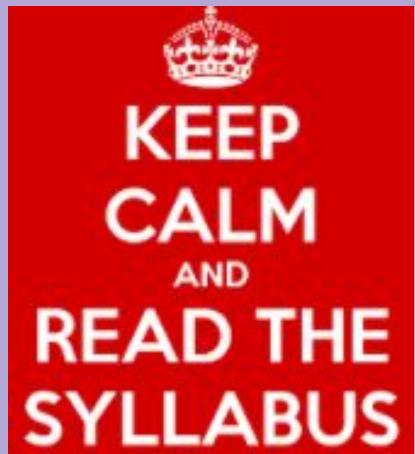


THE 4 P'S OF MARKETING

LEARNING INTENTION:

We are able to **plan** suitable strategies for the marketing of a specific food product



SYLLABUS DOT POINT:

- Product planning
- Price structure
- Place and distribution system
- Promotional program (4 P's)

PRE-TEST

PRICE STRUCTURE

MATCH UP

ACTIVITY

The price is set very high at the introduction phase to capitalise on high levels of demand and popularity. The price is then reduced with declining demand.



PRICE SKIMMING



PRICE PENETRATION



MARKETING PLANS





MARKETING PLANS

4 X P'S

- PRODUCT PLANNING
- PRICE STRUCTURE
- PLACE AND DISTRIBUTION
SYSTEM
- PROMOTIONAL PROGRAM

PRODUCT

TASTE

TEXTURE

SHAPE

LOCATION



SIZE

PACKAGING



PRODUCT PLANNING

PRODUCT PLANNING

Contributes to overall brand identity which creates the Unique Selling Point (USP).

UNIQUE SELLING POINT =

A FEATURE WHICH MAKES YOUR PRODUCT OR BUSINESS DIFFERENT FROM OTHER PRODUCTS OR BUSINESSES

BRAINSTORMING IDEAS



IDENTIFYING THE TARGET MARKET

E.g. Children and Adolescents.



RESEARCHING THE TARGET MARKET



CREATING AND TESTING THE PRODUCT



INTRODUCING THE PRODUCT TO THE MARKET



There are 3 main aspects regarding the physicality of the product that need to be taken into consideration when product planning. These include:

- **Location**
- **Packaging**
- **Physical Product**

These three points impact each other immensely.

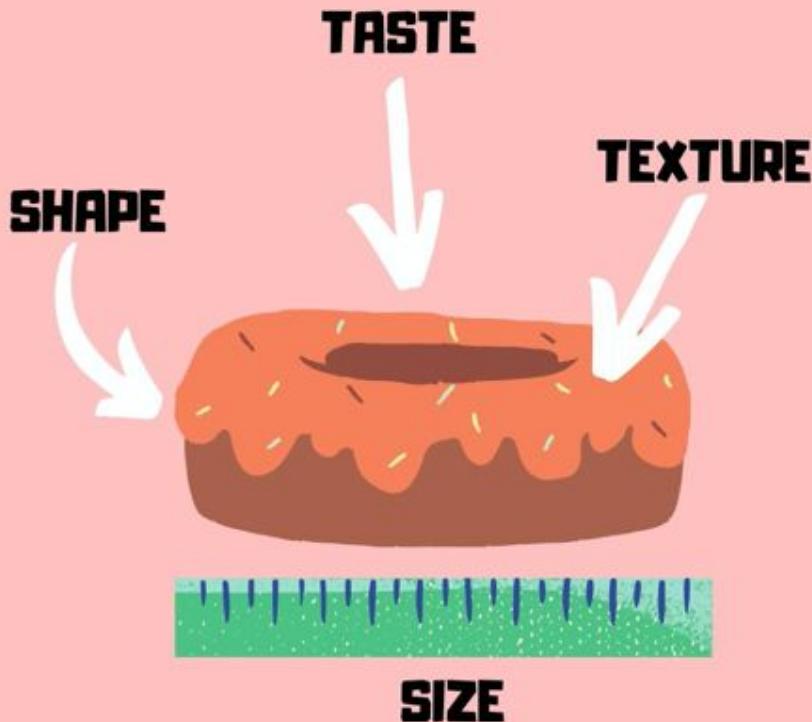


LOCATION

The location of the product can impact the product's physicality, packaging and ingredients. For example a product stored in the cold section of a supermarket usually contains ingredients that spoil in higher temperatures.

This product may also be more expensive to distribute as it will require constant refrigeration during the delivery process. It will also require packaging that is durable in cold temperatures.





PHYSICAL PRODUCT

The physical product must meet the basic needs of the consumer (hunger or thirst).

Physical qualities such as size, shape, taste, texture and the overall quality of the food are taken into consideration during the product planning process.

PACKAGING

The packaging is impacted by the physicality of the product. For example a larger product will require large packaging, smaller products like 'Messy Monkey's Whole Grain Bites' require smaller packaging.

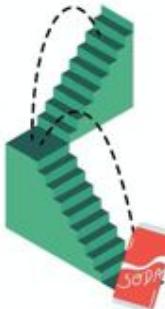
The design of packaging can be a key factor when marketing a product to consumers. It contributes to the product's visual value, for example a poorly designed package will degrade the products aesthetic and therefore price value.

Companies also need to be adaptable when designing the packaging for their product. For example sustainability is an increasing concern of modern day consumers, so a company may opt to use recyclable or biodegradable packaging to appeal to them.



Freedom Foods. (2020, April 30).
Messy monkeys cheese flavoured whole grain bites.
<https://freedomfoods.com.au/product/messy-monkeys/>

PRODUCT LIFE CYCLE



DECLINE

- Rapidly declining profits
- Company will reassess marketing strategies, production expenses, products and potential product improvements.



INTRODUCTION

- Most expensive stage
- Large production costs
- Low Profits/Sales



GROWTH

- Large increase in profits/sales
- Increase in production & distribution
- Consumer acceptance - loyal consumer base formed



MATURITY

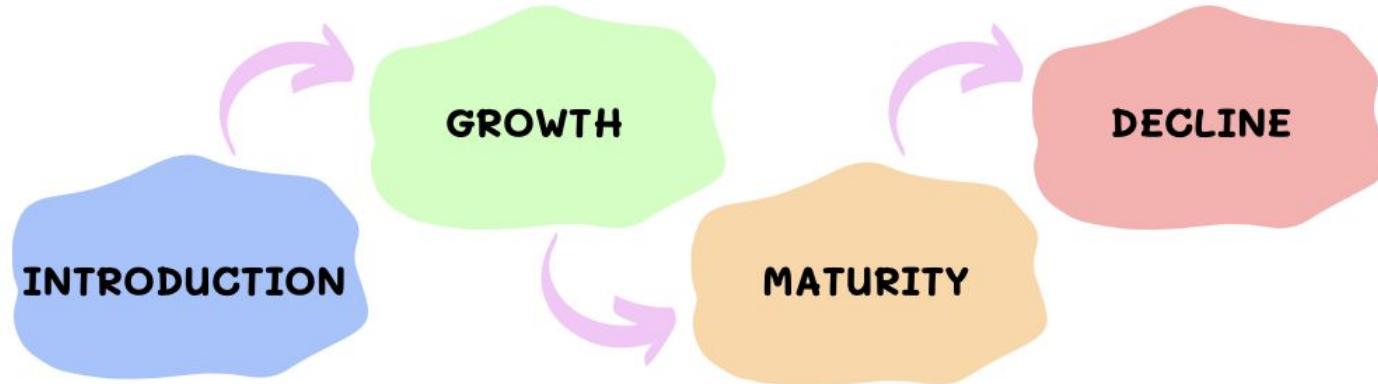
- Profits reach a flat high
- Market saturation (when sales can't be improved)
- Focus on new target consumers, new products and product improvements



These intangible benefits contribute to the customer's overall perception of the product. This is described as product positioning. If a product is seen to be of high quality and have high value, it is positioned by the brand as a premium product. Properly positioning the product can better attract the target market, better distinguish the product from its competitors and can also guide the messaging that is used to promote the product.

Product planning also involves understanding the product's lifecycle. All products go through the four stages of the product life cycle:

- **Introduction:** the product is launched and sales and profits grow slowly while the market becomes aware of the product.
- **Growth:** sales and profits grow rapidly as the market begins to accept the new product.
- **Maturity:** sales and profits stabilise, prompting companies to rely on promotional programs to maintain sales and profits.
- **Decline:** sales and profits fall dramatically, prompting a company to either rely on aggressive promotional programs to recover the product or exit the market.



Investigate

Plan, inquire into
and draw
conclusions about.

a supermarket ice cream
that fits in each product
positioning category

ICE-CREAM

INVESTIGATION

ACTIVITY

Product positioning	Ice cream	Investigate Plan, inquire into and draw conclusions about.
Low price.		
High-status brand/premium.		
Health conscious.		

Allergy friendly.

Organic.

Trusted/reliable.

BRINGING A FOOD PRODUCT TO MARKET

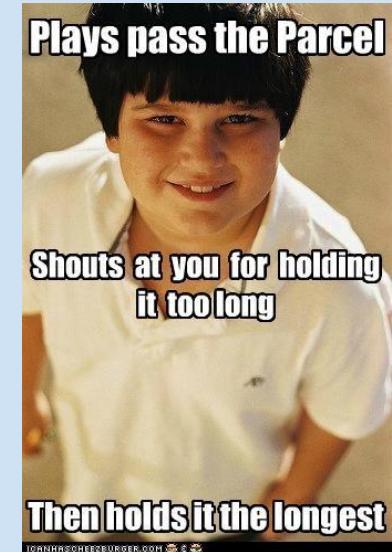


Investigate

Plan, inquire into
and draw
conclusions about.

Suggest a
product for the
Market
Segment if you
land on one!

PASS THE PARCEL ACTIVITY



PRICE STRUCTURE

FACTORS

- Consumer Demand
- Product Costs/Profitability
- Competitors
- Promotion
- Forecast Volume
- Flexibility



TYPES

- Geographical Pricing
- Bundle Pricing
- Premium Pricing
- Penetration Pricing
- Captive Pricing
- Optional Pricing
- Competitive Pricing



TOO CHEAP



PRICE STRUCTURE

PRICE STRUCTURE

The price structure adds a value to the product. A consumer will pay more for a product if they see value in it.

Things to think about with pricing:

- **Consumer Demand**
- **Product Costs/Profitability**
- **Competitors**
- **Promotion**
- **Forecast Volume**
- **Flexibility**





CONSUMER DEMAND

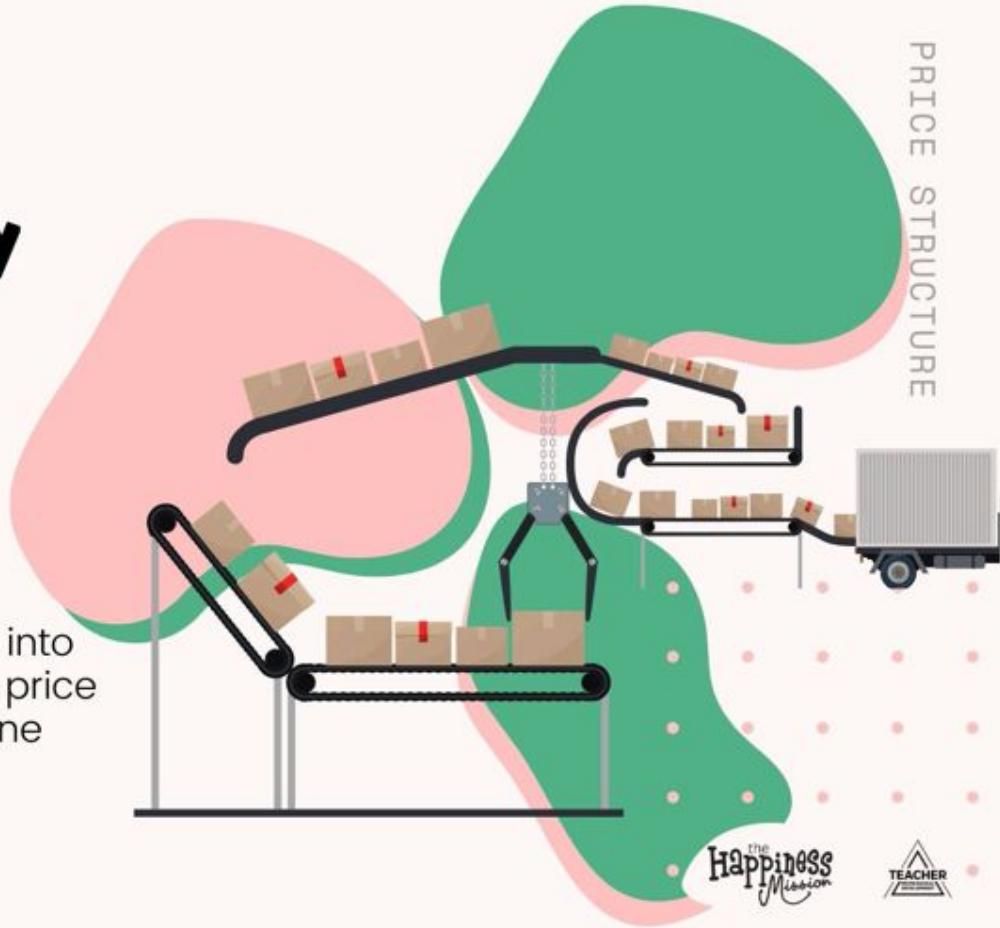
The consumer demand is determined by how much the consumer is willing to pay for the product. If the products price is too high the consumer will not purchase the product and the demand will be low. Companies may adjust the products price to increase demand.

PRODUCT COSTS AND PROFITABILITY

The product costs include:

- **Production**
- **Ingredients**
- **Packaging**
- **Distribution**

The company will take these costs into consideration when determining a price for the product, as this will determine the profit margin.





PROMOTION

A company may introduce various promotions throughout their product's lifestyle. For example they may introduce the product at a low cost to encourage consumers to 'try' the product and therefore begin a loyal consumer base (this is called penetration pricing).

FORECAST VOLUME

The company will predict the sales and therefore profits of the product both short-term and long-term.

After the product is introduced to the market, the cost of overall production usually decreases as profits rise. This forecast is constantly reassessed as the products life-cycle goes on.



FLEXIBILITY

The company will constantly reassess the price of the product, taking into consideration profits and sales.

Increasing the price of a product can affect the consumer's perspective of the product and create a lack of consumers. As a result any price changes are major decisions.



PRICING STRATEGIES

Pricing strategies are used to determine a pricing structure in order to make a large profit margin. Pricing is usually based on the break even point and these following factors:

- **Geographical Pricing**
- **Bundle Pricing**
- **Premium Pricing**
- **Penetration Pricing**
- **Captive Pricing**
- **Optional Pricing**
- **Competitive Pricing**



GEOGRAPHICAL PRICING

Pricing can be affected by geographical location. This can vary from country to country, or regionally due to different dollar values, distribution costs and availability. For example, it may cost more for seafood if you live miles from the coast.



BUNDLE PRICING

Bundle pricing is a method which companies use to sell more products for less. A company might bundle a product with another and sell them at a reduced price. This encourages the consumer to buy other products with the products they would usually purchase.

PREMIUM PRICING

Pricing contributes to the consumers perception of the product. For example a high cost product says to a consumer that the product is of higher quality than its competitors. Premium pricing may be used to establish a products superior quality and usually occurs when there are minimal competitors.



K&CO Brands Pty Ltd. (2018, August 22). Macarons. Toscano Authentic. <https://toscanodocument.com.au/products/macarons/>

PENETRATION PRICING

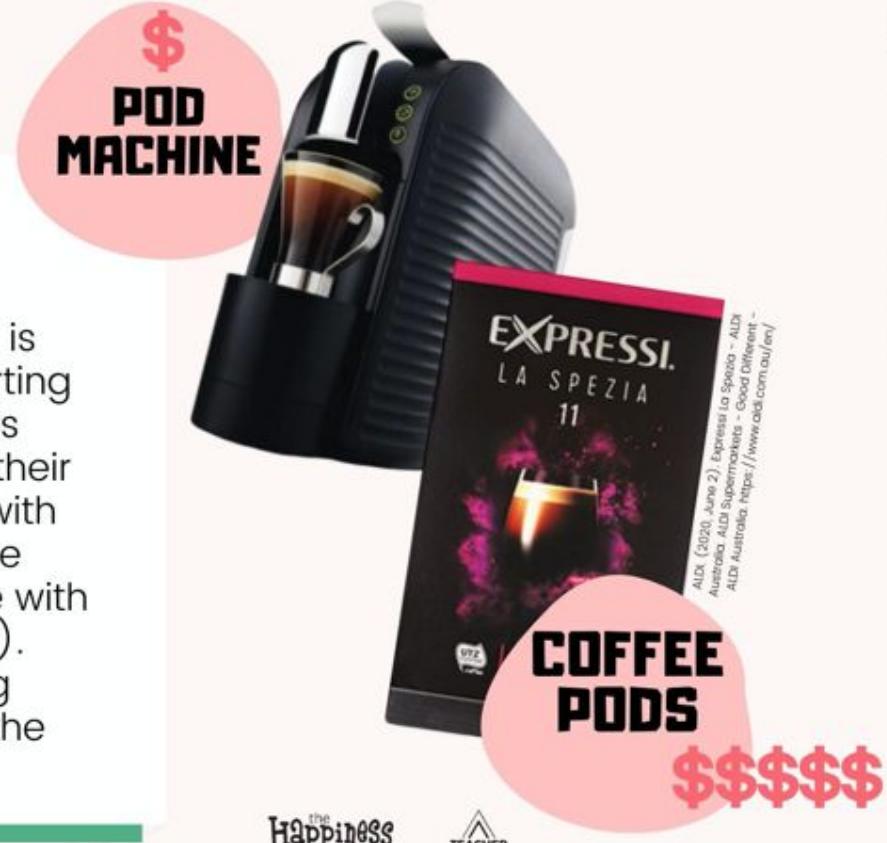
This is usually used in the introductory stage of the products lifestyle. It is a reduced price to introduce the product into the market. It usually makes the product less expensive than its competitors, which encourages consumers to purchase it. The price is then increased shortly after introduction.



-
-
-
-
-

CAPTIVE PRICING

Captive pricing is when a low price is offered on a product but its supporting products are expensive. Companies usually create the product so only their supporting product is compatible with the product. For example Aldi coffee pod machines are only compatible with the Aldi coffee pod brand (Expressi). This locks the consumer into buying their pods and allows them to sell the pod machines at a lower price.





OPTIONAL EXTRAS

Optional extras are offered to encourage consumers to buy the product. They are usually offered free of charge or at a lesser price than they are usually priced. For example prizes inside cereal boxes encourage kids to collect them. McDonald's offers free Coca Cola glasses with meals during promotional periods to encourage consumers to buy their products.

Free Coke Cup
With any **Big Mac®**, **Grand Big Mac®** or **Double Big Mac®** meal

Coca-Cola

A photograph of a Big Mac meal consisting of two beef patties, cheese, lettuce, pickles, onions, and special sauce, served with a side of fries and a red Coca-Cola cup.

McDonalds. (2020, February 22). DEAL: McDonald's - Free aluminium Coke cup with big Mac meal (starts 8 January 2020). frugal feeds. <https://www.frugaleats.com.au/2020/deal-mcdonalds-free-aluminium-coke-cup/>



PRICE STRUCTURE

McCain food service. (2020, June 2). Superfries
shoestring chips 900g. Frozen food vegetables, chips,
pizza, fruit, desserts | McCain. <https://mccain.com.au/>

COMPETITIVE PRICING (STATUS QUO PRICING)

Competitive pricing is a pricing structure that competes directly with a competitor's pricing. This ignites a consideration from the consumer. The consumer may be inclined to try out the new product rather than buy what they usually buy.

Competitive Price
\$3



\$2



\$4



Woolworths. (2020, June 2). Woolworths Straight Cut Chips. Woolworths Supermarket - Buy Groceries Online. <https://www.woolworths.com.au/>

Simplot Australia Pty ltd. (2020, June 2). Golden Crunch Chips: Golden Crunch Chips and Wedges. <https://birdseye.com.au/>



PRODUCT LINE PRICING

Product line pricing is when a company who owns multiple products on the same line, differentiates the price of their products to create perceived levels of higher quality. For example Woolworths has many brands on its production line including 'Woolworths Home-Brand' and 'Macro Foods'. 'Woolworths Home-Brand' is perceived as lower quality, the 'Macro Foods' is perceived as an organic nutritious product.



Woolworths supermarket. (2020 June 2).
Woolworths Supermarket - Buy Groceries
Online. <https://www.woolworths.com.au/shop/productdetails/215462/macro-organic-plain-flour>



Woolworths supermarket. (2020 June 2).
Woolworths Supermarket - Buy Groceries
Online. <https://www.woolworths.com.au/shop/productdetails/33282/essentials-plain-flour>





PSYCHOLOGICAL PRICING

Psychological pricing evokes an impulse within the consumer. This is a tactic commonly used within modern day pricing of products. It works on the illusion of a slightly lower price. For example a product priced at \$1.97 is very close to the \$2.00 mark but the '\$1' makes the price seem lower to the consumer.

PRICE STRUCTURE

VALUE PRICING

Value pricing is lower pricing for products which is usually caused by uncontrollable factors. These factors include competition or economic decline. For example Smiths 'Party Size' offer more product at a lower cost due to a high level of competitors.



Smith's crinkle chips party size 380g - Original (2018, June 8) Bus W chips://www.bigw.com.au/productsmith-s-crinkle-chips-party-size-380g-original/p/5e665/

PRICE SKIMMING

Price skimming exists when a new rare product arises and the company has an advantage as there are minimal competitors.

The company is able to price the product at a high price due to its rare nature.

This is usually temporary as new competitors and me-too products will rise.



PRICE STRUCTURE

- It is generally assumed that the lower the price is, the higher the demand will be.
- The market share the company wishes to gain is important. To encourage more people to buy the product, the price must be lower than the competition's price.
- A company's policies may restrict prices. A company with a prestige image may not wish to have its product discounted because this could hurt the brand's association with luxury.
- The anticipated reactions of competitors are important. A food producer will be reluctant to raise prices higher than a competitor's unless it is believed that the competitor will also raise its price.

PRICE STRUCTURE

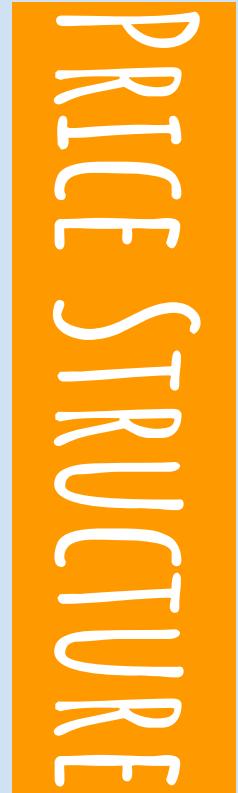
It is important to note that businesses rarely, if ever, see price as the sole reason for the success of their product. This is because companies are not only concerned with immediate income. Most have, or should have, long-term goals in their marketing and pricing strategies.

All products have a basic list price or suggested selling price based on the break-even point. The profit margin ranges between 5 per cent and 20 per cent of fixed costs (materials, labour, packaging, utilities, depreciation of machinery, rent and rates, and maintenance costs), depending on the pricing strategy used.



It is normal for a food producer to charge less than the list price for their products if:

- the purchase is large. Some large stores can buy in large enough quantities that the manufacturer will produce a product just for them.
- payment is made in cash within thirty or sixty days
- orders are placed out of season — for example, winter orders for soft drinks are discounted
- the customer is a wholesaler or franchiser who then on sells the product.



Penetration pricing means the product price is below that of competitors for long enough to obtain a foothold in the market. This pricing tactic is used when a company enters a new market segment for the first time, when a me-too product is being launched, or when it is hoped the product will be around for a long time. Another pricing tactic is price skimming, where a product or service is sold at a relatively high price at first, and then the price falls over time. It is used when the product is:

- new-to-the-world or a line extension that has no other competition
- the only one on the market and without a substitute. You may be aware that the profits at a cinema come from candy bar sales rather than the cost of the tickets. Another example is a drink on a hot summer day, when it has more value and therefore attracts a higher price.
- ‘positioned’ as an exclusive, high-status brand. Consumers assume that a high price means high quality.
- not expected to have a long life cycle. The third pricing strategy is competitive pricing or statusquo pricing, whereby the price is set to match that of the

FOOD PRODUCT COST



Investigate

**Plan, inquire into
and draw
conclusions about.**

**Identify target
markets for
well-known
products and
identify their
competitors**

ANALYSE THE FOOD ITEM ACTIVITY



PLACE AND DISTRIBUTION SYSTEM



PLACE AND DISTRIBUTION SYSTEM

PLACE

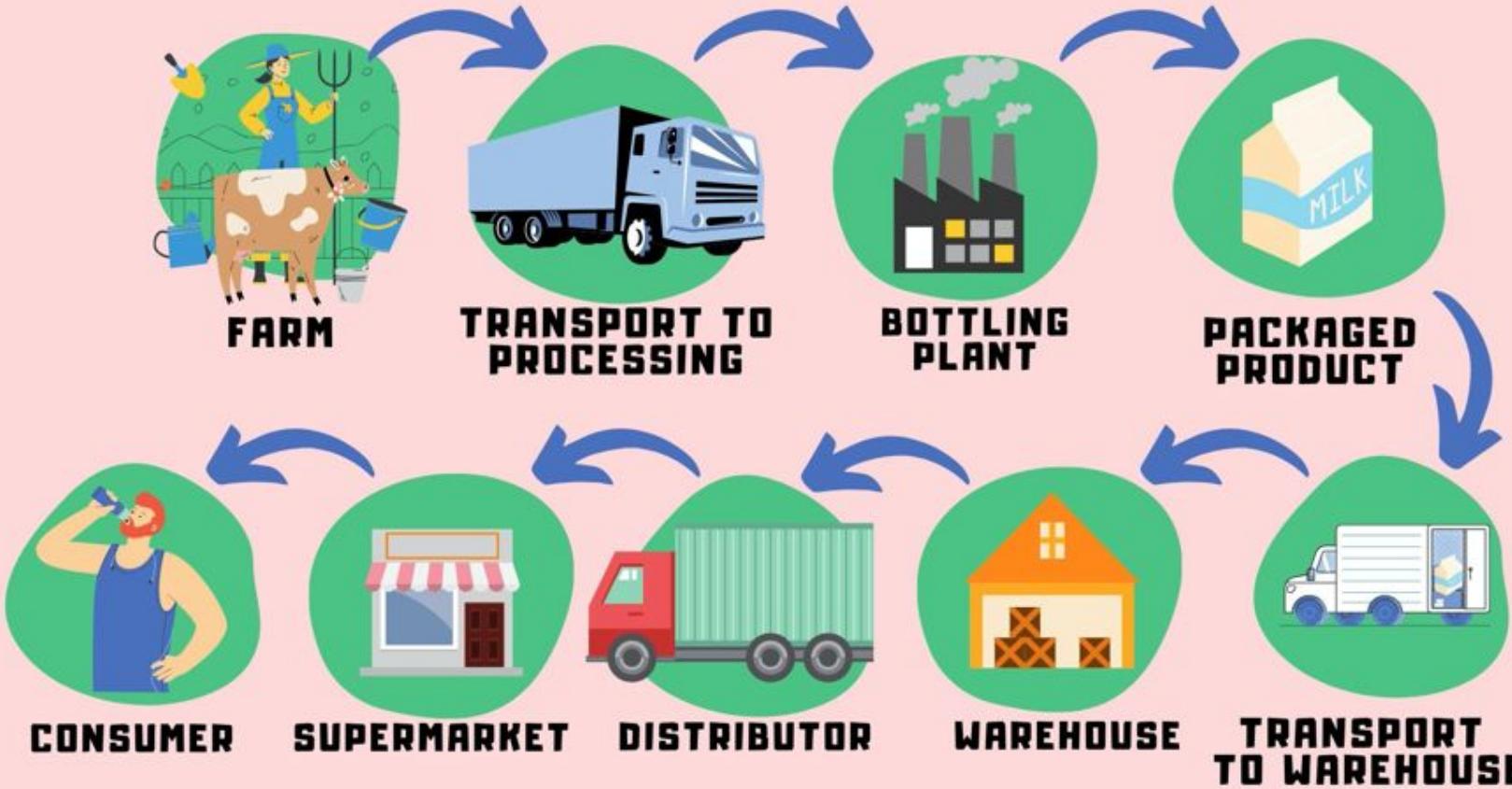
is the geographical location in which the product will be sold.



DISTRIBUTION

is the process of moving the product from the place of production to the point of sale location.

PLACE AND DISTRIBUTION SYSTEM





(2020 June 3). Hunter Valley Chocolate Company. Hunter Valley Wine Country, NSW, Australia. <https://www.hvchocolate.com.au/>

Exclusive Distribution

An exclusive distribution is when a product is only distributed with a single distributor. It is usually a unique product or a product of higher quality. For example local chocolate and candy stores which make and sell their products onsite like Hunter Valley Chocolate Company (pictured).



Intensive Distribution

An intensive distribution is when a product is intensely accessible. For example Cadbury chocolate is available in vending machines at train stations, service stations, supermarkets and some department stores.



Vending machine franchise in Australia | SVA vending. (2020, May 14). SVA. <https://www.svavending.com.au/vending-opportunities/business-and-franchise-opportunities/>



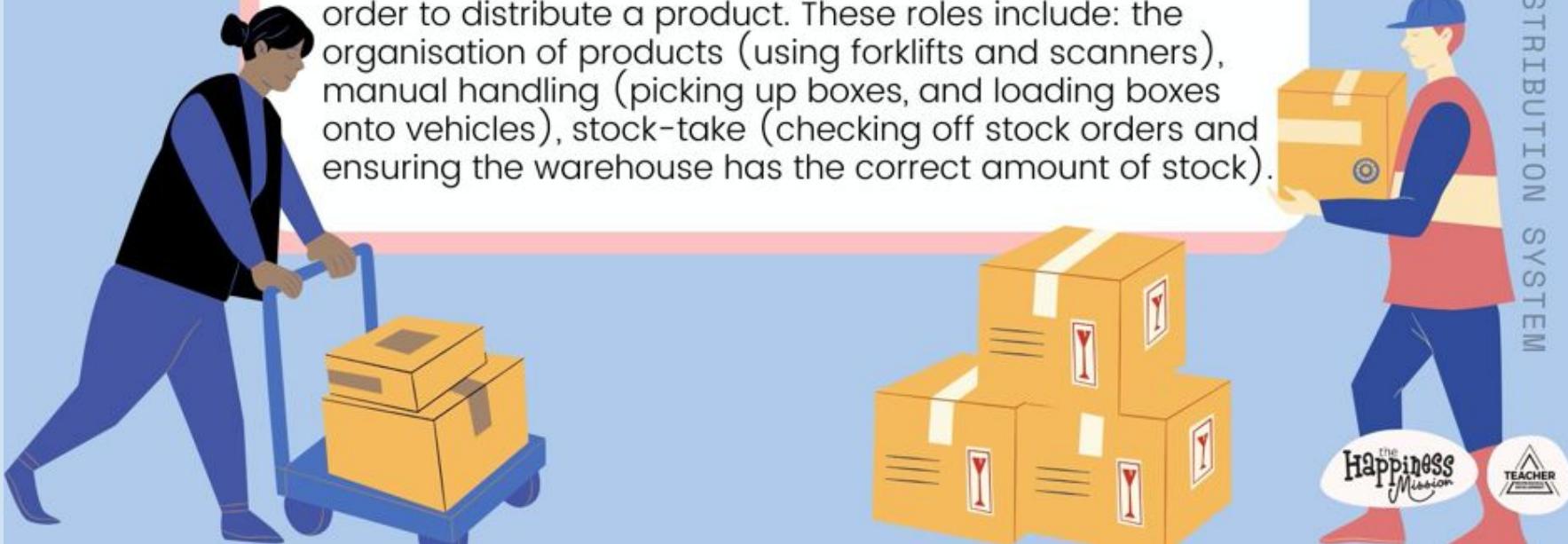
Selective Distribution

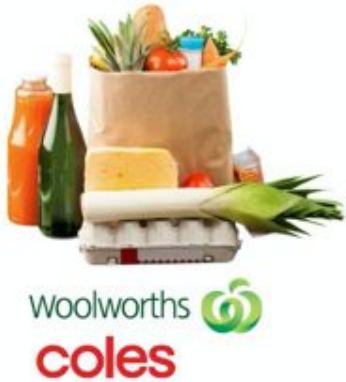
A selective distribution is when a company agrees to only have its product available at certain stores. For example 'Only at Coles' Caticorn Fruit Loops.

Coles Online. (2020, June 6). Caticorn Froot Loops.
Coles. <https://shop.coles.com.au/a/alexander-heights/product/kelloggs-cereal-froot-loops-8492068p>

A warehouse is a place where the product is stored before being dispatched and distributed. Products need to be stored in an accessible manner and distributed accordingly to orders.

Physical distribution is the physical work conducted in order to distribute a product. These roles include: the organisation of products (using forklifts and scanners), manual handling (picking up boxes, and loading boxes onto vehicles), stock-take (checking off stock orders and ensuring the warehouse has the correct amount of stock).





Supermarkets

Large stores with a wide variety of basic needs products. For example Woolworths or Coles.



Department Stores

Large stores with a wide variety of goods. For example Kmart or Big W.

Discount Stores

Offer a wide variety of discount products. For example \$2 Dollar Stores.



Direct Sales

Sales that are made directly from the manufacturer. For example Lolly Shops & Coffee Beans.



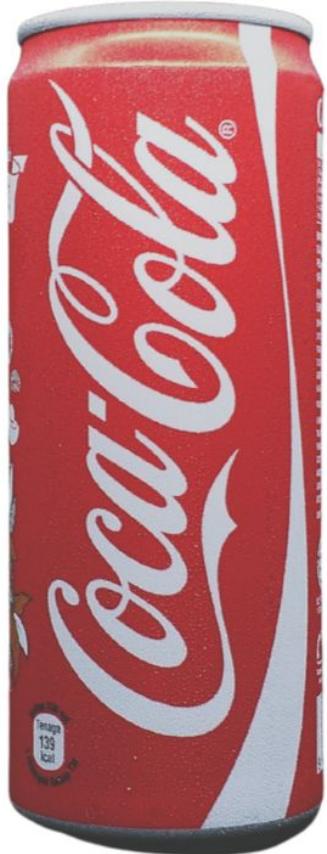
Classify

Arrange or include in
classes/categories.

Arrange the food
products below into the
three strategies used
for their distribution.

ARRANGE IN
DISTRIBUTION

STRATEGY
ACTIVITY



There are three main distribution strategies that can be used to determine where a new food product is sold and how much of the market it covers. These are:

- Intensive distribution: where the product is sold in as many retailers as possible, e.g., supermarkets, service stations, convenience stores, department stores etc.
- Selective distribution: where the product is sold widely but not in all retailers, e.g., in supermarkets and convenience stores only.
- Exclusive distribution: where the product is only sold in one or a few retailers, e.g., a boutique butcher or confectionery store.



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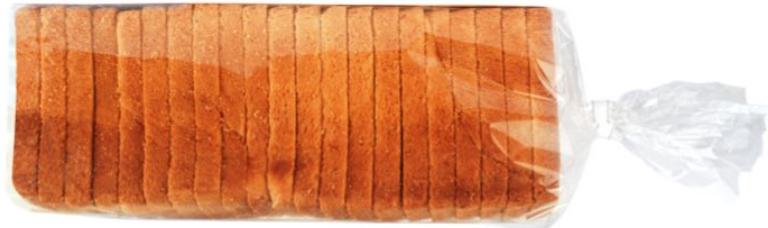
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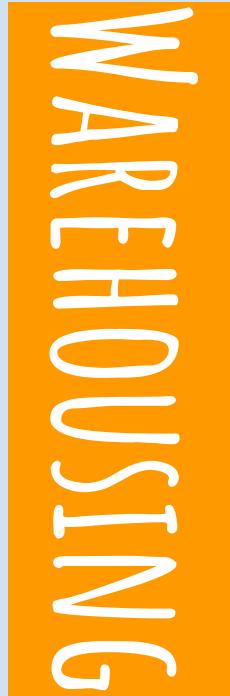


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1. *Warehousing*. The correct storage of goods means the consumer receives the product in the best and safest possible condition (see chapter 3, pages 49–52, for a discussion of types of storage). Depending on the location of customers, warehouses can be located at one central place or in different parts of the State and/or country. To give you an idea of the size of these warehouses, one Woolworths fresh-food distribution centre located in NSW has a loading area the size of three football fields, processing 25 000 boxes of fresh fruit and vegetables each day. The 80 staff who work there dress for winter all year round as the temperature inside never rises above 14 °C.



2. *Materials handling* . This refers to the forklifts, conveyor belts and other methods that move the cartons of product from the storage area to pallets ready for shipping.

3. *Inventory control*. This is essential because it ensures the quality of the product and quick filling of orders. Holding too much stock is expensive, not only because the product takes up space in the warehouse, but also because the chances of theft, fire and water damage increase while the product is held longer before shipment.

One recent development concerning checking the quality of food is the practice of taking digital photos of rejected produce which can be emailed to growers within hours.

MATERIALS HANDLING

INVENTORY CONTROL

4. *Order processing.* This involves the handling and filling of orders, processing of accounts and collection of credit payments. Portable data, entered by retailers, identifies when stock is low and automatically re-orders the product. In other words, order processing makes sure the customer receives what they order, when they want it.

5. *Transportation.* The type of transportation used — air, water, rail or road — depends on the type of product, the urgency of the delivery, the distances to be covered, and the nature of the product.

ORDER
PROCESSING

TRANSPORTATION

ANIMATED COCA COLA

ADVERTISEMENTS



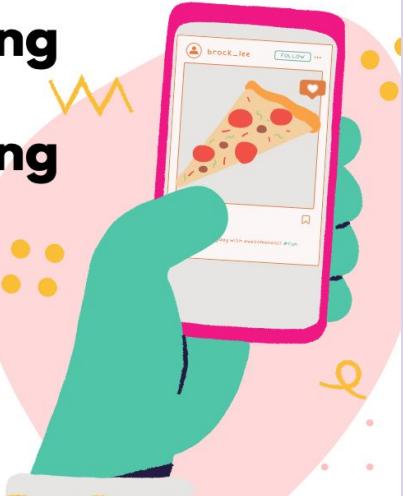
CulturePub.fr

THE HIDDEN WAR OVER GROCERY SHELF



PROMOTIONAL PROGRAM

- Advertising
- Public Relations
- Personal Selling
- Direct Marketing
- Digital Marketing



PROMOTIONAL PROGRAM

Promotion

Promotion brings the product to the attention of the consumer. The aim of promotion is to inspire new consumers to buy the product. This may in turn create a loyal customer base and convert the consumers brand preference through information and persuasion.

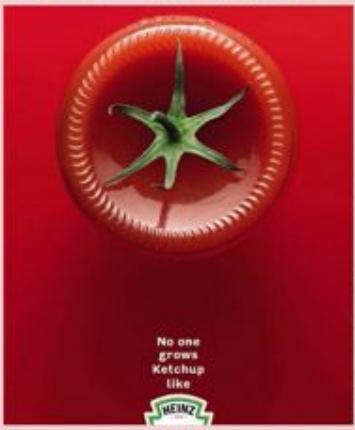
Promotion is not just advertising, other factors can contribute. These include trade shows (e.g. food expos), free samples and public relations. For example Jason Momoa promotes Mananalu sustainable aluminium water cans through public relations using social media and TV interviews.



Pure water. (2019, September 8).
Mananalu. <https://www.mananalu.com/products/pure-water>

ADVERTISING

Advertising attracts the consumers attention to the product. The advertisement needs to be unique and memorable in order to be effective. It creates the illusion that the consumers quality of life will be improved if they purchase the product. For example Heinz 'Grown Your Own' campaign, which encouraged kids to grow their own tomatoes. This helped to remind consumers that Heinz Ketchup also contains tomatoes of its own and implied a nutritious perception upon the sauce brand.



Wirekog (2019, June 5.) Ed Sheeran comes with his own ketchup Edchip. Wirekog | Information from around the world: USA News | USA | California News | World Press | <https://www.wirekog.com/ed-sheeran-comes-with-his-own-ketchup-edchip/>



You hass
to be kidding.



Aldi 'Good Different' Campaign

ALDI. (2020, June 3). ALDI Australia: ALDI Supermarkets - Good Different - ALDI Australia. <https://www.aldi.com.au/en/about-aldi/good-different/>

Advertising is an ever-growing industry, especially with the rise of technology. Social media has become a main advertisement gateway with the average person exposed to 5000+ ads per day.

We now see 5,000 ads a day ... And it's getting worse. (2019, February 19). LinkedIn. <https://www.linkedin.com/pulse/have-we-reached-peak-ad-social-media-ryan-holmes/>



Vegemite 'Tastes like Australia Campaign'.

Vegemite launches first new push in 6-Years with 'Tastes like Australia' ad blitz - FAB news. (2018, August 1). FAB News. <https://fabnews.live/vegemite/>



Tabasco 'Beware the heat. Little Bottle. Big Flavor.' Campaign

Tabasco ad. (2015, October 9). hammer wang. <https://tabasco-ad/>



Spring Valley 'Where Spring Comes From' Campaign - Schweppes Australia

Spring Valley. (2020, June 3). Spring Valley Asahi Beverages. <https://asahi.com.au/>

Spring Valley where spring comes from. (2015, January 8). The Inspiration Room. <https://theinspirationroom.com/daily/2010/spring-eve/> The inspiration room. <https://theinspirationroom.com/>

PROMOTIONAL PROGRAM



Barilla Print advertisement
created by Y&R, Italy for Barilla.

Happyl New Year. (2010, December 21). Ads of the World™ | Part of The Clio Network. https://www.adsoftheworld.com/media/print/barilla_happy_new_year



7 Eleven 'On the Go' Campaign

Slurpee Stop Light. (2015, October 15). Ads of the World™ | Part of The Clio Network. https://www.adsoftheworld.com/media/print/7eleven_slurpee_stop_light



Oak 'Hungry Thirsty' Campaign 2015
Oak Kill Hungry Thirsty Dead. (2020, April 16). Cream Electric Art. <https://www.creamelectricart.com/oak/>



Public Relations

Public relations refers to the companies public image (the way consumers view the brand). Public relations can be influenced by a variety of factors these include:

- **Core values of the brand**

If a brand has good morals (e.g. sustainability, animal welfare or donates to causes) and it portrays these through advertising, a consumer may think favourably towards their products. For example companies who donate to people in need are perceived as generous by the public.

- **Quality of the Product**

If a product is nutritious and a healthy source of food, it can be looked favourably on by consumers and builds a relationship of trust with them.

- **Sponsorship**

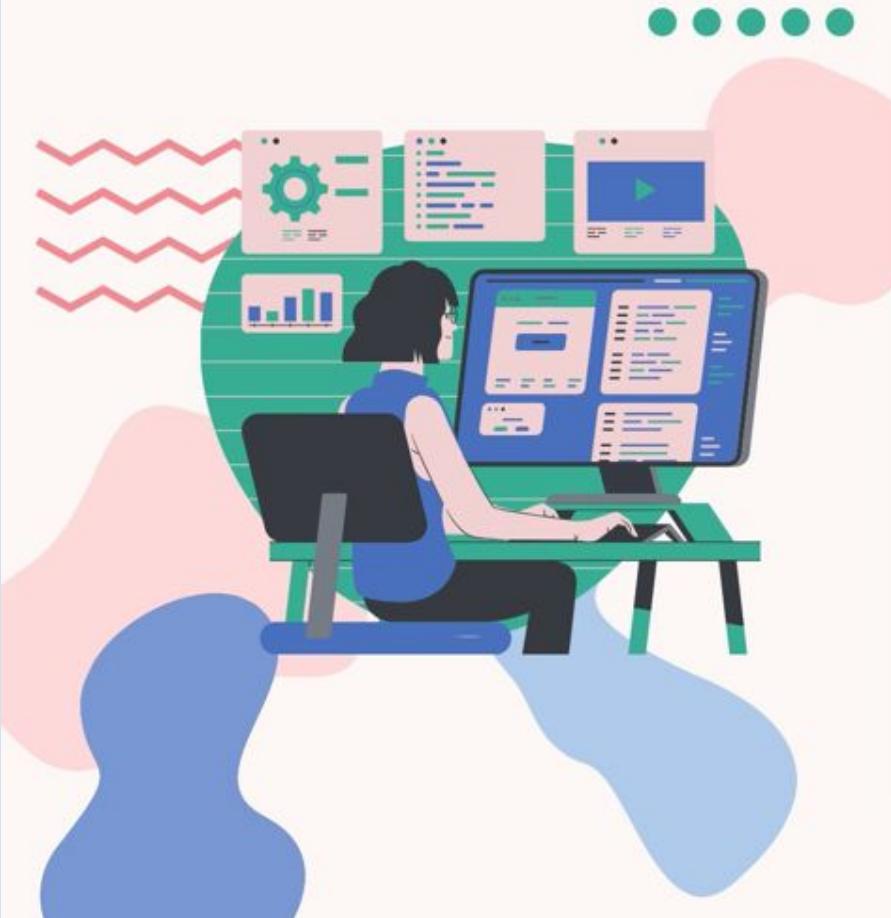
A company may sponsor an event or team which can make the brand appear more favourable to the supporters of the event or team.



Personal Selling

Personal selling involves a face-to-face point of sale. Usually the consumer tastes the product in-front of the company representative so that they can provide direct feedback. For example personal selling occurs in tasting booths in supermarkets, wine tasting tours and at farmers markets.





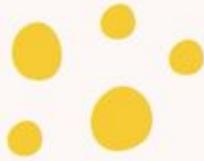
Direct Marketing

This method directly targets the consumer based on their profile (age, gender, location and web history). This method is increasingly used in social media to target users based on their profile. It can be conducted through email, text or other various medias, for example with the use of loyalty cards (like Flybuys or Woolworths Rewards).



Moffitt, M. (2020, April 29). A beginner's guide to earning flybuys points when shopping. Point Hacks. <https://www.point hacks.com.au/earning-points-flybuys-101/>





Digital Marketing

Digital marketing is associated mostly with the internet. It is increasingly evolving alongside technology. As technology evolves the marketing of the food product must adapt to new effective digital marketing medias. Digital marketing includes social media marketing, instant messages, app notifications, electronic billboards and website banner ads. Consumers can actively seek regular updates and information about a product through emails or push notifications, this is called Pull Digital marketing.



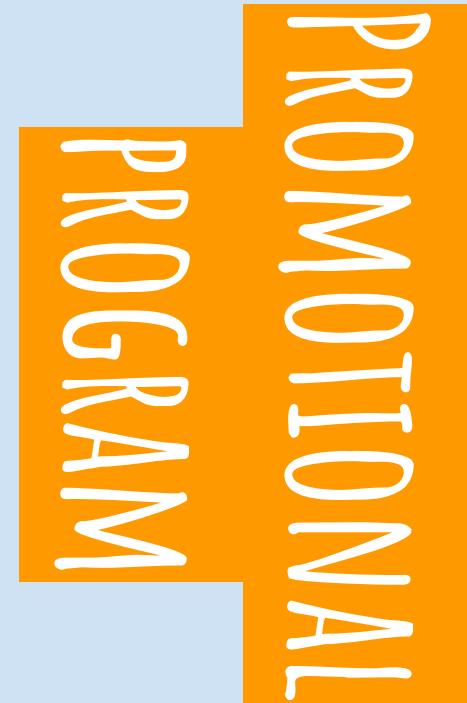
Informs consumers about new products, and persuades customers to buy a new product or buy more of an existing one. Promotional activities teach us to be consumers.

The types of activity include:

- advertising
- personal selling
- publicity and public relations
- sales promotions (sales, in-store sample testing, product giveaways and demonstrations).

To select the right type or combination of activities to promote a product, a company has several important considerations:

- the promotion budget
- the size and maturity of the target market
- the stage of the product's life cycle.



As an example, if we were asked what beverage most people drink at breakfast, the answer would be orange juice. Orange juice has this position in the mind of many consumers. But orange juice could be advertised as a refreshing drink at any time during the day; in other words, the consumer could be made to see the product in a different way. Coca-Cola is a famous example of how promotion can change the position of a product.

It was originally sold as a brain tonic for all nervous conditions. It was meant to be able to cure everything from depression to anxiety, and was positioned as an over-the-counter medicine. Effective marketing soon positioned Coca-Cola as a soft drink that quenched thirst.





How many times today have you seen food advertising? Perhaps it was that vending machine showing a picture of caramel oozing out of the chocolate bar or an invitation to sample a food product, some junk mail telling you about the latest deals or a television advertisement that made you want to eat the product straight away.



DORITOS COMMERCIALS



CHOBANI
COMMERCIAL



FOOD AD TRICKS



COCA COLA

VELCRO

BILLBOARD



Recall

Present remembered
ideas, facts or
experiences.

Which food products
you have seen
promoted using these
methods.

CLASS

RECALL

PROMOTION

ACTIVITY

Promotional method	Products
a. Advertising.	
b. Direct marketing.	

b. Direct marketing.

c. Digital marketing.

e. Personal selling.

f. Publicity or public relations.



Me every morning...

"Yep. Still got it."

COMPLETE 13

MARKETING PLAN

WORKSHEET