PROMOTION DECISION

Under this chapter, I will discuss the following:-

Meaning of sales promotion, Objectives of sales Promotion of Reliance Communication & Tata Teleservices, Methods of sales Promotion adopted by both the companies, Main Tools of sales Promotion adopted by Both the companies.

Promotion Decisions

Promotion is another part of the company’s total communication function. Effective Communication with potential customers is a prerequisite to successful marketing, but the company must communicate with the right people at the right time in the right place for otherwise the message will be like the sound of that tree falling down in an empty forest, there will be no one there to hear. The company needs, therefore, a communications strategy and promotion of the company and its products must be part of that. Strategy Promotion aims to influence to persuade, and to inform actual and potential Customers. More often than not, it goes hand in glove with the packaging design that the brand image.

Promotion is another part of the company’s total communication function effective communication with potential customers is a prerequisite to successful marketing, but the company must communicate with the right people at the right time and in the right place for otherwise the message will be like the sound of that tree falling down in an empty forest; there will be no one there to hear it. The company needs, therefore, a communications strategy and promotion of the company and its products must be part of that strategy.
Promotion aims to influence to persuade and to inform actual and potential customers. More often than not it goes hand in glove with the packaging design and the brand image.

M. bell marketing: concepts and strategy: (Houghton Mifin, 1972) lists seven major promotional objectives namely.

Promotional objectives:

1. To increase Sales.
2. To maintain or improve the company’s market share.
3. To create or improve brand recognition acceptance or preference.
4. To create a favourable climate for future Sales.
5. To inform & educate the market.
6. To create a Competitive difference.
7. To improve the promotional efficiency.

Emphasis on any one of these objectives will tend to lead to a different promotional mix being required; it will be necessary to use different messages and different channels of communication. However, promotion is never cheap. So under what circumstances should promotion be undertaken?

Bell cites six conditions:

1. When there is a favourable trend in demand.
2. When it is necessary to maintain sales in a stagnant demand period.
3. When there is a strong product differentiation.
4. When the product’s qualities are hidden.
5. When emotional buying motives exist.

6. When adequate funds are available.

Promotion covers the following areas of activity:

1. Advertising
2. Sales promotion
3. Public relations
4. Direct marketing
5. Personal selling.

Through these activities the seller communicates with all buyers in the distribution chain, the consumer and the public generally.

Tools of the promotional mix:

There are many elements of the promotional mix which are as a way of communicating messages to customers. They are summarized as follows:

- Advertising
- Packaging
- Merchandising
- Personal selling
- Sales promotion
- Direct marketing
- Public relations
- Sponsorship
Promotion Decision

- Exhibits
- Internet

These particular promotional tools form the basis of the promotional mix and they are deliberately selected for their ability to attract customers, fulfill their desire for information and ultimately persuade them to adopt the products.

Advertising is defined as:

“Any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor.” (The American Marketing Association). Mathews and Buzell, in their introductory analysis, list at least sixteen different reasons for advertising but these can be effectively condensed into four major strategies:

- To stimulate a short-term increase in sales volume
- To develop a new market.
- To increase the company share of an existing market
- To build a favourable attitude to the company as a whole.

There are three fundamental ways of increasing sales:

a. To encourage purchases by new users
b. To increase purchases of your product by the customers of the competition

c. To increase the purchase by existing users and each of these tactics will require a different advertising strategy.
Baker (1988) tells us that advertising is not a new phenomenon; the earliest indication of its use dates from the middle ages later advertising was made more prominent by the barber’s pole and the symbolic boot or glove and by the adoption of trademarks by the journeymen’s guilds. By Shakespeare’s time posters had made their appearance. Today advertising expenditure is huge and grows ever more so year by year. Yet according to research by marketing magazine (1990), consistency of advertising is a better guarantee of success than brilliant artwork or heavy spending and success is measured by the percentage of people surveyed who said they remembered seeing a brand being advertised from a long list read to them. Some television advertisements are incredibly clever and funny, but occasionally few people can remember what the advertisement is actually advertising. The successes in money terms is measured by the cost per percentage point of those who could remember the advertisement,

An old but useful mnemonic has developed which encompasses the advertising strategy namely A.I.D.A.

A: Capture the customers attention and make him aware of the product

L: Make an impact and stimulate his interest.

D: Persuade him that he is deprived because he does not possess the product and therefore stimulate a desire.

A: Action the actual purchase of the product.

SALES PROMOTION

This form of promotion is known as below-the-line because sales promotions agencies do not earn commission from media. Clients pay agencies for concept, design and execution. Promotions may be targeted at the trade in the distribution chain
or at consumers. The difference between trade and consumer promotions is one of objectives:

- Promotions to the trade push the product through the distribution system;
- Promotions to the consumer pull the product off the shelves.

Sales promotions can have considerable immediate effects upon sales volumes, though usually this is not long-lasting unless linked with other promotional methods. The most effective promotional of these are usually integrated advertising and sales promotion campaigns.

The effects of consumer promotions can be either immediate or delayed in terms of the benefit to the consumer. Reduced price offers (RPOs) are immediate, whereas any promotion involving the collection of proofs of purchase is delayed in its effect, and its purpose is to encourage increased purchase.

Sales promotions can usually be organised more quickly than advertising. Therefore, they can be more effective in shifting backlogs of unsold stocks. Other aspects of sales promotions include:

- Point-of-sale (POS) display, the purpose of which is to attract customer attention and encourage inspection and examination of the product;
- Merchandising which is the process of stocking retail and distribution outlets with goods in accordance with well researched and tried principles to encourage and facilitate buying decisions.
- Exhibitions which create awareness and promote recall through the creative scope of the modern exhibition,
- Sponsorship which has enjoyed rapid growth in recent years. Sponsors
funds and event in return for a guaranteed minimum level of media advertising or in order to establish a named event.

Evaluation of sales promotion:

It is essential as with any promotional technique to evaluate the effectiveness of the promotional campaign. Sales promotion like advertising is a very expensive promotional activity and therefore it is of primary importance that as a marketer you understand the propensity for the campaign to succeed or fail.

Typical evaluation methods will include:

- Consumer audits: this particular method will indicate if there has been a change in consumer behaviour as a result of the sales promotion campaign and will be especially interested in the success of trials and repeat purchase promotions.

- Sale information: should the objective of the sales promotion be to assist the marketing objective of market penetration then the measure of increase in sales will be a vital performance indicator.

- Retail audits – specialist organizations such as AC Nielson will track change in stock levels distributions market share immediately after the promotional campaign. This will provide an insight into the basis of an increase or decrease in sales.

- Sales force feedback – this is quite qualitative approach and will be based upon sale force experience of the uptake of the sale promotion opportunities in their region.

- Voucher / coupon redemption – it is likely that the vouchers and coupons
Promotion Decision

will be coded in order to ascertain the most successful response rate to sale promotion activities - this will likely endorse the right selection of media sale promotion activity and potentially most frequently used distribution outlet.

Public relations:

The aim of public relations (PR) is to improve and maintain an organization relationship with the various groups with which it is associated via the media exhibitions, conferences or by lobbying. Such groups include:

- Employees
- Shareholders
- Local communities
- Trade union
- Pressure groups
- Consumers

PR agencies use their skills to gain favourable media coverage of their clients affairs, but not through the medium of paid for advertisement.

The basis of public relations is to fulfill a role that essentially provides impacts upon the perception of the organization both by stakeholders and the broader marketplace, i.e. its `public'. Its role is to look after the nature and basis of external relationships between all stakeholder groups and is aimed at creating, a sustainable corporate, brand and overall company image within the marketplace.

The definition of public is:
Any group with some common characteristics, with which an organization needs to communicate. Each public poses a different communication problem, as each has different information needs and requires a different kind of relationship with the organization, anal may start with perceptions of what the organization stands for.

Source: Marston - 1979 (as quoted in Brassington and Pettitt, Principles of Marketing).

Public in the main consist of:

- Customer groups
- Local and central government
- General public
- Financial institution - investors/shareholders/borrowers
- The media - TV, press, radio (locally and nationally)
- Opinion leaders/formers
- Internal marketplace - employees, trade union employee relations bodies
- Potential employee

**Target Audiences and Public**

Target audiences and target public are defined segments that are selected to receive promotional activity. 'Audience has traditionally been used in advertising; public' in public relations. Both terms have exactly the same meaning, and target' audience is gradually replacing the PR term.

A target audience must automatically be a segment. Just as segments must be specifically identified, so must target audiences.
It is of primary importance that the organization specifies precisely the use of public relations in respect of both the promotional and marketing mix and PR objectives must be expressed in terms. Failure to target the PR campaign precisely, will potentially mean that the campaign is wrongly directed and at the worst is a complete failure.

**Aims and Objectives of Public Relations**

Typically PR aim and objectives will closely link to the following:

- Creation and maintenance of the corporate and indeed brand image
- To enhance the position and standing of the organization in the eyes of the public
- To communicate the organizations ethos and philosophy, and corporate values
- To disseminate information to the public
- To undertake damage limitation activities to overcome poor publicity for the organization
- To raise the company profile and forge, stronger, lasting, customer and supply-chain relationships

Public relations, as with all other elements of the marketing mix, requires a planned approach and plays an important role at a strategic level. It is also subject to strategic level objectives. For example the launch of a new model by Mercedes Benz will be subject to a significant PR campaign running in parallel with significant advertising and direct marketing, perhaps on a local level by the local dealerships. Therefore PR becomes a high-level communications objective and it is critical that it is subject to
the same intensity in respect of targeting specifically groups of the public.

PUBLIC RELATIONS TECHNIQUES:

It has already been identified that PR has two roles, one which is a long-term developmental role, and one that reflects the need to have contingency activities in place. From a marketing operations perspective, you need to understand when to use which particular public relations technique to optimize the level of positive publicity organization can deliver.

Typical techniques include:

- Press releases
- Press conferences
- Publications
- Advertising
- Media relations
- Events
- Annual reports
- Lobbying
- Internal PR.

The list is endless in respect of what constitutes a PR technique. You should be more or less familiar with the basis of each of the above techniques; therefore, the focus of this unit will be the use of them, from a marketing operations perspective.

Press releases are used in the main, as a channel through to various media to highlight
specific information or events in the life of the organization. The most common use from a marketing perspective will perhaps relate to either product launches, new initiatives, global growth, etc.

**Press conferences** This is particularly pertinent at a corporate level, whereby press conferences are usually the channel for announcing a major story or indeed having to respond to a crisis that is in the public domain and the media spotlight. Publications are in general the work of the marketing department, and they will provide a range of information, through a range of different media that can be sent to current and potential clients. This particular approach would be helpful when organizations are looking at a marketing development programme, and therefore raising corporate awareness is vital.

Media relations – Both at a corporate and marketing level, it is helpful to have good media relationships with both general press and also specialist press. Having close media contacts and good relations may gain both favour and greater access to potential media spotlight when required. Quite often inviting the media to undertake a particular role in the public relations exercise may gain favour with them. Events - This covers a whole range of both corporate and marketing activities, and highlights yet again links with other elements of the promotional and marketing mix, with areas such as sponsorship or events linked very closely to a product launch. It is likely that a wide range of publics will be invited to this event in order that the organization's corporate image is enhanced.

Annual reports are an extremely important publication. They are usually widely distributed, but are especially important for providing shareholders and the financial media with organizational performance levels for the previous year. They provide an.
opportunity to present the organization in a positive light, reflecting upon past achievements aid defining its future direction.

Lobbying is a very specialist area, which is designed to develop and, influence a number of high-level relationships in order to influence organizations much as local, national, and where appropriate, international governments. Lobbying, therefore, is seeking to influence people in authority in order secure their support to achieve a desired action. All who have an interest, for and against, any piece of legislation will set out to both support. Public relations, of course, has a major and highly specialized part to play in this process.

**Promotional weapon could be used. A recent Study revealed that people are brand conscious, and often brand loyal.**

| The strength of brand loyalty among customer is measured in three stages |
|---|---|---|
| Brand recognition the product must become familiar to the public, Perhaps through the use of free samples. | Brand Preference having had some experience of the product the consumer prefers it to that of a competitor. | Brand insistence now the consumer will accept no alternative. |

**5.1 MEANING OF SALES PROMOTION:**
Sales promotion, a key ingredient in marketing campaigns, consists of a diverse collection of incentive tools, mostly short term, designed to stimulate quicker or greater purchase of particular products or seduces by consumers or the trade.
Whereas advertising offer a reason to buy, sales promotion offers an incentive to buy. Sales promotion refers to sales activities that Supplement and Coordinate both personal selling and advertising. Sales promotion refers to the provision for a limited period of time of special buying incentives. Sales promotion can be effectively implemented at the Dealer’s Salesmen & consumer’s levels. Depending on the level, various methods of Sales promotion could be used. There are however, certain problems associated with the use of sales promotion, viz, additional expenditure, timing, Competitors response etc.

**Promotion of consumer Products:-**

**Marketing Process of Consumer Product**

[Diagram showing the flow of products and information from Manufacturer, Advertising, Retailer, Sales promotional device, Consumer, Sales Manager ship, and Makes Research]

To be successful, Marketing should be a continuous process, Linking the producer and the consumer by means of a flow of products (or services) and information. In
order to lubricator this process, the manufacturer or supplier can deploy all the elements which make up the marketing mix. one of the most powerful elements in this mix is promotion embracing three elements : sales promotional activities, advertising & salesmanship, publicity & public relations are also used by many firms.

5.2 OBJECTIVE OF SALES PROMOTION OF TATA TELESERVICES:
- To increase Sales.
- To maintain or improve the company’s market share.
- To create or improve brand recognition acceptance or preference.
- To create a favorable climate for future Sales.
- To inform & educate the market.
- To create a Competitive difference.
- To improve the promotional efficiency.
- Affordable and effective Communication facilities to all citizens.

- Provision of universal Service to all uncovered areas including rural areas.
- Encouragement to development of telecom in rural areas making it more affordable by suitable tariff structure and making provision of rural Communications mandatory for all fixed service providers.
- Building a modern and efficient telecommunications infrastructure to meet the convergence of telecom, IT and the media.
- Conversion of PCOs into Public Tele info Centers equipped with multimedia Capability like.
- Strengthening research and development efforts in the country.
- Achieving efficiency & transparency in spectrum management.
- Protecting the defense & security interests of the country.
TATA PROMOTION ACTIVITIES
SALES PROMOTION ACTIVITIES

Tata’s future plan include a fast expansion programme of increasing the present 31 million lines to twice that number by 2010.

The shift in demand from voice to date domination and from wire line to wireless has revolutionized the very nature of the network. Tata has already set in place several measures that should enable it to evolve into a fully integrate.

Multi operator by 2010 and its incumbents status, size, infrastructure & human resource, should certainly, give it a distinct advantage.

Consolidation of the network and maintaining high quality of service comparable to international Standards is the key aim of the growth plan. Objective of the plan are:-

- The telephone Connection shall be provided on demand and it shall be sustained.
- The network shall be made fully digital. All the technologically obsolete analog exchanges will be replaced with digital exchanges.
- To provide digital transmission links up to all SDCAS.
- Digital Connectivity shall be made available to all the exchanges by 2010.
- Extensive use of optical fiber System in the local, junction and long distance network so as to make available sufficient bandwidth for the spread of internet and demand.
- ISDN Services shall be extended to all the district headquarters, Subject to demand.
- To provide Intelligent Network Service progressively all over the Country.
To set up Internet Modes Progressively up to district headquarters level.

Upgrading existing STD/ISD PCOs to full fledged Public Tele-info centers (PTIC) for supporting Multi-media capability and Internet Access.

Introduction of latest telecom service like National directory enquiry Computerization etc.

Projects Recently Implemented:

- National Internet Backbone of TATA
- Voice over IP
- Broadband Services – ADSL & High speed Internet
- Managed Leased link Network (MLLN)
- Access Network – LMDS. DLCs, RLC etc.
- Internet Exchange Points – ISPs
- Internet Data centers (IDC)

RELIANCE INFOCOM PROMOTIONAL OBJECTIVES

TO MEET THE CONVERGENCE OF TELECOM MEDIA

Reliance India mobile and film star Kamal Hassan today announced that as part of the Reliance India show time platform for film promotion the company had tied up with the Tamil blockbuster movie Virumaandi starring the actor in the lead role. The tie-up with “Rajkamal films” will bring in various elements of the movie such as the video clips songs movie trailers and wallpapers into the Reliance India Mobile through R-world. Kamal Hassan said this was the beginning available bandwidth in exciting areas like watching full length feature films through pay channels of
mobile phones and the internet which would revolulutions the film industry bringing in honest rewards and eliminating piracy.

- **R-World contest**
  A R-World contest on the movie is being undertaken for RIM customers where in the winners are entitled for prizes such as tickets to the movie cassettes, audio, CDs and the biggest prize in winning goodies like the costumes of the star cast of the movie and a video chat with the star cast and crew of move.

- **Redefine the concept**
  The Reliance redefined the concept of mobile applications with their unique R-world suite of data applications available in Reliance India mobile phones.

- **To Reward their customers and constantly update**
  In order to reward their customer and constantly update them with value added applications reliance have created a platform to introduce infotainment applications including the movie of the month. The tie-up with the movie ‘Virumaanda’ being released for the penal festival has given reliance an opportunity to not only showcase their data and broadband capabilities but also make it available to their customers and excite them. Thus Reliance is equipped to provide customized content to customers according the their needs and tastes.

- **To facilitate Java-enabled handsets**
  The objective at reliance Infocomm is to facilitate all its java enabled handsets for delivering rich multimedia services to leverage its network and MMS
Promotion Decision

(multimedia messaging service) capabilities, every reliance Infocomm handset comes with the configured R-world button to launch the R-world applications.

- **Providing better productivity convenience and infotainment**

  R-world offers a wide range of applications including hour-to-hour news updated high quality video streaming downloadable multilingual ring tones seasonal updated including festival specials city & TV guides exam results astrology and stock prices. They are designed for better productivity convenience & infotainment.

- **Coverage**

  The next generation Reliance India mobile service which offers full roaming facility is now commercially available in over 1,100 towns and cities. The service is at present supported by over 250 web worlds and 700 retail outlets where a customer can walk in and 7000 retail outlets where a customer can walk in and get a fully provisioned CDMA mobile phone within minutes.

  Assist and encourage market liberalization and competition through its communications programmed and regulatory efforts.

  Target by March 31, 2006: Presently Reliance have nearly 1.6 million customers and by March 31, 2006 they expect to come extremely aggressive and they are leaving no stone unturned toward achieving their objective they have come out with same phenomenal customer friendly plans in the last ten days and their implementation soon will field rich dividends they are targeting 30% on net adds every month.
• **Future plans**

Reliance first plan is to achieve leadership right now it is Airtel, Hutch and then Reliance are rapidly closing the gaps they want (NCR) to be the largest circle for any operator across the nation customer satisfaction and customer delight are the other major goals Reliance have chalked out for the future.

Soon Reliance are going to create big opportunities for Indians within India. They also see a future with more innovative and flexible products for the customers.

Like Reliance have sachets for shampoos they are going to see such innovations for the customers in telecom sphere also if the customer wants to recharge only for Rs. 10 then they will be able to do so the future will become more customer friendly low tariffs and innovative plans will be the trends and there will be more rural thrust in the coming years with prosperity level going up entry level barriers getting dismantled and they will see another explosion in the telecom market in India soon. It is going to be a glorious era for the Indian telecom industry.

• **Built Brand image**

A long term objective is to build an image for the product brand and/ or company. This is an explicit goal for company with ample budgets.

• **Credit monitoring**

Credit monitoring is what we term as dunning action dunning is nothing but a set of actions to deal with the customer with the objective of keeping our
exposure and collection intact without disturbing the customer too much
sending a SMS when you are just about to cross your credit limit is a dunning
action. Barring your ILD services when you have crossed your limit is also a
dunning action.

There are two kinds of dunning actions one is around the credit limit
that they set for the customers which ensures that the distinct from credit
dunning which is to see that there is a discipline that they can impose on the
customer pay within due date and that their usages is with in exposure.

- **Rich content reasonable price**

R-world draws upon many sources for content including the 50000 strong
developer community niche content providers and tie-ups (with stock
exchanges for stock quotes with news channels for news with film producers
TV channels and celebrities for entertainment based content with Shahnaz
Hussain for beauty tips with Sanjeev Kapoor for recipes for instance
applications like booking rail tickets phone back up city guides and bill on the
day the deluge on July 26 people used R world to read news find the nearest
ATM Hospital and blood bank reliance Infocomm was the only operator that
day that was working on near full capacity the recently introduced ICE in case
of emergency application allows one to save personal and medical information
about self that can be really handy in case of emergency.

Eleven of R-world applications are already available in eight languages
and attempts are on to customize more applications “we need to grow this
segment and make it even more user friendly.
5.3 METHODS OF PROMOTION ADOPTED BY BOTH THE COMPANIES:-

1. Packaging
2. Merchandising
3. Personal Selling
4. Direct Marketing
5. Public Relations
6. Sponsorship
7. Exhibitions
8. Internet
11. Creating local RIM songs.
12. Organize various events and Cultural Programs to attract Customers.
13. For creating greater visibility Reliance did two lakh square feet of wall paintings and branded 300 dhabas. On the highway in addition, some five lakh square feet of wall painting was also done in the rural areas to gain recognition.
14. Mobile Times: - Reliance also brought out Mobile Times, a four-page monthly newspaper to reach the massage. It gives information about our launches, Products, Schemes etc. The company send the Copy of this bulletin to over, 1, 00,000 Customers is up & they have proven to be very effective.

15. White goods Schemes:-

The White goods schemes with the channels partners have been great Success. The companies are giving microwave ovens, refrigerators, TV Sets, Home Theatres and VCD Players through channel partners. The channel partners are also interested in these schemes and worked for their promotion. We also recognize
Customers who promptly pay and give them some special incentives through
customer specific schemes.

16. Sales Promotion Schemes :

**RELIANCE SALES PROMOTION SCHEMES**

(1) Reliance introduces value roaming.

Reduce your roaming bill by up to 70% (Feb 2004)

(2) Enjoy talking to India, sound and clear on a seamless global network.

(3) Reliance world card prepaid international calling card call USA, Canada & UK Rs 7.20 per minute.

(4) **Ab Poora Paisa Vasool** lowest call rates on zero rental plans.

(5) 8888 now on Reliance India mobile leave a lasting impression, Ringtones, astrology, cricket and much more. Just SMS menu to 8888 and let reliance India mobile leave its impression on you.

(6) 30 days. 720 hours. Talk non-stop within your state.

Now talk free from your Rim to any other Rim within your state. Both on paid and prepaid. So get your family friends & business associates into Reliance and enjoy endless conversation (JULY 2005)


Results/detailed mark sheet/scores percentages/class achieved. (May2005)

(8) Salaam/Namaste to Melbourne download a salaam Namaste ringtones on R world and you could win an all expenses paid Melbourne trip for two click on R world > Hot News > Salaam Namaste.
(9) New 3300 RCV with Rs.2845 talk time and 365 days validity and 995 RCV with Rs.300 Talk time and 180 days validity. 

(6Nov 2005)

(10) Reliance offer cord less 1650 wireless 1500 Refurnished landline @150 free homes Delivery.  

(7Nov 2005)

(11) Top up your connection with Rs.2200 to Rs.10000 E-Recharge and get full talk time & 1 year validity.

(12) Full money back Offer! Purchase a new LG 2340 in Rs.2500 and avail! Full talk time of Rs.2500 for all calls.

(13) Buy a new LG 2430 and avail Rs.200 per month bonus talk time for subsequent 4 month for all local and STD calls.

(14) Lucky! Recharge by 20 Dec with select RCV’ s from 315 & get free SMS card & bonus talk time up to 150 and chance to win ford fiesta.

(15) 1 Paisa Per SMS Recharge with new Marathon. SMS pack & send 1800 SMS to any Local Phone. MRP Rs.180 Valid for 6 Months.

(16) E Recharge with Rs.995 will now give Life Time Validity and life time Tariff plan.

(17) Enjoy free incoming calls for Life-time E-Recharge with new Life time Validity voucher at just Rs.995.

(18) Learn Internet & Online Gaming absolutely free.

(19) Enjoy free calls to Reliance Mobile at Night and 15p/min during Day. Recharge with Rs.495 voucher. Get talk-time of Rs.275/-.
INDIA ONE

<table>
<thead>
<tr>
<th>One</th>
<th>Nation</th>
</tr>
</thead>
<tbody>
<tr>
<td>One</td>
<td>Billion People</td>
</tr>
<tr>
<td>One</td>
<td>Dream</td>
</tr>
<tr>
<td>One</td>
<td>Network</td>
</tr>
<tr>
<td>One</td>
<td>Rupee</td>
</tr>
</tbody>
</table>

To call within India only Rs. 1/min.

To do SMS within the state only 1 paisa.

⇒  

One Nation, One Voice, One rupee

Available only on a specific prepaid voucher and postpaid plan. Prepaid: Rs. 1100 voucher validity 30 days, talk time Rs. 750, free SMS within the state: 1100; postpaid: Joy 499: Monthly Rental Rs. 499, plan charges Rs. 25, CLIP (Optional) Rs. 25. Zero roaming rental; SMS rates are valid for prepaid customers using Marathon SMS Pack: MRP Rs. 180, validity 6 months, free SMS: 18000. Condition applies.

Cabinets / Pillars: - Both the companies are having a very useful presence in the form of cabinet’s pillars in the public places. This space is ideal for use of publicity advertising especially in areas where they are located in permanent public place. Keeping in view of the fact that the Commercial rates of the advertisement are very high in municipal / city areas. It can be a very cheap & effective medium of advertising.

Advertisement through hoardings If few areas, the target of creating of erecting iron flare sheet has been achieved Service are going to move in this decade to being the
front edge of the industry. Also more locations may be identified which are visible permanently from main roads.

Advertisement through media

PRINT MEDIA:-

Both the companies have selected following print media for advertisement like.

- Newspaper
- Magazine
- Souvenirs

ELECTRONIC MEDIA:-

Both the companies select following electronic media for advertisement:

- Regional channels
- Relational Channels but for
- Regional event
- Cinema Halls / Cable TV.

5.4 MAIN TOOLS OF SALES PROMOTION USED BY BOTH THE COMPANIES:

Sales promotion includes tools for

- Consumer promotion tools
- Trade promotion tools
- Business & Sales-force, promotion tools
Promotion is now more accepted by top management as an effective sales tool: - More product managers are qualified to use sales-promotion tools; and product managers are under greater pressure to increase current sales. In addition, the number of brand has increased, Competitors use promotion frequently. Many brands are seen as similar, consumers are more price-oriented; the trade has demanded more deals from manufacturers, and advertising efficiency has declined because of rising costs, media clutter, and legal restraints.

**Major consumer promotion Tools:-**

1. **Sample:** Offer of a free amount of a product or service delivered door to door, sent in the mail, picked up in a store, attached to another product, or featured in an advertising offer.

2. **Coupons:** Certificates entitling the bearer to a stated saving on the purchase of a specific produce: mailed, enclosed in other products or attached to them, or inserted to them, or inserted in magazine and newspaper ads.

3. **Cash Refund Offers (rebates):** Provide a price reduction after purchase rather than at the retail shop: consumer sends a specified “proof of purchase” to the manufacturer who “refunds “part of the purchase price by mail.

4. **Price Packs (cents-off deals):** Offers to consumers of saving off the regular price of a product, flagged on the label or package. A reduced-price pack is a single package sold at a reduced price (such as two for the price of one). A banded pack is two related products banded together (such as a toothbrush and toothpaste).

5. **Premiums (gifts):** Merchandise offered at a relatively low cost or free as an incentive to purchase a particular product. A with-pack premium accompanies the product inside or on the package. A free in-the-mail premium is mailed to
consumers who sent in a proof of purchase, such as a box top or UPC code. A self-liquidating premium is sold below its normal retail price to consumers who request it.

6. **Frequency Programs**: Programs providing rewards related to the consumer’s frequency and intensity in purchasing the company’s products or services.

7. **Prizes (contests, sweepstakes, and games)**: Prizes are offers of the chance to win cash, trips or merchandise as a result of purchasing the company's products or services.

8. **Patronage Awards**: Values in cash or in other forms that are proportional to patronage of a certain vendor or vendors.

9. **Free Trials**: Inviting prospective purchasers to try the product without cost in the hope that they will buy.

10. **Product Warranties**: Explicit or implicit promises by sellers that the product will perform as specified or that the seller will fix it or refund the customer’s money during a specified period.

11. **Tie-in Promotions**: Two or more brands or companies team up on coupons, refunds, and contests to increase pulling power.

12. **Cross-Promotions**: Using one brand to advertise another noncompeting brand.

13. **Point-of-purchase (POP) Displays and Demonstrations**: POP displays and demonstrations take place at the point-of-purchase or sale.
MAJOR TRADE – PROMOTION TOOLS:

Price-Off (off-invoice or off-list): A straight discount off the list price on each case purchased during a stated time period.

Allowance: An amount offered in return for the retailer’s agreeing to feature the manufacturer’s products in some way. An advertising allowance compensates retailers for advertising the manufacturer’s product. A display allowance compensates them for carrying a special product display.

Free Goods: Offers of extra cases of merchandise to intermediaries who buy a certain quantity or who feature a certain flavor of size.

3. Major Business and Sales force Promotion:

Trade shows and Conventions: Industry associations organize annual trade shows and conventions. Business marketers may spend as much as 35 percent of their annual promotion budged on trade shows. Over 5,600 trade shows take place every year, drawing approximately 80 million attendees. Trade show attendance can range from a few thousand people to over 70,000 for large shows held by the restaurant or hotel-motel industries. Participating vendors expect several benefits, including generating new sales leads, maintaining customer contacts, introducing new products, meeting new customers, selling more to present customers, and educating customers with publications, videos, and other audiovisual materials.

Sales Contests: A sales contest aims at inducing the sales force or dealers to increase their sales results over a stated period, with prizes (money, trips, gifts, or points) going to those who succeed.
**Specialty Advertising:** Specialty advertising consists of useful, low-cost items bearing the company’s name and address, and sometimes an advertising message that salespeople give to prospects and customers. Common items are ballpoint pens, calendars, key chains, flashlights, tote bags, and memo pads.