Chapter 14
Promotion - Introduction to Integrated Marketing Communications

Promotion Mix Elements
- Personal Selling
- Advertising
- Publicity
- Sales Promotion
- Paid Personal Communications
- Paid Nonpersonal Communications
- Nonpaid Nonpersonal Communications
- All Other

Selected Issues in Communications Management
- Use of “coded” words or messages – meaty, natural, nutritious
- Use of ambiguous messages – “gets the red out”
- Use of color in communications – research findings
- Nonverbal communication
- Impact of noise
- Cultural influence on communications

Promotion Objectives
- To Inform
- To Persuade
- To Remind
- Attention
- Interest
- Desire
- Action

Adopter Categories
- Innovators (2.5%)
- Early Adopters (13.5%)
- Early Majority (34%)
- Late Majority (34%)
- Laggards (16%)

Time
Number of People
Push Vs. Pull Strategies

Creativity Tips

- Don’t think “what is it?” Rather, think “what could it be?”
- Force yourself to see things from the opposite or non-traditional viewpoint.
- Don’t look for the right answer.