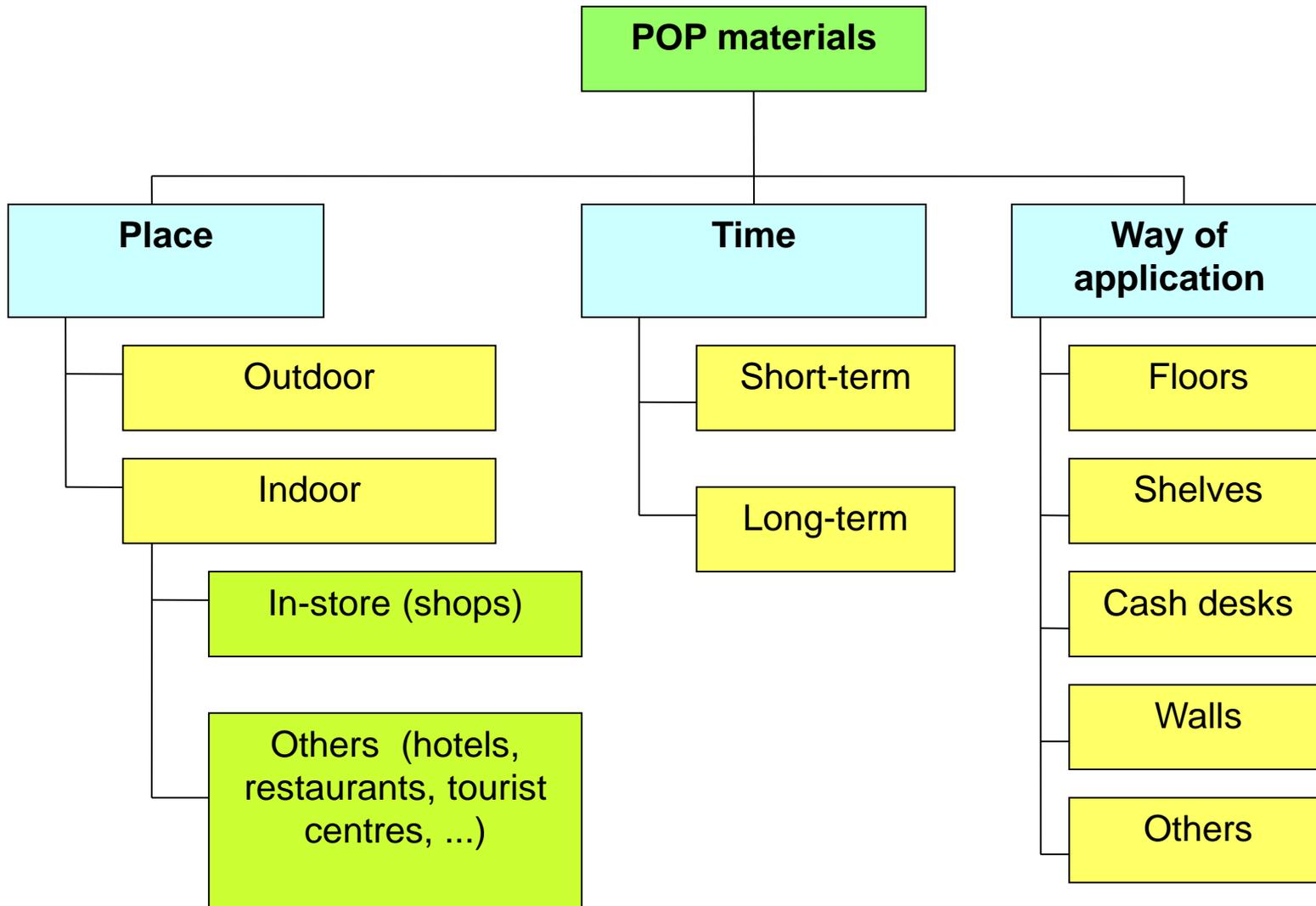


3. POP MATERIALS

- **POP** (Point of Purchase) is the set of promotional materials in the place of purchase in order to increase the sale.
- About **85 - 90 %** of all purchasing decisions take place directly in place of purchase!!!



POP MATERIALS ALTERNATIVES





Shop in shop



4. MERCHANDISING (IN-STORE COMMUNICATION)

Merchandising or „5R“:

- Right product
 - In right place
 - In right time
 - For right price
 - Supported with right presentation
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- Sensory marketing (smell, taste, touch, sense of sight, sense of hearing).



SOME RECOMMENDATIONS

- **Eye-level** ⇒ 80 cm – 2 m, at cash desks ⇒ impulsive purchase
- **Trade compatibility** (Cross promotion).
- To place goods especially **on the right**, to respect the **clock-wise rotation**.
- **The cleanliness** of goods and place of sales.
- **POP** materials implementation (clean, undamaged).
- **Not to be out of stock**.
- **The frontal orientation** of product label.



SENSORY MARKETING

- **Sensory marketing** explains how sensory aspects of products (i.e., the touch, taste, smell, sound and visual aspects) affect consumer emotions, memories, perceptions, preferences, choices and consumption of these products.
- In the short term we remember just 1% of what we touch, 2% of what we hear, 5% of what we see, 15% of what we taste and **35% of what we smell.**



EXAMPLES OF ODORS AND THEIR MARKETING IMPACT

- **Melon:** it draws nearly universal feelings of friendliness, youthfulness and happiness.



- **Vanilla:** Americans think of comfort, and the French consider it elegant and feminine. But in some Asian countries, it is felt to be sticky and syrupy.



- **Sandalwood:** Woody aromas score highest on sensuality among U.S. females. Sandalwood also evokes dark blue hues and leather.



- **Jasmine:** The scent is popular in India, where some women wear it in their hair, but U.S. consumers sometimes react negatively to a slight barnlike note in the aroma.



WHY SCENT (AROMA) MARKETING?



- **The results are in, happier customers who remember your brand and linger longer.**
- It is the art of taking a company's brand identity, marketing messages, target audience and matching these with a fragrance that amplifies these branding aspects.
- The right ambient scenting solution can subtly prompt consumers to spend more time in retail environments or can be an effective means of drawing people into your store.
- **The benefits can be seen in almost every industry, explore for yourself.**



WHY SCENT (AROMA) MARKETING?

BANKS	Improve customer experience and satisfaction through scent.
CAR SHOWROOMS	Add a sense of luxury and capture the value of your brand.
ENTERTAINMENT	Create a pleasant environment and remove unpleasant smells.
FITNESS	Sprint ahead of the competition with scent.
FOOD SALES	Stimulating the sense of smell and entice shoppers to try your food.
HOTELS	The perfect ambience, defined by scent.
MEDICAL	Refresh the environment and improve patient experience.
OFFICES	Scented offices, creating an efficient work force and reduced stress.
RETAIL STORE SCENTING	Create a unique retail store experience through scent.
TRANSPORT	Arrive at your destination relaxed, refreshed and revived.