



“ Really Useful Promotions” E-Zine

The central role of promotions

Any marketer cannot be satisfied with just upholding the high ground of brand equity. The importance of equity is undeniable for the long term. However, strategy cannot succeed without tactical operations.

Each marketer is responsible for short-term sales and market shares. It is necessary to maintain commercial pressure on the market and perform hand-to-hand combat with competitors. This is where promotions play a central role and provide the necessary push for that much sought after market edge.

On the Risks of “Cloning” Promotions

One of the most expensive habits about promotions is to work with the following assumptions:

- 1) What worked in the past will work in the future
- 2) What worked for one brand in the category will work for the other
- 3) What worked in one place will work in another

All too often such assumptions lead to “clone” previous promotions and fail to guarantee success. To secure an optimal outcome, promotions must be tailored to the specific mindset of the most promising segment for the brand, its really useful consumer.

“Really Useful Promotions” - A Case Study*

In the previous e-zine we provided a way to describe the mindsets of various target groups through assessing their Priorities In Life. We quoted a particular segment characterized by the following priorities in life:

- “**Conviviality**” as opposed to “**raw individualism**”
- “**Cultural heritage**” as opposed to “**breakaway change**”
- “**Simple natural life**” as opposed to “**sophistication**”
- “**Easy going**” as opposed to “**tough minded**”
- “**Self-progress**” with a sense of long-term and personal evolution as opposed to “**here and now**” immediate and material benefit

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E-Zine Quote

“Cloning” promotions fails to guarantee success

Successful Promotions

Below are guidelines that illustrate how promotions may be tailored to fit this segment's priorities in life:

Promotion technique	What to do	What to avoid
<p>1. Gift: <i>Goal: higher visibility, builds emotional bond and contributes to positioning.</i></p>	<p><i>Make it something that can be shared, or that brings joy to family and friends together. Leverage convivial pleasures.</i></p>	<p><i>Avoid a link to status which can be seen as distant and not sociable. Avoid what only serves "raw individualism".</i></p>
<p>2. Tie-in promotions: <i>Goal: stimulate first purchase and repurchase and convey positioning by choice of tie-in partner.</i></p>	<p><i>Connect the brand to other products which refer to cultural heritage or evoke nostalgia.</i></p>	<p><i>Avoid alliances with products and brands that are "by chance"; or simply opportunistic, or not meaningful.</i></p>
<p>3. Product demo by consultant <i>Goal: trigger first purchase and secure repurchase. When the setting and style are right, it is an efficient marketing tool.</i></p>	<p><i>Highlight a relaxed, natural style and environment. Use promoters with simple manners and no-nonsense talk.</i></p>	<p><i>Stay away from "Hyper" environments. Promoters who are superficial, rushed, or apathetic. Avoid making a "hard sell".</i></p>
<p>4. Discounts <i>Goal: gain immediate sales based on a better deal.</i></p>	<p><i>Preferably present straightforward and instant price cuts to fit into the easy going mindset.</i></p>	<p><i>Move away from complex schemes and volume-based promotions; not to "impose" effort or quantity on the consumer.</i></p>
<p>5. Trial offer <i>Goal: stimulate trial to attract non-buyers. Works well when associated with usage recommendations and product information.</i></p>	<p><i>Ensure a trial that is perceived to be serious and not look like a teaser. Show information on why the brand is relevant to people's lives.</i></p>	<p><i>Divert from a trial offer that looks like it is "dumping". Do not make it look like commercial "hype", glitter, or anything that seems like a short-term campaign.</i></p>



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