

Promotional media



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Today's learning goals

- You will learn about different promotional tools, their **strengths and weaknesses** (note, we will not go through ALL promotional tools but some of the most used)
- You will learn how promotional tools relate to **the consumer path to purchase** and how promotional tools should be selected to reach your campaign goals
- Through case campaigns you will learn how companies / brands use different promotional tools in their IMC campaigns **to reach their strategic objectives**

What is promotion?

- Promotion is one element of the marketing mix (along with price, place, product)

What is a promotion easy definition?

Definition: Promotions refer to **the entire set of activities, which communicate the product, brand or service to the user**. The idea is to make people aware, attract and induce to buy the product, in preference over others.

<https://economictimes.indiatimes.com> › ... › Marketing ▼

Different promotional tools

- **Promotion can be:** advertising, public relations, personal selling, corporate communications, direct mail and other direct marketing techniques, point-of-sale (or point-of-purchase) and merchandising, sales promotions, exhibitions, SMS text messaging and other forms of mobile marketing, email advertising, internet banner advertising, social media advertising and more...
- All these promotional tools have different **strengths and weaknesses**, and vary in their effectiveness

Multimedia campaigns

- Usually for an IMC campaign multiple promotional tools are selected (greater effectiveness of a multimedia campaign)
- **The challenge:** What promotional tools to choose to reach your strategic objectives? How to optimize their use?

Exercise: Let's watch the following case study. While you are watching, write down different channels/ promotional tools that you identify.

Let's see if you can identify all that were mentioned!



What is promotional tools did the campaign utilize?

- Campaign product
- Point of sale (instore)
- Own website
- Print
- PR (+ earned media through the press)
- Brochures
- Online film
- Social media (+ earned media via shares)

How to select and use promotional tools in IMC campaigns?

Let's look at the markets first

Consumers, brands and the media are changing dramatically

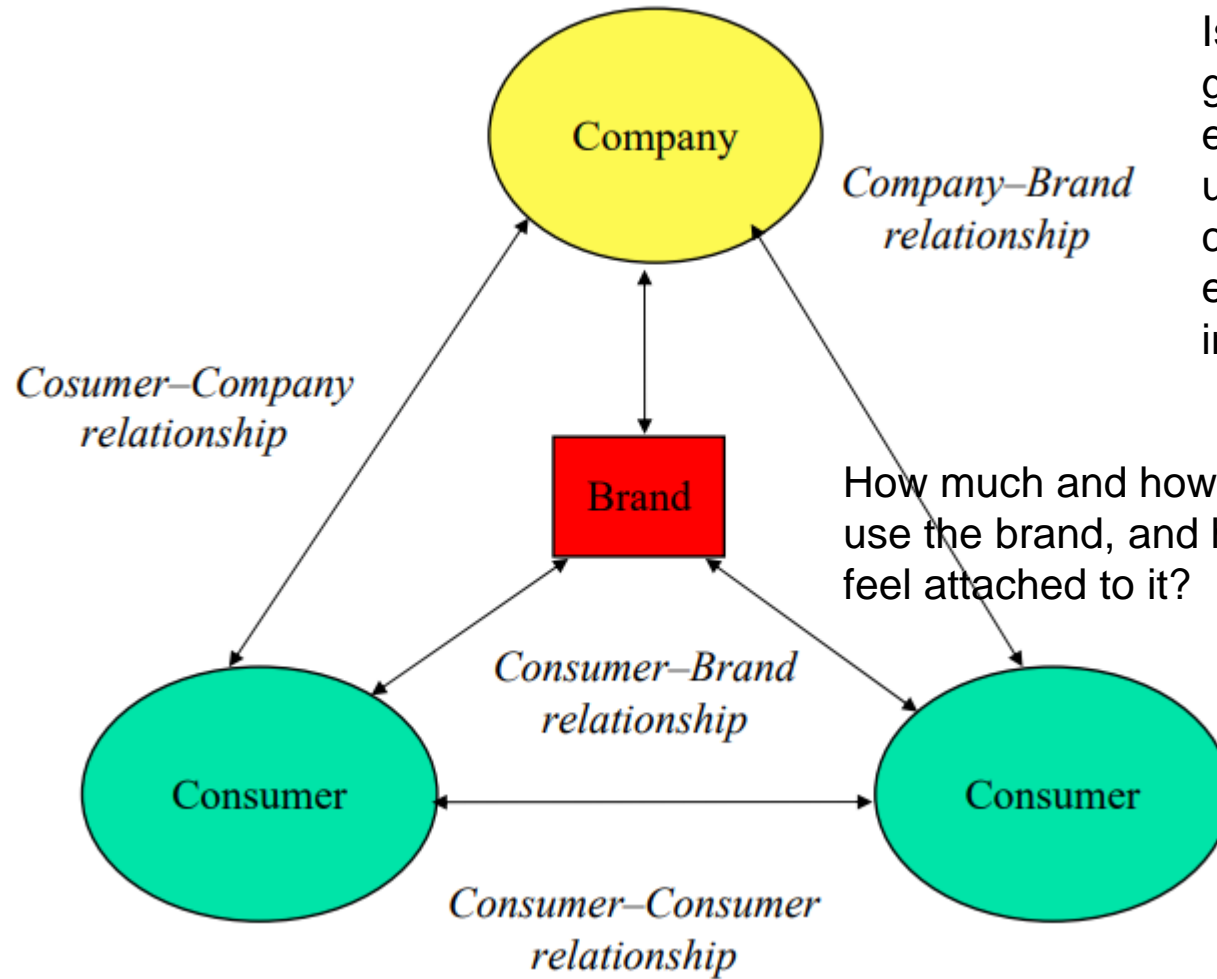
- The role and impact of **traditional** promotional tools and media is changing
- Markets are witnessing a proliferation of **new** media options (e.g. digital)
- Consumers are changing the way they use media to find information they need (e.g., scattered attention, multiple uses) → when, where and how they choose brands is changing

→ These pose many challenges to marketers and designing IMC programs

The role of the consumer

- Consumers do not **passively receive brand information** strictly through mass media (print or TV) and store it in memory for later use (as they used to during the golden age of advertising)
- Rather, **they actively seek it when needed** (through search engines, mobile browsers, blogs, and brand websites)
- More **consumer-to-firm, consumer-to-consumer, and consumer-about firm** communication exists
 - In addition, because of increased social influences on purchase, word of mouth (WOM) and advocacy have become especially important
→ ***brand messaging is even less under the marketer's control.***

We must think about all the links between actors!



Is the company viewed as a good home for the brand and ensuring that the brand lives up to its promise, delivers on consumer expectations and exhibits the right brand values in the marketplace?

What do consumers know and feel about the company behind the brand and how it treats consumers?

How much and how often do consumers use the brand, and how strongly do they feel attached to it?

How much interaction occurs among consumers on-line and off-line such that they can learn from and teach others, as well as express their loyalty and observe the loyalty of others?

The good side (1/2)

Previously, marketers had only a small range of promotional tools to accomplish multiple brand communication objectives.

Nowadays, the possibilities are numerous! We just have to know how to utilize them.

By utilizing the full range of possibilities, companies are able “to move consumers more quickly along their decision journey or funnel than was ever possible before.”

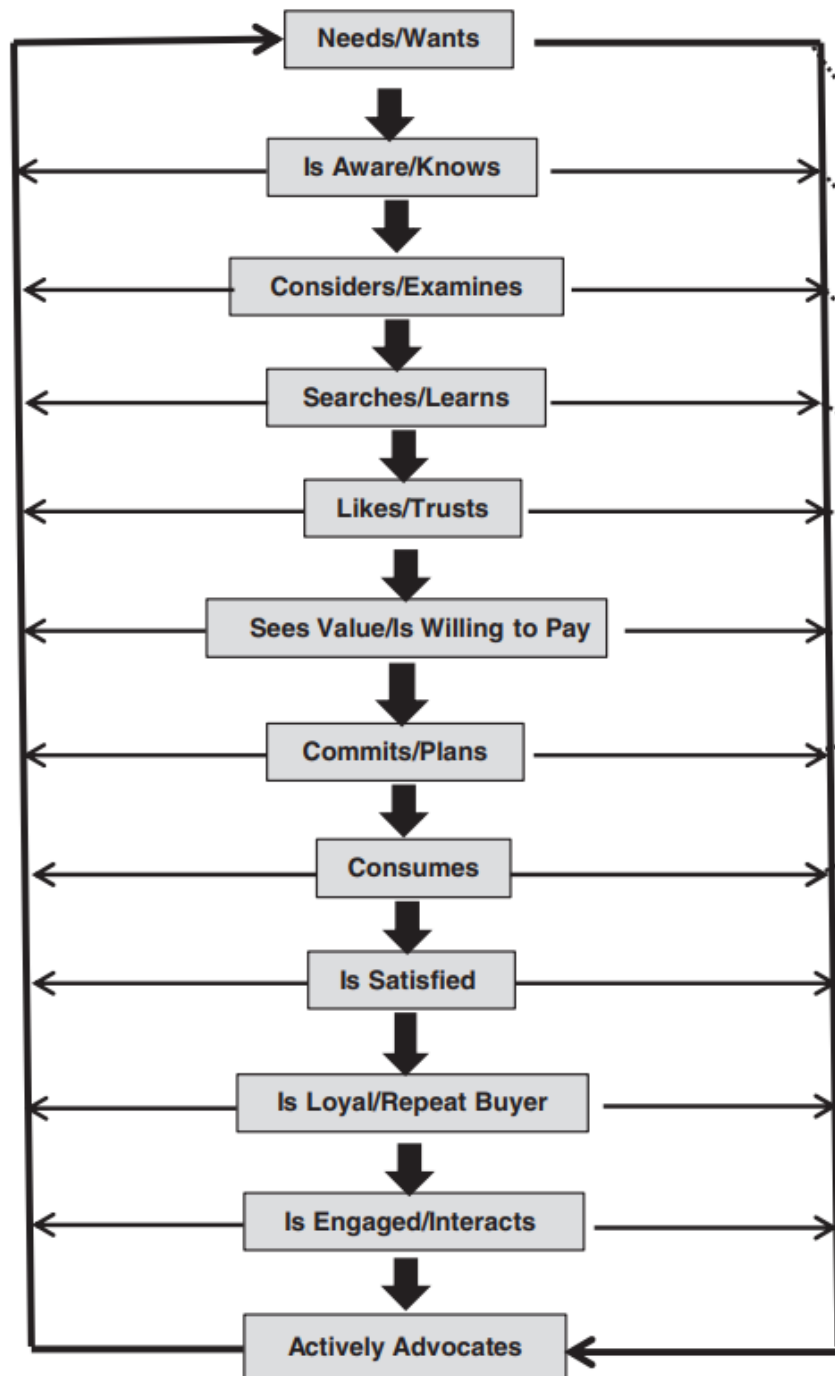
“None of these individual communication attempts is likely to accomplish the complete “sales” or “loyalty” job by itself. **One message often needs to “set up” or “build on” another.**”

Consumer Decision Journey or Path to Purchase as a framework to decide which promotional tools to use

“In working to understand how different messages and media can be optimally combined and sequenced, it is first necessary to develop a model of the different stages or steps consumers might go through in their evolving relationships with a particular brand—before, during, and after purchase. The stages in such a model can help suggest different communication objectives and metrics depending on what stage the consumer is in and, thus, which combination of media and messages might be most appropriate there.”

Consumer Decision Journey or Path to Purchase – why are they important?

“Although consumers today interact with many more media types, and do so in more **nonlinear and circular ways**, it seems reasonable that consumers still go through **a sequence of steps or stages as they engage with a particular brand.**”



Consumers can go through a series of stages. They may:

(1) feel a need or want for the overall category of which the brand is a part

(2) recall the brands they associate with meeting that category-level need

(3) evaluate a few of those brands with respect to performance quality and their trustworthiness

(4) develop a preference and make a tentative choice

(5) decide how much they are willing to pay for the preferred brand

(6) take the action step of trial or purchase

(7) form an assessment of post consumption satisfaction with the brand, which determines repurchase intentions and loyalty

(8) (hopefully, over time) increase their usage amount or purchase frequency

(9) engage in post purchase interactions with the brand

(10) become a loyal and willing advocate for it

(Batra & Keller 2016)

Importance of understanding at what stage the consumer is

For example, “consumer ability to **process information** depends, among other factors, on the amount of **prior familiarity and knowledge** with the brand and category. Thus, consumers at the earliest stages of category search might not be able to process in-depth attribute-level brand comparison information.”

Developing a fully integrated MC program

TABLE 1

Research Propositions Concerning Likely Communication Outcomes from Different Communication Options

Communication Outcomes	Communication Options										
	TV	Promos	Events	PR	Social Media	Website	Search	Display	Mobile	Direct	Selling
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Convey detailed information	+	+	+	+	++	+++	+	+	++	+++	+++
Create brand imagery and personality	+++	++	++	++	+++	++	+	+	++	+	+
Build trust	+	+	+	+++	+++	+	+	+	++	+	+++
Elicit emotions	+++	++	+++	+++	+++	++	+	+	++	+	+
Inspire action	+	+++	+	+	+	++	+++	++	+++	+++	+++
Instill loyalty	++	+	+	+	++	++	+	+	++	++	++
Connect people	+	+	++	+	+++	+++	+	+	+++	+	+

Notes: +++ = greatest influence; ++ = medium influence; + = least influence.

Remember that the medium itself carries meaning – mediums as brands

Brand Coherence with the Advertising Medium

We have already seen how the context of interpretation is important in the meaning of an ad. The medium in which an ad appears is very significant in the reader's construct of the brand advertising itself. Press publications, TV and radio shows, even internet sites all have a sense of their own brand identity. They seek advertisers whose brands will fit with the brand personality of the medium.

**Promotional media – TV, print,
radio, OOH, direct marketing,
POS, mobile marketing (and
many more)**

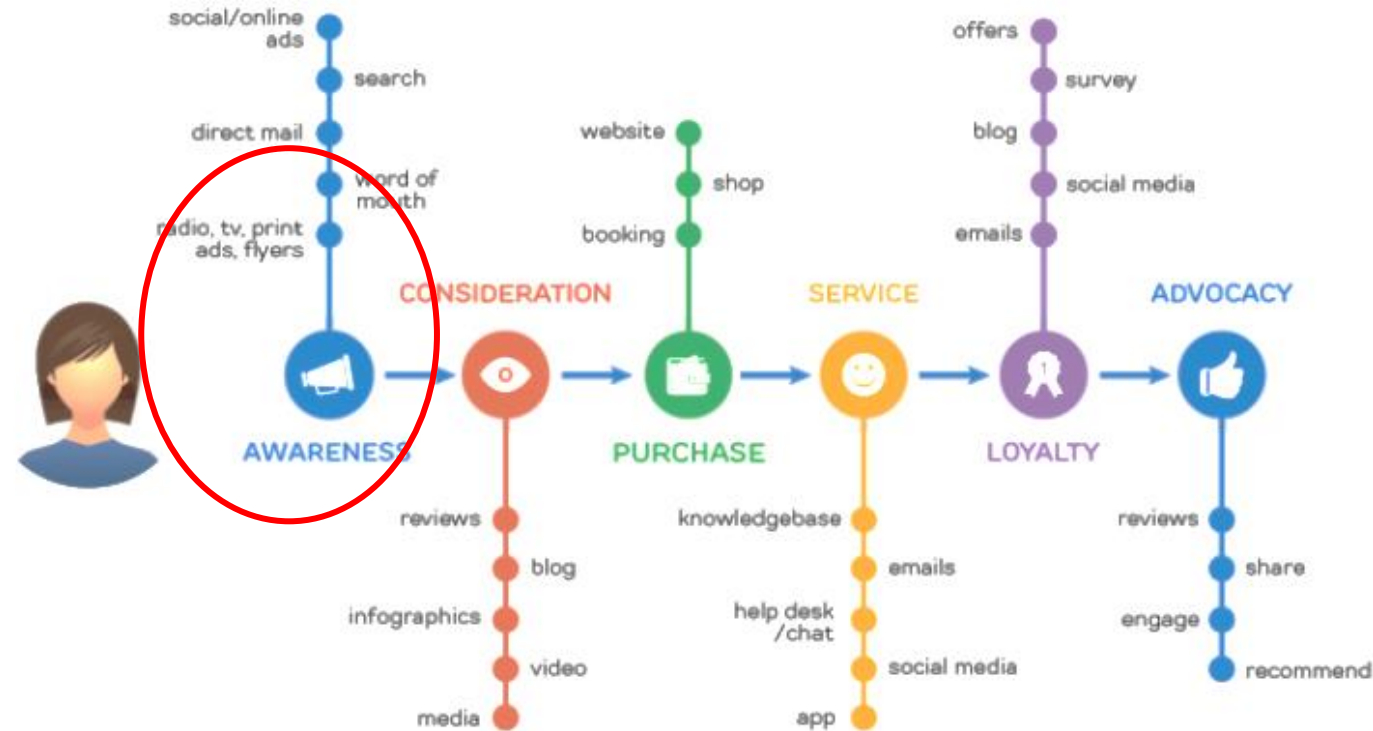


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Traditional media (TV, print, radio, OOH)

THE CUSTOMER JOURNEY TODAY



CONTENT IS THE KEY TO THE ENTIRE JOURNEY

cinchdigital.com.au

TV

STRENGTHS

- Flexible medium (from a creative point of view) → possibilities for great storytelling, informative content etc.
- Multisensory experience (impact both from sound and sight) → impact of music and the background voiceover
- Large audience reach, cost per person can be relatively low
- Capable of high level of cost efficiency

WEAKNESSES

- Costs (production and airing)
- Low measurability
- Interrupting media
- Length of any single exposure is short → message repetition required to enhance learning and memory → increased costs
- Increasingly fragmented audiences
- Long lead time through production

Print – Newspapers

STRENGTHS

- Geographic segmentation (high local reach)
- The reader can control when he/she reads the paper, consequently the ads are often seen positively
- Information source credibility
- The reader often has a long relationship with the newspaper

WEAKNESSES

- Very short life span
- High cost of national coverage
- Lot of competing advertisements, clutter
- Uneven audience reach, problems with targeting
- Circulations are falling

THE NEW YORK TIMES, WEDNESDAY, AUGUST 26, 2015

BURGER WARS AN OPEN LETTER FROM BURGER KING TO MCDONALD'S

Burger King offers McDonald's



Today we feature Burger King's 'McWhopper' proposal as our marketing moment, which last year made waves on social media when the fast-food chain asked rival McDonald's if the two could come together for Peace Day to create a "peace-loving" burger made from the Whopper's and Big Mac's tastiest ingredients.

In the *New York Times* and *Chicago Tribune*, Burger King printed an open letter asking McDonald's if the chain would agree to "call a ceasefire on these so-called 'burger wars'" for a day and participate in the McWhopper experiment.

A

Print – Magazines



STRENGTHS

- Visual quality, flexibility with the creative solution (blog text in addition to “traditional” print)
- Specific target audiences
- Often stored and re-read or passed along to others e.g., in families -> the difference between circulation and readership!

WEAKNESSES

- Long lead time (i.e., the production and printing process takes a few weeks, usually)
- Lower circulation (than newspapers, but ofc it depends on the magazine)

Radio



STRENGTHS

- Regular, repeated exposure
- Lifestyle targeting
- Immediacy
- Low cost

WEAKNESSES

- Low attention
- Low prestige
- Short-lived message

Outdoor / Out-of-home

STRENGTHS

- (Often) very high reach and high repeat exposures
- Geographic targeting
- Local/hyperlocal targeting (gyms, ski resorts, shopping centers..)
- Creative possibilities & new technologies (e.g., digital screens)

WEAKNESSES

- High cost for such a geographically limited medium
- Limitation with the creative solution: quick awareness, simple message
- Negative associations; “visual pollution”
- Measuring difficult
- Lots of waste contacts



SHEBA'S 'HOPE REEF' WINS SECOND CANNES LIONS AWARD WITH GRAND PRIX FOR MEDIA



No 1.
THE MAKING
OF SHEBA
HOPE REEF

HOPE

Sheba

**Why did this campaign win
Cannes Lions media award?**

For all the talk of the metaverse, NFTs and the rise of the creators, this year's Media Lions Grand Prix winner represented a big media idea and execution that was as tangible as it gets.

Sheba's 'Hope Reef' is a striking piece of out-of-home work and part of a 10-year initiative so large that it can be seen from space.

The reef, which can be seen on Google Earth, has been built to spell the word H-O-P-E and consists of 840 Reef Stars. It has been designed to be a living, growing symbol of our ability to bring coral reefs back to life. Every part of the campaign puts reef restoration on the map.

Why is a cat food brand doing this?

Speaking to *The Media Leader* ahead of the Media Lions shortlist being announced, Daryl Lee, global CEO of IPG Mediabrands and Media Lions jury president, [talked about the power of having a “connected purpose”](#) — meaning something that is genuinely credible to the brand, not just an add on.

Sheba’s “Hope Reef” is built upon a decade of Mars research, which explores ways to help sustain and restore coral reefs. Threatened with extinction due to overfishing, pollution, unsustainable tourism practices and rising ocean temperatures, coral reefs are considered to be essential for a quarter of all marine life.

Direct marketing

THE CUSTOMER JOURNEY TODAY



CONTENT IS THE KEY TO THE ENTIRE JOURNEY

Direct Marketing

STRENGTHS

- Highly personal and tailored
- Can be designed with explicit sale trigger with explicit offers
- Measurable response

WEAKNESSES

- High consumer resistance
- Databases are often out-of-date
- Low response rates

Mobile marketing

STRENGTHS

- Immediacy and intimacy
- Endless opportunities with dynamic individual targeting (geography, retail proximity, time of day, context)

WEAKNESSES

- Software compatibility
- High consumer resistance (mobile phones are very personal devices)



Point-of-Sale (POS)

STRENGTHS

- Close to purchase: direct connection to sales
- Persuasive

WEAKNESSES

- Local impact
- Low attention



Content marketing



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Content marketing

“Content marketing is a marketing technique of **creating and distributing valuable, relevant and consistent content to attract and acquire a clearly defined audience** – with the objective of driving profitable customer action.”



Content marketing





Red Bull
STRATOS

The logo features the Red Bull bull head icon above the text. The background is a dark space scene with a bright sun and a blue horizon line.

CONTINUE
A BETTER
WORLD



Content marketing – non-advertising promotion

“The examples of content marketing defy easy categorization. **Should they be classified as sponsorship**, since the brand has sponsored the making of a piece of entertainment? **Are they advertisements**, admittedly not sales-oriented but of the brand-building variety, that are simply using digital ‘earned’ media space instead of traditional ‘bought’ advertising spots? **Could they be seen as public relations**, since they are designed to generate publicity, **or even as product placement**, since the brand is visible in the movie as a scene prop but otherwise not mentioned? **They are treated as ‘content marketing’**, since they are created as entertainment that is free to access, but they are clearly branded and intended to be promotional in their effect. They count as non-advertising promotion since they were produced mainly for video sharing websites and not for traditional advertising spots. In addition, they do not conform to the advertising genre category since they do not actively promote the brand.”



Content marketing

OLD “AD THINKING”

- Focus on sale → more about the brand itself
- Brand seeks to differentiate itself from other brands
- Control of message to the point of jealousy
- “Customer needs to be informed and persuaded!”
- Maximize reach and visibility

CONTENT MARKETING

- Focus on bringing value to customers → more about the consumption activity and the stories behind and around the brand
- Brand strives to be charismatic and a credible voice in a “conversation”
- Willingness to risk content benefiting competitors, too
- “Customer needs to be entertained!”
- Maximize engagement

Product placement

- One of the more controversial tactics
- It all started with the movie E.T. (1982) but has since grown exponentially
- New important venue: video games
- TV ad breaks easier to skip → more interest in embedding the message within the show/movie itself



McKinsey Quarterly

Marketing in the metaverse: An opportunity for innovation and experimentation

May 24, 2022 | Article

Public Relations (PR)



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Public relations

”A communication function used to promote mutual understanding between an organization and its various stakeholder groups”

“PR practitioners generally keep lines of communication open between their client or organization and their stakeholders... actively try to influence public opinion through the media ... engage in dialogue with journalists and influential people and organizations.... use their journalist contacts to get coverage for them.”



Marketing PR vs. Corporate PR

CORPORATE PUBLIC RELATIONS:

- To build mutually beneficial relationship with publics
- Foster strategic relationships with stakeholders; e.g. :
 - Apple and the environment press releases: "To ask less of the planet, we ask more of ourselves"
 - "Patagonia releases a documentary about the high cost of fish hatcheries, fish farms and human ignorance"

***Tools:** Corporate publicity, issues management, public affairs, community relations, lobbying, financial/investor relations, corporate advertising, CSR*

MARKETING PUBLIC RELATIONS:

- Focus on specific consumer segments and a brand

***Tools:** Brand publicity, media and sports sponsorships, publicity and sales promotion tie-ups*

Note: there is a difference between "planned" **PR as part of a marketing campaign** (e.g. press releases of a new product), vs. "reactive" communication to a **marketing or corporate PR crisis** (crisis management).

Crisis management as a more prominent feature of PR practice today

- The internet has (considerably) shifted the power to consumers
- Consumers are way more willing to engage and comment on brands
- The speed of information has increased the potentiality by which crisis can exponentially grow – get out of hands
- Consumer resistant groups engaging is doppelganger brand content
 - Fake sites
 - Hackers
 - Viruses ...



The objective of Pepsi and the campaign

- Campaign launched on April 4, 2017
- The objective: “to showcase Pepsi as a millennial-friendly brand with a socially relevant and unifying message”



Discuss with your neighbor or in small groups

- What did you think about this ad?
- Why did Pepsi have to pull the advertisement off the air and off the internet less than 48 hours after its release?
- Why do you think this campaign failed to transfer cultural meaning, and the Nike campaign (with Colin Kaepernick) was successful?

The campaign resulted in a huge PR crisis

- A huge backlash: people were outraged, the ad was called “tone death”
- It was said to take use of protest movements (such as Black Lives Matter) for commercial interest



Sherry

@slchen_

Follow

the new @Pepsi ad evoking imagery of @leshiaEvans in Baton Rouge is total exploitative brand social activism bs 🙄



Taryn Finley

@_TARYNiUP

Follow

Could you be any more blatant with the disrespect and appropriation of a movement, @pepsi? Is this a sick joke?!



RETWEETS

6,389

LIKES

9,547



6:10 PM - 4 Apr 2017

95

6.4K

9.5K



Joseph Kahn ✓

@JosephKahn

I've been studying commercials for 30 years. Kendall's Pepsi ad is legitimately the worst one I've ever seen.



Olivia A. Cole ✓

@RantingOwl

"Wow, I just solved all the problems in the country by being rich and thin and white and pretty. What else should I do today?"





Be A King ✓

@BerniceKing

Following



If only Daddy would have known about the power of **#Pepsi**.



What resulted?

- Pepsi pulled the advertisement off the air and off the internet less than 48 hours after its release, made public apologies
- After the launch of the campaign, Pepsi experienced the lowest perception levels in 8 years, millennial purchase considerations decreased

The following day, PepsiCo finally released a short press release on their website that reads:

“Pepsi® was trying to project a global message of unity, peace and understanding. Clearly we missed the mark, and we apologize. We did not intend to make light of any serious issue. We are removing the content and halting any further rollout. We also apologize for putting Kendall Jenner in this position.” (Z).

Kendall Jenner also became part of the crisis

Jenner's unofficial response came over eight months later during the season 14 premiere of Keeping Up with the Kardashians, the reality television show featuring Jenner's family. Without mentioning Pepsi® by name, Jenner spoke out on the show: "I trusted everyone. I trusted the teams. But after I saw the reaction and I read what people had to say about it, I most definitely saw what went wrong. I was so stuck, and I really didn't know what to do, that I completely shut down." (9)

"I would never purposely hurt someone ever. And I would, obviously, if I knew this was gonna be the outcome, like, I would have never done something like this. But you don't know when you're in the moment. I just felt so f—ing stupid. The fact that I would offend other people or hurt other people was definitely not the intent and that's what [...] got me the most, is that I would ever make anyone else upset." (9)

Case: Corporate PR

For years, Campofrío has been raising Spanish people's spirits with its Christmas campaign.

But in the run up to Christmas 2014, something no-one expected happened.

A spectacular fire has burned Campofrío's Burgos factory to the ground

Our Burgos factory went up in smoke. And, with it, the lives of hundreds of workers.

A real drama for Burgos because the livelihoods of over 1,000 families depended on that plant.

1500 employees of this Campofrío plant are now up against an uncertain future.





How to put it all together?

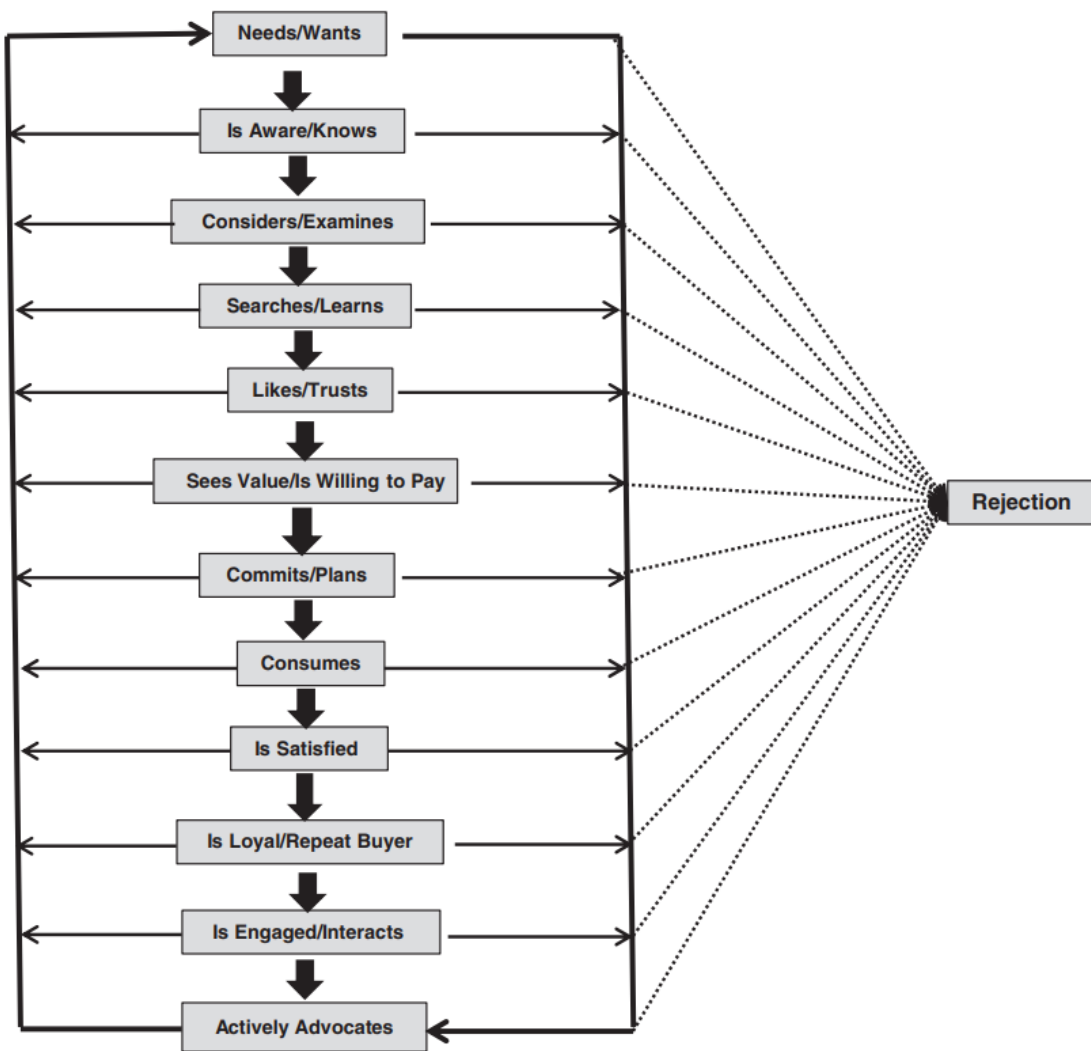
Recap – how to select promotional tools and optimize their use?

Remember IMC best practices: media neutral planning!

→ don't choose your tools / media based on “feeling”

All promotional tools should be selected based on your objectives, budget, and considering the strengths & weaknesses of the promotional tools.

A Dynamic, Expanded Consumer Decision Journey



Developing a fully integrated MC program

- What are you trying to achieve? In what order? (= not only selecting the right promotional tools, but timing them!)

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Questions about promotional media?



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