

# **Agri-Inputs Advertising and Sales Promotion**

presented by

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## **WHAT IS      SALES PROMOTION**

The use of different modes of communication, such as personal dialogue, advertisement & publicity, extension methods, and sales incentives, to increase the sale of specific products in the target market area.



# Key Components

- Advertisement and publicity
- Sales incentives to dealers/customers
- Agri-extension methods

# Agri-Inputs Products

- Relatively new and wide range of products
- Less educated and poor customers
- Fragmented markets with inadequate access to mass media
- Government controls and policy implication on distribution& pricing
- Products are not directly consumed by customers
- Product performance is dependent on several factors

# Risk factors in sales promotion

- Results may not correspond with claims made through advertisement
- Improper timings and use methods may affect the product performance .
- Customers may not agree/understand on what is stated in the advertisement considering it as a sales gimmick.

# **Media Mix Approach to Sales Promotion**

**To minimize risks, adoption of a media mix approach is considered more effective. Allocation of adequate resources to radio and extension methods is necessary in developing markets.**

# **Advertising**

**Paid communication through which a marketing enterprise informs the customers emphasizing the benefits and value of its products**

# **Users of Advertising**

- Commercial companies**
- Input Manufacturers & Marketers**
- Non-commercial organizations**
- Agro dealers trade associations**
- Wholesale and retail dealers**
- Individuals**

# Commercial companies

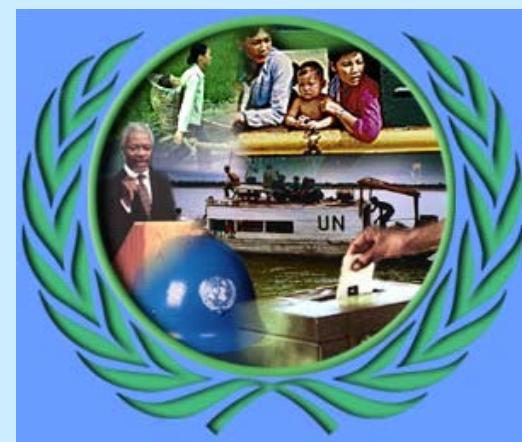


Japan Airlines



Kraft Foods

# Non Commercial Organizations



# Individual advertisers

- TV celebrities
- Physicians
- Lawyers
- Marketing consultants
- Management consultants

# **Constraints in agri input advertisement**

- Farmers have a restricted access to mass media.**
- Messages are too brief or difficult to understand all relevant details.**
- Ads mainly promote brand image.**
- Needs to be consumer friendly**



# **Logo & Brand Publicity**

**Promotion of Corporate image  
through company Logo**

**Promotion of product image  
through brand name**



# Company Logos



# Brands Names



HYDRO



# Logos and Brands

**Logos & brands Create;**  
Perception in minds of customers

Feelings and emotions

Desire and wants

**Logos& brands should be;**

Authentic and relevant

Uniform and consistent

Distinct yet simple

Easy to recognize and remember



# What can build brand image:

- Freshness
- Appealing package
- Guaranteed analysis
- Correct weight
- Free-flowing product
- Easy availability
- Competitive pricing
- After sales service



# Other Brand Image building factors

## Slogans

Concise and simple statements about company's capabilities

## Tunes and jingles

Catchy music/ jingles that can be identified with the company and its products:

## Colors

Use of same colors for logos, brands, bunting, brochures:

# Safe-Guarding Image

- Registration**
- Misuse by self**
- Misuse by others**

*Corporate and Brand Images  
Are Very Important  
Assets of Any Organization*

# Planning agri inputs Advertising

## *Basis*

- ❖ New company
- ❖ Ongoing project
- ❖ Nature of market
- ❖ Type of products

# *Steps in Preparation*

- ◆ Define objective
- ◆ Identify target audience
- ◆ Determine message to be communicated
- ◆ Determine timing
- ◆ Select media
- ◆ Develop budget
- ◆ Prepare the material
- ◆ Implement

# *Fertilizer Advertising Objectives*

- ☰ Introduction of company and products/services
- ☰ Launching of new product
- ☰ Entering a new market
- ☰ Conducting special sales campaigns
- ☰ Constant reminders
- ☰ Recapturing markets/customers
- ☰ Improvement of market participation in specific areas
- ☰ Counteracting competitive activities

# Select target audience

- All farmers or opinion leaders only
- Farmers cultivating all crops or only particular crops
- Farmers all over the country or only in certain regions
- Extension department staff
- Who else

# Select Message carefully

- Focus on the objective
- Must be simple
- Must have few topics or subjects

# Time & frequency of advertisement

In Agri business time & frequency is critical  
Select one or both of the following

- ❖ Pre-season
- ❖ During season

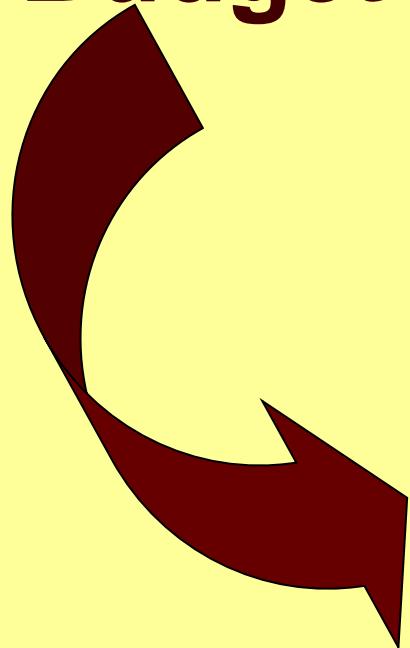
# Selection of appropriate media

- ↓ **List of available media**
  - ↓ TV
  - ↓ Cinema Slides
  - ↓ Radio
  - ↓ Print
  - ↓ POP
  - ↓ Billboards/hoardings
- ↓ Wall painting
- ↓ Direct mail
- ↓ Giveaways
- ↓ Telemarketing,  
Internet

# Basis of Selection of Media

- :
  - Objective
  - Target audience
  - Cost effectiveness

# Budget Allocation



## Basis:

- As percent sales
- Industry average
- Meet competition
- Activity based
- Historicals plus

# Preparation of Material

- Review objectives**
- Select theme**
- Allocate budget**
- Preliminary discussions with agency**
- Review of initial material**
- “Canning” of final version**
- Review before release**

# Use of Extension Methods

## Agri-Extension Methods

- Create awareness
- Develop interest
- Help in evaluation & decision making

# Consider Farmer Behavior

- Innovators
- Early adopters
- Early majority
- Late majority
- Late adopters



# Field extension methods

- Field demonstrations**
- Farmer meetings**
- Farm visits**
- Soil testing**
- Radio/TV farm programs**
- Farmers' training**
- Printed material**
- Field days**

# conclusion .....

Remember, even the best advertising and promotional effort will not be able to sustain a bad product or poor service for long.

The best advertising takes place when a satisfied customer talks with other people about how good the product or the service really is.



# THE END

# THANKS