

The Value of Visual References in Marketing Promotion Strategy

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INTRODUCTION

- ...internal and external.
- These are *tangible –visual* attributes *supporting* a brand.

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visibility.

INTRODUCTION

- ...most customers are **highly**
visual, including
- ✓ Children, women, Farmers, etc
- ...**Advice** to marketers
- ✓ **Incorporate** strong visual elements into everything that ***“touches”*** your customers.



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IMPORTANCE

1. Facilitate easy Learning

- Customers for all products including Farmers around the world tend to be very visual in how they learn.
- Using visual elements to demonstrate
 - ✓ *yield* or
 - ✓ better *roots* or
 - ✓ other *physical aspects* of a plant is much more memorable than simply *talking* about these issues.



Strategy Implications: Use in package

2. They support written or Verbal message

(in an Ad/ given by a sales rep)

What do visual elements include?

They are primarily

- photos, but also include
- simple drawings,
- color,
- symbols and
- logos,
- signs, and
- even clever representations of your product to emphasize a point
- such as baskets full of maize to represent yields.

..marketer's objective is to support key messages through the clever use of visual references that your ***audience will remember.***



3. They *appeal*, *attract* and catch customer *attention*



4. Facilitate *attitude* formation and change

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5. Promote word of *mouth* by customers



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Visual References

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1. DISPLAYS METHODS –

a). ROOT DISPLAY

The big differences in root quality between several maize hybrids are quite visual in (See Diagram)

Company may do the following: To communicate this key sales point

- company representative dug up roots,
- washed them off, (*demonstration*)
- and pass them around for discussion during a field day.

OR

- Capture the picture on the *package*
- Develop a brief description (label)

OR

- Capture the picture in an *advertisement*

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b). A GROWING MAIZE –Display format

- display the crop in a new or different way.
- Here the sales rep removes the
- upper portion of the
- maize plant and
- peel back the
- husks to highlight
- the large, uniform
- maize ears.

NOTE:

This could be in a **brochure**,

Letter head, etc

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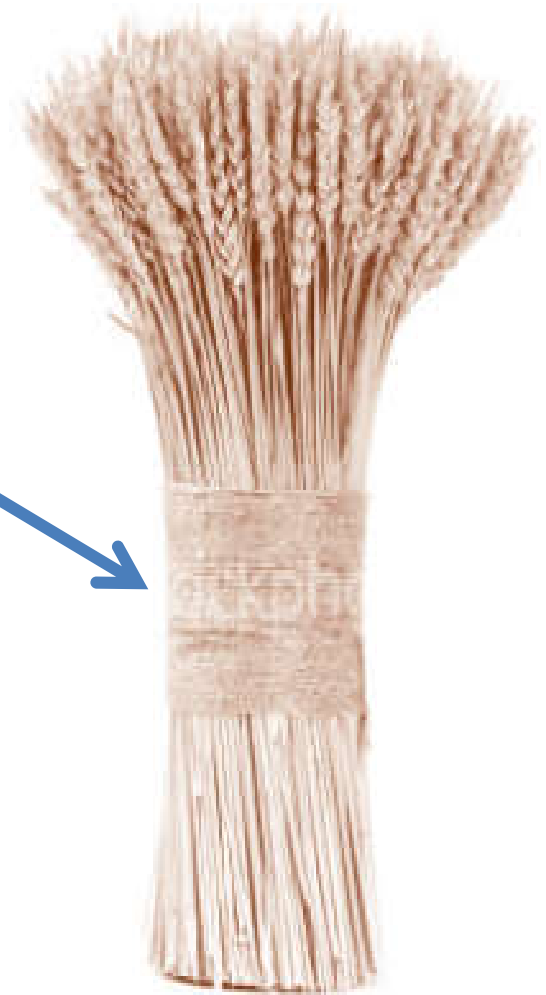
Requirement: Be **creative**

...when preparing products for display.

Check the wheat in picture

- has been *tightly wound* for handling.
- It shows your pride in your product
- and the *care* you take in managing it.

Value---Passing the display around while pointing out important attributes helps customers remember.



2. SIGNS METHOD- SIGN OF CROPS IN THE FIELD

- Colorful field **signs** can provide a visual backdrop for product displays.

Farmers like being able to

touch products,

so displaying them in boxes, Buckets is useful

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Requirements

- Field signage is always important.

Be visual, neat & Organized:

- Take care to ensure your signs are visual and neat.
- If your demo or field day plot is neat and organized, customers will conclude
- ✓ that you take the same care with your seed and even your services are of high quality.

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3. COMPANY LOGO

- Sometimes its overlooked but it is a very crucial visual element

Requirements

- It should be compatible with field signs and posters
- It should be in **harmony** with colors/black and white
- It should be **legible** when it is reduced in size in a flier or a brochure or letter head.
- It should be compatible with the co as it grows .
- It should be easy to place in a field sign
- It should be able to provide addition space for more information eg seed/ field No.
- Ensure its not dull, it should be recognizable due to distinctive shape or feature.



4. Pitch a presentable Demonstration Plot

- Best **sales** technique
- Have **several small** for good results
- **Location** selection is critical too/ high traffic areas-best eg, schools,etc/ easy to access by staff/
- **Local person** to manage it will be the best choice
- **Proper planning** and managing it is mandatory= rows, spacing, fertilizer application, weeding, etc
- Include **all the co seeds**
- Fix co **signs**
- Plan farmers **visit** to the demo
- Ensure convenient **option for buying** co seeds after demo.



5. Plan for Field Day

-it's a good *showcase for co products*,

-*plan early*,

- *consider* =the group of farmers to attract, plan how to communicate about the event, coverage area, objective, literacy level, how to communicate about your product eg use of sample seeds , etc,

-*Invite good speakers* = local extension officer, a farmer who was involved in planting, invite local other people but be careful of politicians,

-develop good *program*

-design it having your *target* group in mind



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6. Promotional Brochure

- Attracts customers, -define target group,-define purpose,-plan how to distribute it. clear. well written, etc



7. Invoice Stickers

The stickers,

- are printed on standard printer labels,
- can be added to invoices to encourage repeat purchases.
- Both - color - black and white versions

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Sharing the Message – Ads

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- SUCCESS -

SOME FARMERS PLANT IT.

Question: Are the successful farmers the ones who use Certified seed or do the farmers who use Certified seed become successful? Either way you look at it, Certified seed opens the doors to new opportunities for success. Efficient use of inputs, quality assurance, new markets – it all starts with Certified seed. Why settle for less?



This message brought to you by Canada's seed industry including growers, breeders and seed trade.



8. Thank You cards - Promotional thanks cards

- ...are intended to be used post sale, either with an invoice or a follow-up after the sale.

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9. BRANDING METHOD

Others Visual elements include;

- Branded T-shirts

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- Branded vehicles
- Branded offices
- Branded outlets
- Letter heads
- Stationary
- Calenders / dairies

-Business cards etc

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Branded Caps
Branded Bags
Branded Pens



End

