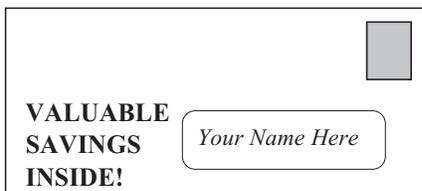




Continuity, Frequency, Loyalty. Promotions like this one, where Marlboro smokers save “points” and redeem them for branded products, can be successful for certain “badge” brands. Others can be used to “earn” free products, like a free sub or a latte. This type of program depends on a product that is used frequently. Do any of your brands have the potential for a loyalty program?



Publicity, Public Relations, Direct Marketing, and Event Marketing. Here, Harley-Davidson turns their 95th Anniversary into a Big Event – with lots of PR, direct marketing involving their current customers, and an event that’s newsworthy. When it’s a strong brand and a strong idea, it can all work together.



What would it take to get you to open the envelope? Think about it. And now start paying attention to the mail you get.

Assignment #12: Congratulations Again! Your Agency Just Grew.

SUDDENLY your ad agency has been asked to perform additional marketing services functions – everything, in fact, in The MarCom Matrix.

You really don’t have the experience, but your agency needs the extra income and you don’t want a competitor providing the service. So you say yes.

You might want to skip ahead to sections that talk about these specific areas, but, like so many things these days, your client isn’t giving you much time.

So, here’s what you have to do:

1. CREATE PROMOTIONAL EVENTS.

Do it for each of your brands.

The objective is to increase (promote) sales.

First, think about the behavior that will do that.

Then develop a theme for your promotion that provides a call to action for that behavior.

For example, your theme could go on a display, a T-shirt, button, bumper sticker, or coupon ad.

If possible, try to build some brand equity with your promotion – all in one to five words.

2. PUBLICITY AND PUBLIC RELATIONS.

All of your clients want to be in the news.

How will you do it?

Think of a tactic (there’s a list on the opposite page). Write a lead sentence for a press release that goes with that tactic.

If you want to think about this some more, read the tactics list again and skip ahead to Chapter Nineteen.

3. DIRECT MARKETING.

Each of your clients has two lists. One of current customers and another of people very much like their current customers.

All they need right now is a headline (a one-liner?) to put on the outside of their envelopes.

Can you do it?

5. EVENT MARKETING.

Well, can you turn any of your ideas into an event?

In a pinch, you can try a Grand Opening or an Anniversary. But work to develop something that really connects with your brand.

And, don't forget "cause marketing." Maybe there's a program, like Children's Miracle Network or a local sports team, where you can connect your brand with an existing event or series of events.

6. NEW MEDIA.

OK, each of your clients probably needs a Web site. But they probably have different needs.

Here's what you have to do.

A. Name the .com site – assume that their name has already been taken or is being used for something else, like corporate communications.

B. State the basic objective. In one simple, easy-to-understand sentence, state the basic purpose of each of your client's Web site.

HELPFUL HINT.

Remember the Domino's example from Chapter Two? It's back on page 82. You might want to take another look if you don't remember.

That example shows you how you can develop one basic idea through all these forms of Marketing Communications.

HERE ARE THE MOST POPULAR TYPES OF MARKETING PUBLIC RELATIONS TACTICS:

What can you do in Marketing PR? Here are thought-starters – A to Z – from *Value-Added Public Relations* (NTC/McGraw-Hill) by Thomas L. Harris, co-founder of Golin-Harris:

Awards – for example, "Best-Dressed" for a fashion marketer.

Books – like Campbell's recipes.

Contests – an opportunity for more product involvement – like a Bake-Off.

Demonstrations – can you present product "demos" in an interesting way?

Events – yours or someone else's.

Festivals – ditto.

Grand Openings – Great for retailers. Remodeling? It's a Grand Re-Opening!

Holidays – can you tie-in with a day (or month or week) or create your own?

Interviews – do you have a spokesperson who can make media appearances?

"Junkets" – is there a reason to bring the press to you? A fancy press tour?

Key Issues – can your brand connect with or support an issue or worthy cause?

Luncheons – feed 'em and pitch 'em.

Museums & Memorabilia – does your brand have a history? Publicize it.

Newsletters – these can double as direct mail to a variety of "publics."

Official Endorsements – does someone famous like your brand? Could they?

Product Placement – can put your brand in a movie or TV show.

Questionnaires – do a survey. Then, publicize the results. Think about it.

Radio – "Trade for Mention" contests.

Sampling – look for opportunities

"Thons" – marathons, telethons, bike-athons, walk-athons, and etc. link brands to worthy causes.

Underwriting – sponsorship of events

Vehicles – cars, trucks, hot-air balloons.

"VNR" – this stands for Video News Release. We'll talk about these later.

Weeks – like a holiday, only longer.

eXpert Columns – these are written by real (or invented) spokespersons who write about and answer questions about the product category.

Youth Programs – kids, teens, babies.

"Zone" Programs – target local areas.