

Afkortingen marketing

POS: point of sale
POP: point of purchase

PR: public relations
CIM: Centrum voor informatie over de media

OTS: opportunity to see
OTH: opportunity to hear

GRP: gross rating point

TOMA: top of mind awareness
SBA: spontaneous brand awareness
ABA: aided brand awareness

SOV: share of voice
PLC: product life cycle
OOH: out of home

USP: unique selling proposition
ESP: emotional selling proposition

TOV: tone of voice

TGM: target group monitor
CDJ: consumer decision journey
ES: establishment survey

RE: reading ease
DAR: day after recall

JEP: jury voor Ethische Praktijken
IKK: internationale kamer van koophandel
BAM: Belgian association of marketing