Promotion.

Promotional Mix:
1. Advertisement: TV, Radio, outdoors, HoReCa, digital ads.
2. Sales Promotion: offers, discounts.
3. Direct Marketing: send SMS or mail.

Above the Line (ATL): Broadcast to wide range of people (Adv.)
Below the Line (BTL): Narrow cast (specific audience).
Through the Line (TTL): Direct Marketing.

Communication Strategy:
3. Profile Strategy: communicate company name as a whole not specific product or brand (case of crisis) (new company, corporate adv.

Objectives of Promotion: slide 87, 90.

DRIP or AIDA

Public Relations: slide 11, 12.

Objectives: Exhibition, media collection, slide 93, 94, 95.

Digital Marketing: website is shown in the way to appeal more to customers & find useful information about industry not focusing on what company wants. (BMW states how to safely drive)

Sales Promotion: (to add value) (short run).

Consumer Sales Promotion: slide 97, 99.

1. Buy one get one free.
2. Coupon.
3. Discount & Games.
4. Sweepstakes (go in a draw).
5. Contest (solve right then enter draw).

Trade Sales Promotion: slide 100, 101, 102.

1. Bonus.
2. Discount.
3. Allowance.
5. Free goods.

Personal Selling: face-to-face contact bet. company representative & the customer.