* Price
  + Once a consumer perceive that product value warrants the price then sales occur
    - E.g. Recession -> Unsold new cars (low demand) -> rebates -> sales rose
* Place
  + Direct Marketing (or Direct Distribution)
    - Network
    - E.g. Avon, Amway Global, etc
  + Indirect
    - 3 Types
      * Intensive Distribution
        + Consumer goods you can buy anywhere, little effort
        + E.g. Coca-Cola
      * Selective Distribution
        + Tie-ups between selective retail stores.
        + It helps cut costs
        + E.g. Craftsman, you can buy it only at few stores
      * Exclusive Distribution
        + Even more selective, exclusive to a certain segment
        + E.g. Rolex
* Promotion
  + Marketing Communication Types
    - Direct Marketing
      * Emails, telemarketing, etc
    - Personal Selling
    - Public Relations
    - Sales Promotion
      * When you try and promote the product
      * Think of Saatchi & Saatchi
    - Advertising

Chapter 7

Research: Gathering Information for Advertising Planning

* Two types of research
  + Marketing & Advertising Research
    - Marketing Research
      * What is it?
        + Systematic procedure for gathering, recording, and analyzing information
      * Why is it important?
        + Helps to identify consumer needs and market segments
        + Provides information which helps develop new products and marketing strategies
        + Managers are able to assess the effectiveness of their campaigns and promotional activities
    - Advertising Research
      * What is it?
        + Systematic gathering and analysis of information to help develop or evaluate advertising strategies, ads, and campaign
      * Look for the diagram that’s red, purple/blue, light blue, and yellow/green that has timing, research problem, techniques and advertising strategy research, creative concept research, pretesting, and posttesting
      * Advertising Strategy Research
        + Product Concept

Utilitarian and symbolic benefits to the consumer

Understand how consumers perceive and connect with the brand

Holiday Inn Express

Value-for-money & smart choice [empowerment]

* + - * + Target Audience Selection

Primary users of the product category

**Dominance Concept**

Dominant market most important to product sales

Focus on top 3 markets based on sales

Holiday Inn Express

Independent-minded business men who worked in small companies or owned their own business

Heavy using users, 3-5 times a week

* + - * + Media Selection

Selecting media vehicles. E.g. ACNielsen and Arbitron

Holiday Inn Express

Watched news, weather, and sports. Research also showed that they made plans early -> ads ran on Sunday and Monday nights

* + - * + Message Element Selection

Promising ad messages that resonate with consumers

Example

Kraft singles wanted to prevent parents from choosing cheaper brands

Research -> Mothers -> Nutritional Value

Message elements: Price and nutritional value