

# MARKETING PROMOTIONAL STRATEGIES:

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- **ENHANCING COMPETITIVENESS  
IN THE MARKET PLACE**

**BY**

**Dr Raymond Musyoka**

## Communication defined

● ...a *transactional* process

between two or more **parties**

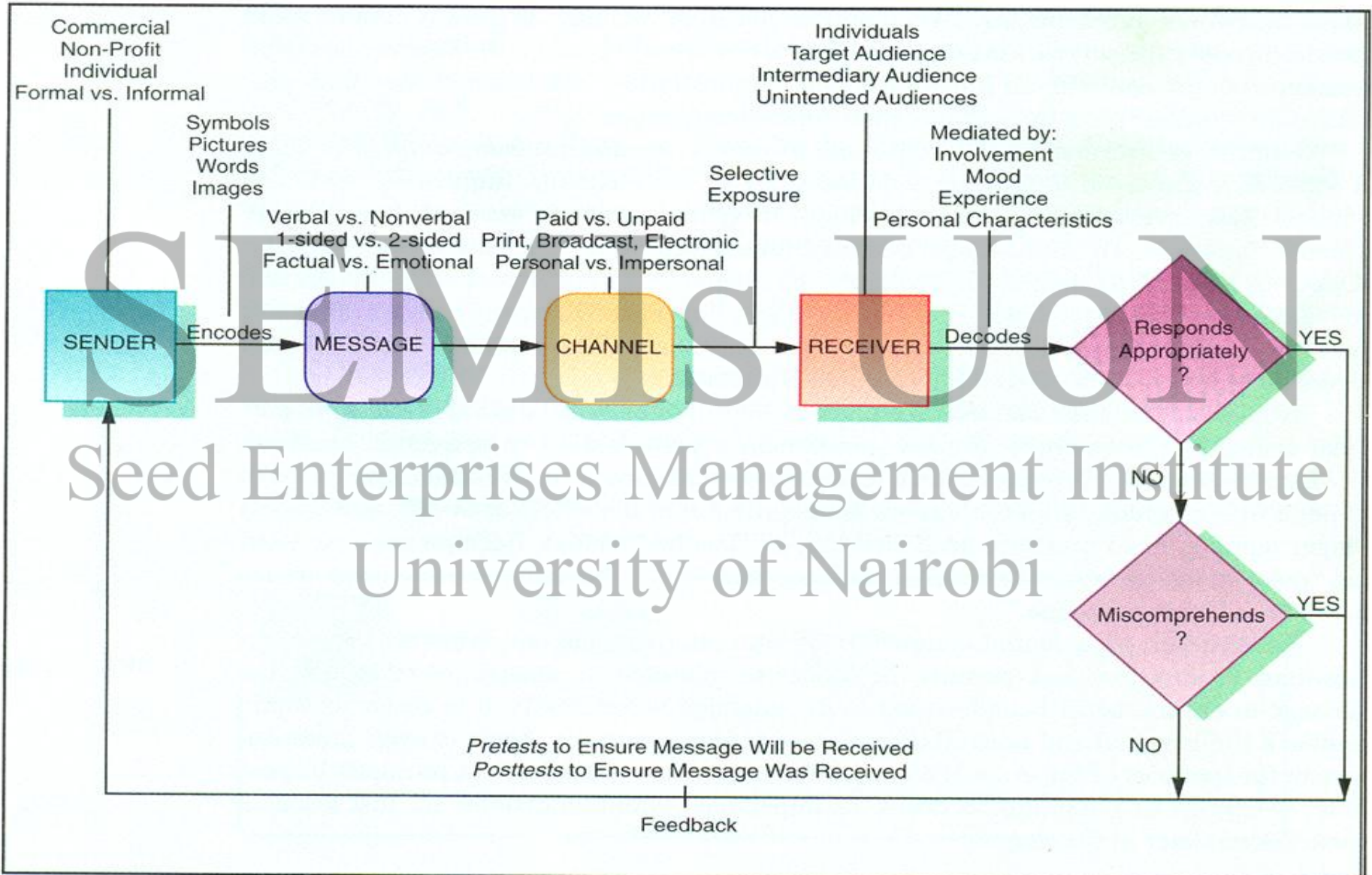
whereby

meaning is **exchanged**

through intentional use of

**symbols**

# COMPREHENSIVE COMMUNICATION MODEL



# Marketing Communication Defined

■...process of persuading  
consumers to accept the  
firm's offer. @@

# Advertising



# Plant demonstration

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PHOTO: (C) DREW SUTTON

# Integrated Marketing Communications

■ ...it's the controlled integrated

program of communication **methods** and

**materials**

- ...designed to present the organization and its products
- ...to the prospective customers,
- to communicate need-satisfying attributes of products to facilitate sales and thus contribute to long-run profit performance (Kinner, Warshaw & Engel, 1998)

Split Pea

Chili

10 Bean



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# TOOLS OF PROMOTIONAL STRATEGIES

- ✓ Advertising
- ✓ Sales Promotion
- ✓ Sales-force
- ✓ Direct Marketing
- ✓ Publicity and Public Relations
- ✓ Sponsorship
- ✓ Exhibitions
- ✓ Corporate Identity
- ✓ Packaging
- ✓ Merchandising
- ✓ Word-of-Mouth
- ✓ The Internet and others –price etc

# Advertising Strategy

## Definition:

- Advertising is any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor.

# What is An advertising objective?

- ...is a specific **communication task** and **achievement level** to be accomplished with **a specific audience** in a specific **period of time.**

E.g. Bidco's one advertising objective could be "to gain number one market share in cooking oils in Africa in the next 10 years".

**DEVELOPING  
AND  
MAINTAINING AN  
ADVERTISING  
PROGRAMME**

# MAJOR DECISIONS IN DEVELOPING AN ADVERTISING PROGRAM

# Starting point:

Marketer must *identify*

 The *Target* market

 The Buyer *motives.* @

# MAJOR DECISIONS

1

- Set Advertising **Objectives**

2

- Decide on the **amount** the company will spend

3

- Choose the Advertising **Message**

4.

- Decide on **Media** To Be Used

5

- Decide on How To **measure** Results



**PHASE ONE:**

**SETTING**

**ADVERTISING**

**OBJECTIVES**

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# What is An advertising objective?

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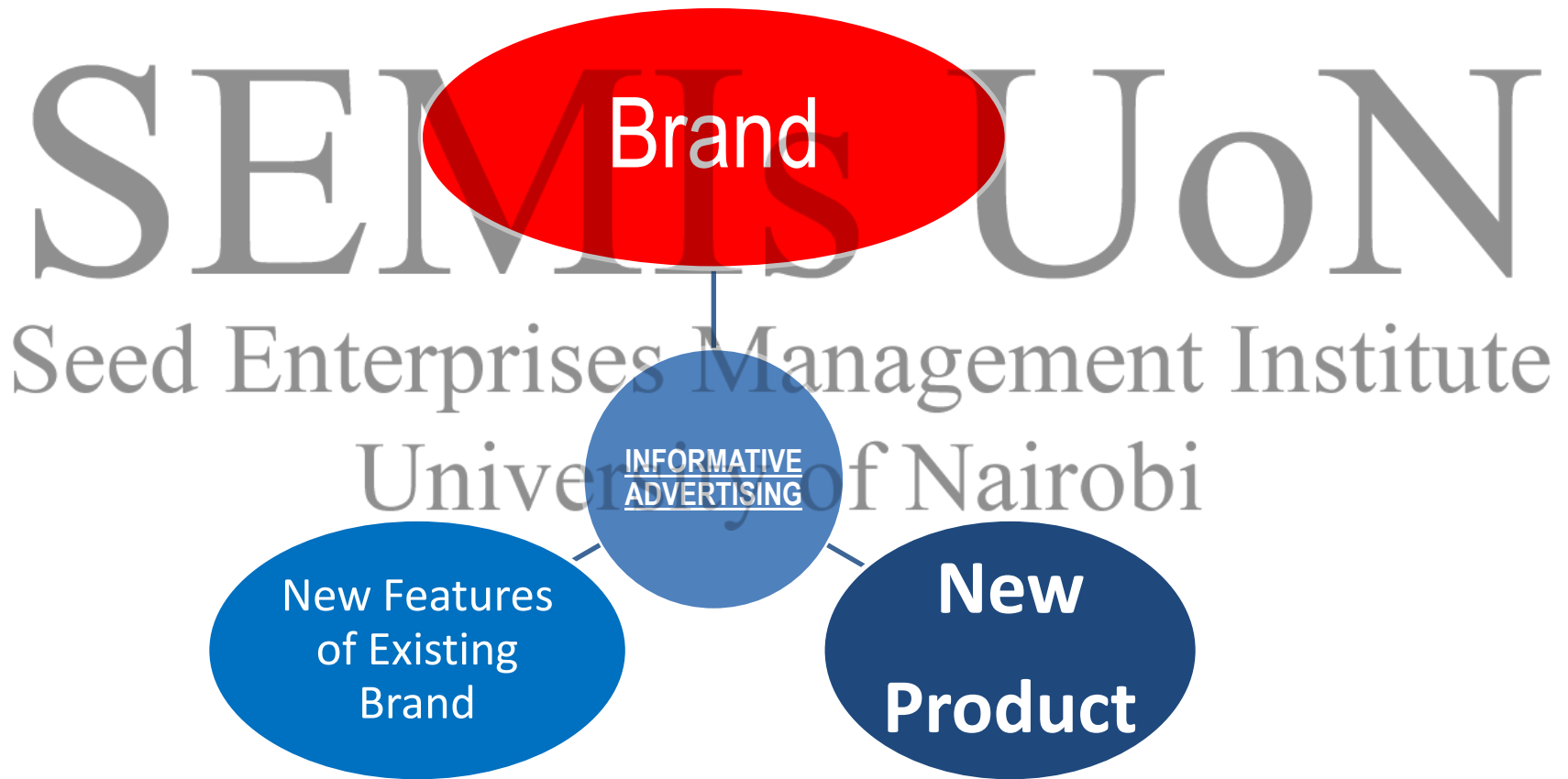
# What To Consider:

- Current marketing situation-competitors
  - Target market
  - Brand positioning
  - Marketing program- overall mktg strategy
  - Product Life Cycle
- *After analysing the above mentioned issues the marketer must classify the objectives to pursue in **the communication plan***

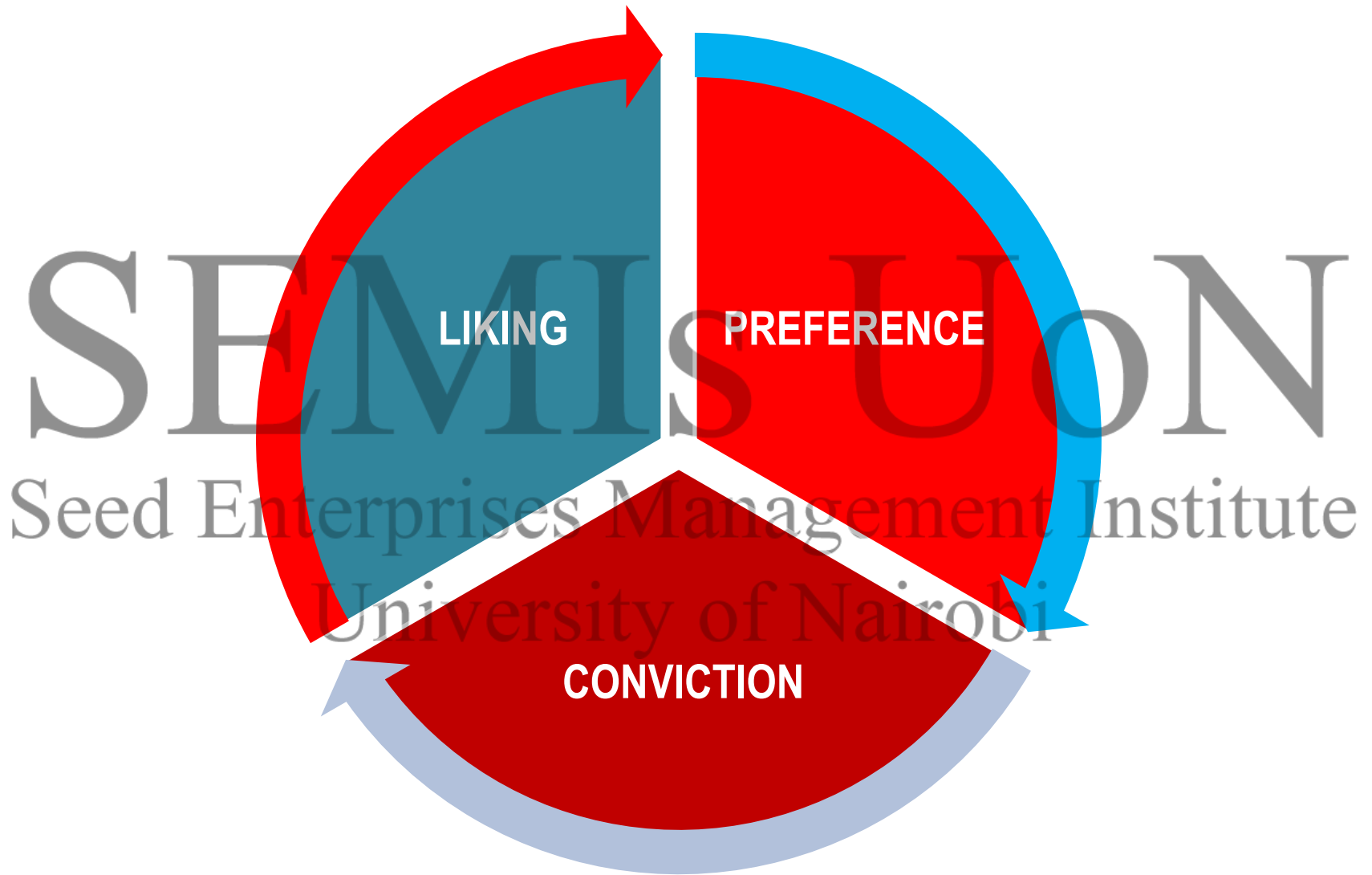
# Classification Of Adv. Objectives

## INFORMATIVE ADVERTISING

- Purpose is to create awareness and Knowledge




**PERSUASIVE ADVERTISING** – Aims to create...



## REMINDER ADVERTISING

 Aims to stimulate repeat purchase

## REINFORCEMENT ADVERTISING

 Aims to convince current purchasers that they made the right choice

*(The car in front of you is always a Toyota)*

**PHASE: TWO**  
**DECIDING ON THE**  
**ADVERTISING BUDGET**

# Introduction

Advertising

*investment*

builds up an intangible asset

called

*Brand Equity.*



# FACTORS TO CONSIDER

- Stage In Product Life Cycle
- Market Share target
- Consumer Base
- Competition/ Clutter
- Advertising Frequency
- Product Substitutability

**PHASE :THREE:**

**DEVELOPING**

**AN**

**ADVERTISING**

**MESSAGE**

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-Advertising campaigns do vary in creativity

-Employ art to develop

Message Strategy is  
What The Ad Attempts To  
Convey About The Brand  
( Positioning An Ad)

Creative Strategy is  
How The ad  
Expresses the  
Brand Claims

# Steps in Ad strategy Dev't:

1. Generation  
Of Message

2. Evaluation  
and selection  
Message

3. Execute  
Message

4. Review social  
responsibility  
Implications

# 1. Message Generation

Schools of thought for generating effective message:

● Link-brand to single **benefit**

*(Action – the powerful pain killer)*

■ Base it on a **worrying situation**

*(Omo advert – no stain, no learning)*

● Base it on **competitor talk**

## 2. Message Evaluation And Selection

The advertiser should do market research

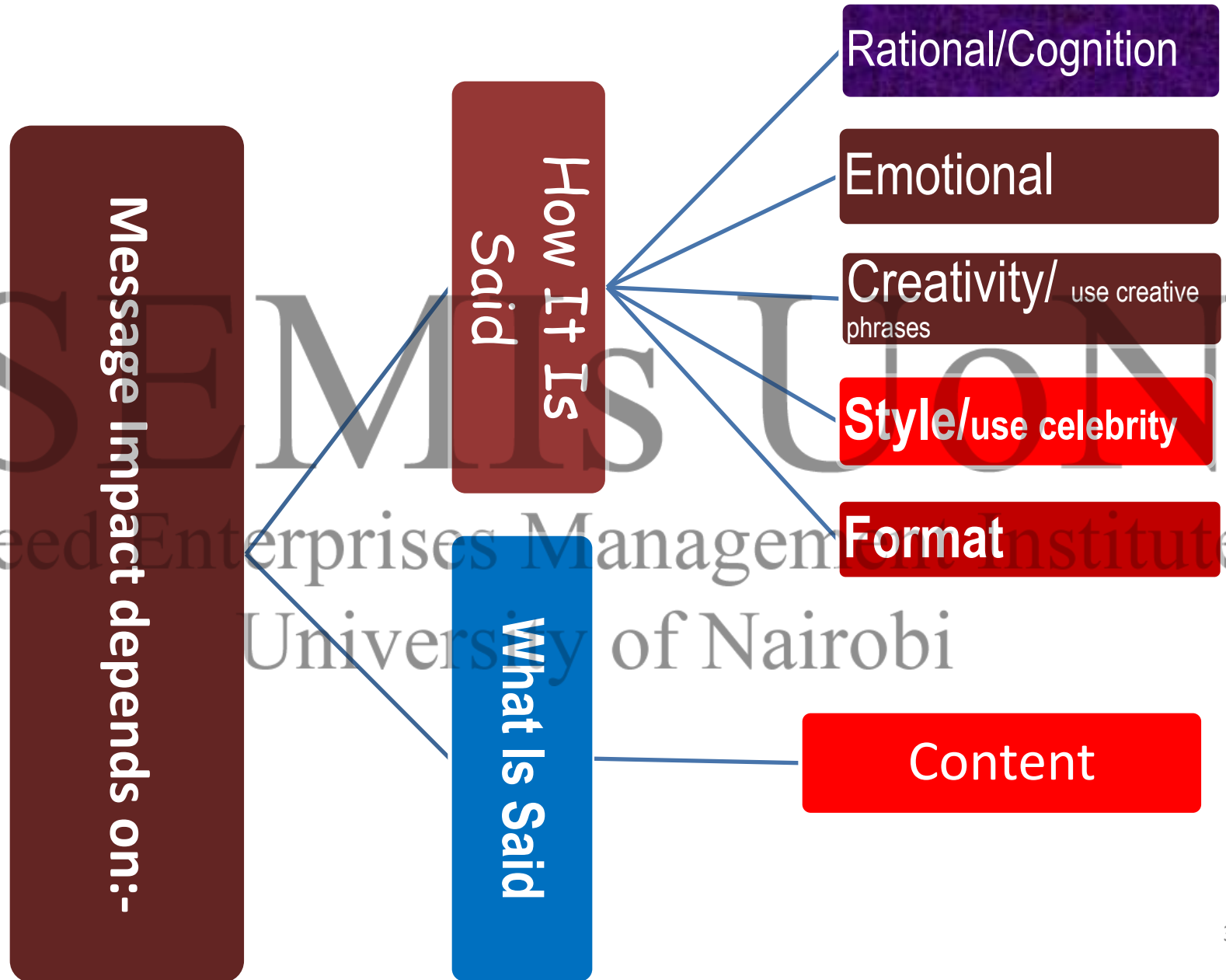
to find out which appeal works best with his target audience.

Focus on **One core** selling proposition.

Rate it on

- *Desirability,*
- *Likeability*
- *Exclusiveness*

### 3. Message execution



🌐 In message execution try to use

**memorable**

and

**attention** getting words .

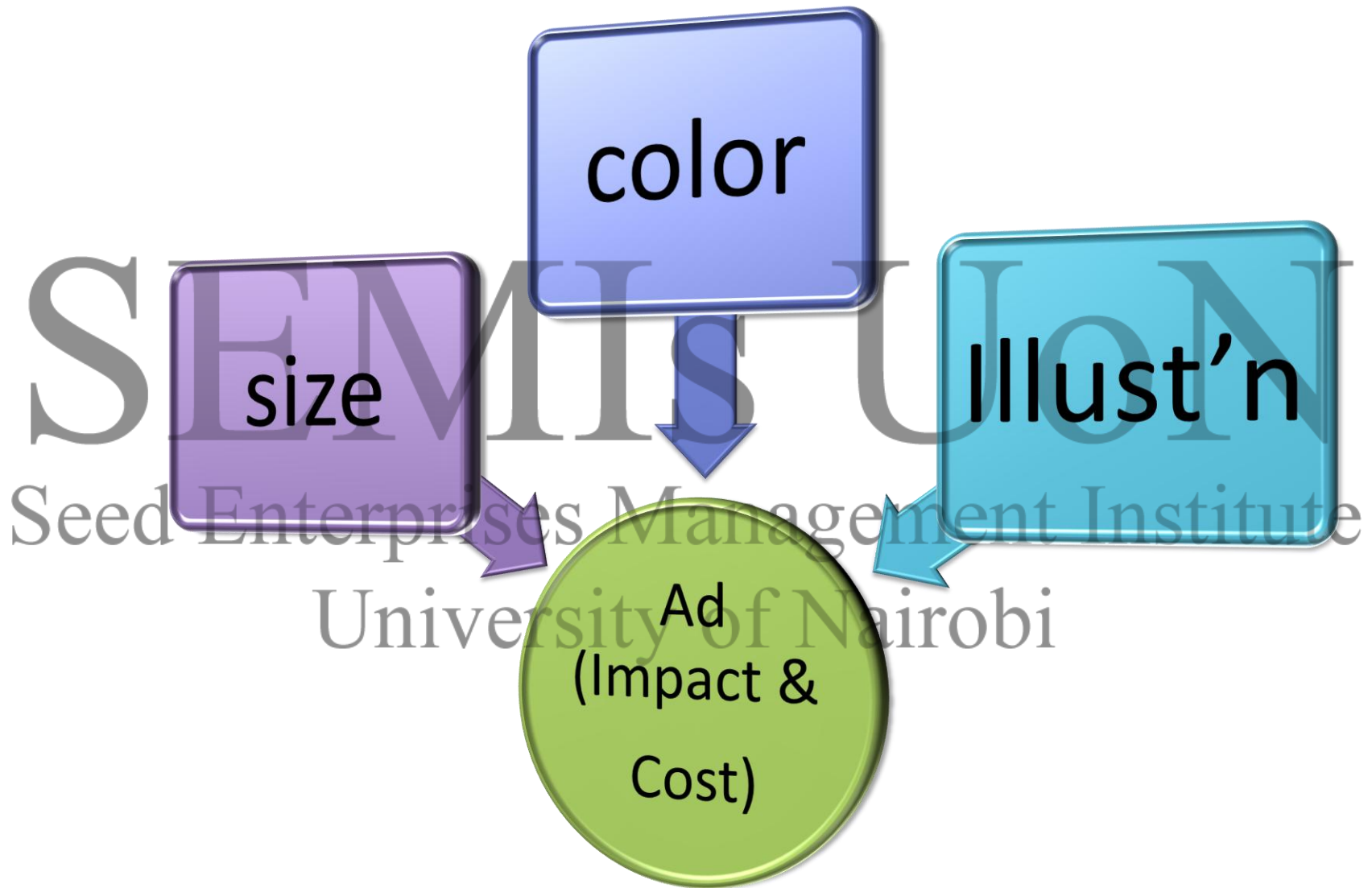
(“sleep cheap at XYZ hotel”)

🌐 Choose appropriate **tone** for the ad

ie either being **positive/ humorous** etc



# AD FORMAT USAGE



# Celebrity Endorsements As A Strategy

- To *draw attention* to a product or brand
- The celebrity should have
  - High *Recognition*,
  - High *Positive* Effect,
  - And High *Appropriateness* To The Product
- This, however, has consequences in case the celebrity failing to sign consecutive contracts or getting caught up in a scandal.

- Note

That Ads are more effective  
when they are **congruent**  
**with surroundings**

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# SOCIAL RESPONSIBILITY REVIEW

Advertisers and their agencies must be make sure their “creative” advertising does not overstep **social and legal norms**.

## Companies must avoid

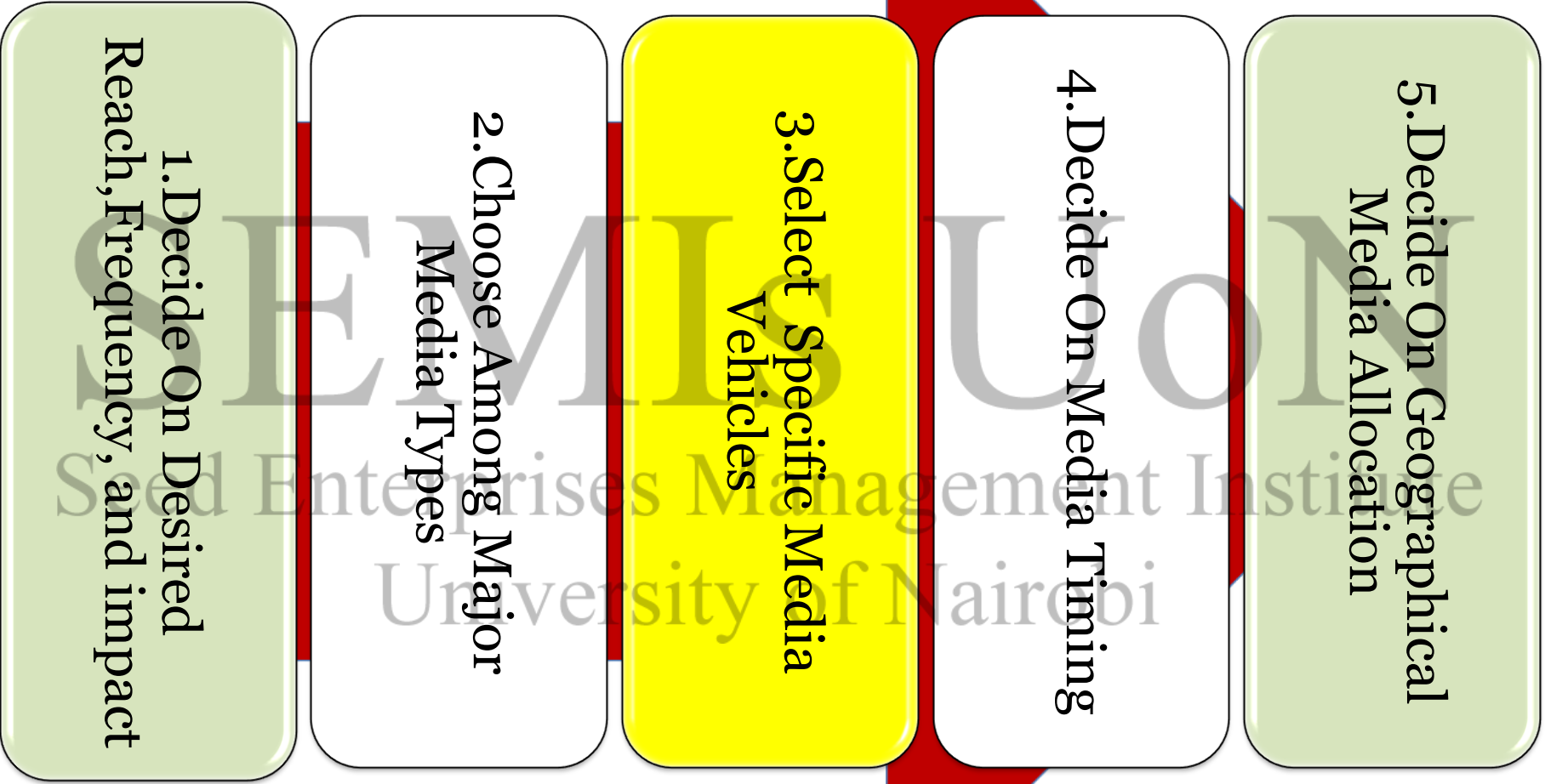
- False or deceptive ads or make false claims, demonstrations
- Avoid bait and bite tricks. Eg adv low prices and when clients turn up you charge higher price.
- Offending ethnic groups, racial minorities.
- It is **advisable** for the company to build ad campaigns on a platform of social responsibility.

# **PHASE: FOUR: DECIDING**

**ON  
MEDIA**

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# STEPS

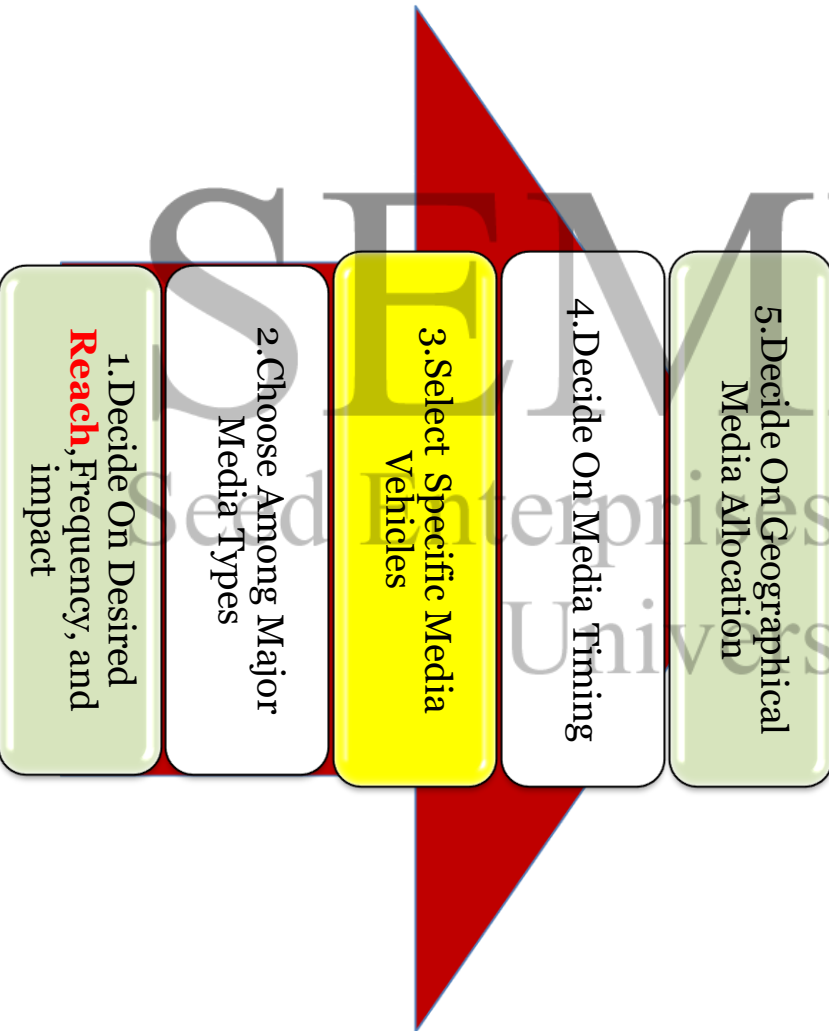


# 1. Deciding On Reach, Frequency, And Impact

- ❑ Rate of product trial depends on brand awareness among other factors.
- ❑ Therefore, the aspect of exposure will be critical here.
- ❑ As a result the effect of exposures on audience awareness depends on the exposures' reach, frequency and impact.

# Reach(R)

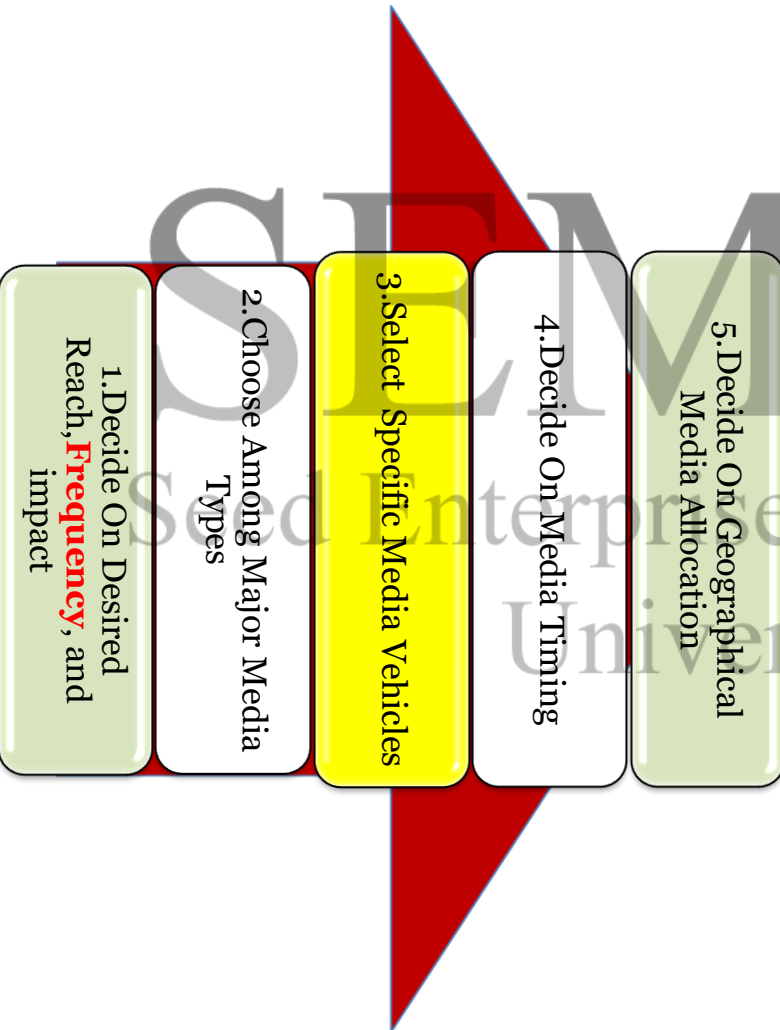
● the number of different persons or households exposed to a particular media schedule at least once during a specified time period





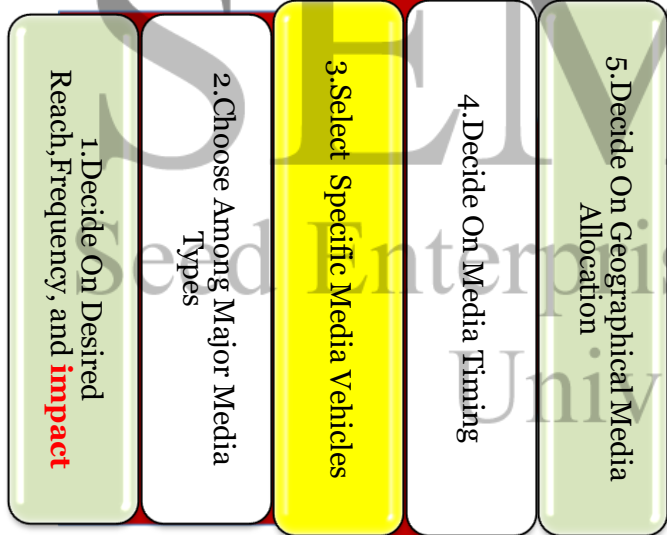
# Frequency(F)

□ The number of times within the specified time period that an average person or household is exposed to the message.



## Impact (I)

- The **qualitative value** of an exposure through a given medium eg Level of awareness, etc



## 2.CHOOSING AMONG MAJOR MEDIA TYPES

The media planner must be able to

- know the capacity of the major media types to deliver the required reach, frequency and impact.
- Consider their costs, advantages and disadvantages

# Factors to consider

**cost**

**Message characteristics-**

**Timeliness and information  
content does influence media  
choice/ urgent/ technical/etc**

**Product Characteristics-**

- **Media types have different potential for demonstration, visualization, explanation, believability and color.**

**Target Audience**

**Media Habit-**

- **Teenagers prefer TV**

# Allocating A Budget To Specific Medium

- Given the abundance of media, the planner must decide how to allocate the budget to the major media types.
- In making choices, the planner has to rely on measurement services that provide estimates of audience size, composition, and media cost.

## Audience size has several possible measures:

- **Circulation**: The number of physical units carrying the advertising.
- **Audience**: The number of people exposed to the vehicle. (If the vehicle has pass-on readership, then the audience is larger than circulation.)
- **Effective audience**: The number of people with target audience characteristics exposed to the vehicle.
- **Effective ad-exposed audience**: The number of people with target audience characteristics who actually saw the ad.

**PHASE: FIVE:  
EVALUATING ADVERTISING  
EFFECTIVENESS**

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## Note:

- Most measurement of advertising **effectiveness** deals with campaigns.
- Most of the money is spent by agencies on **pretesting** and **evaluating** their effectiveness.
- A proposed campaign should be tested in one of the cities first and its impact evaluated before rolling it out nationally.



# Measurement on communication effectiveness cover:

- **Potential Effect On Awareness**
- **Knowledge, Or Preference**
- **Ad's Sales Effect**

# COMMUNICATION-EFFECT RESEARCH

## Copy testing

...done **before** an ad is put into a media  
and **after** it is printed or broadcasted

# SALES-EFFECT RESEARCH

- **Advertising's sales effect** is generally *harder* to measure than its **communication effect.**

# Reason;

Sales are influenced by many factors, such as

● Product's Features,

● Price,

● Availability,

● Competitors Actions.

- The **fewer** or **more controllable** these other factors are, the **easier** it is to measure effect on sales.
- The **sales impact** is easiest to measure in **direct-marketing situations** and **hardest to measure in brand image-building advertising.**

**Researchers try to measure the  
sales impact through**

**Historical data**

**Experimental data.**

**END**

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## **SALES PROMOTION**

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## Definition

**Sales promotion consists of a set of tools mostly short term designed to stimulate quicker or greater purchase of particular products or services by consumers.**

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## PURPOSE OF SALES PROMOTION

- 1. Incentives are used to attract new consumers especially brand switchers**
- 2. To reward loyal customers and increase repurchase rates of occasional users**

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- 3. Small scale competitors use sales promotion to match market leaders with big budget**
- 4. Price competition is used on small brands to enlarge market share**
- 5. Enables manufactures to adjust to short run supply and demand**

- 6. Manufactures can test high list price they can charge since they can always discount it.**
- 7. Promotes greater consumer awareness of prices.**
- 8. Allow consumers to sell more than they would normally sell at list price.**

**9. Helps manufactures adapt programs for different consumer segments**

**10. Consumers can enjoy some satisfaction and take advantage of price specials or discounted prices.**

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# MAJOR DECISIONS IN SALES PROMOTION

## Establishing Objectives

- **Consumer objectives**
- **Retailer objectives**
- **Sales force objectives**

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# SELECTING CONSUMER PROMOTION TOOLS

## Considerations

- 1. Type of market**
- 2. Sales promotion objectives**
- 3. Competitive conditions**
- 4. Each tools cost effectiveness**

# MAJOR CONSUMER PROMOTION TOOLS

- **Samples**
- **Cash refund or rebates**
- **Price pack**
- **Gifts**
- **Frequency programs**
- **Free Trials**
- **Product Warranties**



**Sales promotion is most effective when used with advertising. Many large companies have a sales-promotion manager whose job is to help brand managers choose the right promotional tool.**

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# MAJOR TRADE-PROMOTION TOOLS

- **Price-off**
- **Allowance**
- **Free goods**

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# BUSINESS AND SALES FORCE PROMOTION TOOLS

- **Trade shows and Conventions**
- **Sales contests**
- **Specialty Advertising**

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## DEVELOPING THE PROGRAM

**Factors marketers have to consider in deciding to use a particular incentive.**

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- **The size of the incentive as a certain minimum is required for the promotion success.**
- **Establish conditions for participation for example the age groups for beer promotion.**

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- **The duration of the promotion. The optimal frequency according to research is three weeks per quarter.**
- **The marketer must also choose the distribution vehicle.**
- **The manager must also establish the timing of the promotion.**

- **Using the above factors estimate the total sales-promotion budget. This includes administrative costs of printing, phone calls and mailing. Also the incentive premium costs.**

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**After program development the following four processes should be done for the sales promotion to be effective upon implementation.**

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## Pretesting

**Pretests should be conducted to determine if the tools are appropriate, the incentive size optimal and the presentation method efficient.**

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## Implementing

**Planning must be done to cover both Lead time and sell in time.**

**Lead time - time necessary to prepare the program prior to launching it.**

**Sell in time - this begins with the promotional launch and ends when approximately 95% of the merchandise is in the hands of the consumers**

## Evaluating the program

- **Sales data**
- **Consumer surveys**
- **Experiments**

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# RISKS ASSOCIATED WITH SALES PROMOTION

- 1. Sales promotions have the tendency of not yielding new long-term buyers in mature markets. They tend to attract deal prone consumers who switch among brands as deals become available.**

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- 2. Loyal brand buyers tend not to change buying patterns as a result of competitive promotion**
- 3. When a brand is price promoted too often the consumer begins to devalue it and buy it mainly when it goes on sale.**

- 4. Sales promotion come with extra costs of special production runs, extra-sales force effort and handling requirement.**
- 5. Certain promotions irritate retailers who may demand extra allowances or refuse to cooperate.**

Sales promotion includes

- **Consumer promotion**
- **Trade promotion**
- **Business and Sales force promotion**

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# Factors contributing to rapid growth of sales promotion

- **Internal factors**
- **External factors**

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# Personal selling

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# Definition of Personal Selling

- ...as oral presentation in a conversation with one or more prospective purchasers for the purpose of making sales.

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# Strengths of Personal Selling

- ❑ Personal selling is present in all the three transaction phases:
  - pre-transactional,
  - transactional and
  - post-transactional.
- ❑ More flexible and adaptable
- ❑ Possibility of wasted effort is minimal
- ❑ Possible for salesman to detect loss of attention and interest
- ❑ Development of durable relationship
- ❑ Salesman acts as a marketing researcher

# Limitations of Personal Selling

- **Expensive :**

- ✚ Retaining

- ✚ Training

- Difficult to **recruit** the right kind of salesmen:

- 🌐 potential

- 🌐 ability to sell

- 🌐 loyal.

- Lose of consumer **loyalty:**

- ✓ build around a good salesman/ with retirement.

# Conditions favoring Personal Selling

- Market situation:

- Small market

- Government market

- Consumers concentrated in a small geographical area

- Indirect channel of distribution is used.

- Product situation:

- Introduction stage in PLC

- High unit value

- Require demonstration

- Require personal attention to match specific consumer needs (eg Insurance policy)

- Require after-sales-services

- Has poor brand loyalty.

- Company situation:

- Can not afford consistent advertising and
- large advertising outlay

- Consumer behavior:

- ⊕ Complex buying behavior

- ⊕ Consumer require persuasion and

- ⊕ Follow-up



# Selling methods

- In order to sell its products a company may choose one or a combination of the following methods:

- ▶ **Selling at the Door-step**

- ▶ **Selling Across the Counter**

- ▶ **Tender Selling**

- ▶ **Auction Selling**

# Process of Personal Selling

Irrespective of the kind of selling method chosen the selling process is composed of the following steps:

## Step: 1: Prospecting:

- + Involves identification and locating buyers and
- + developing their profiles
- + eliminates wasted calls.

## Step: 2: Pre-approach:

 Prepares an effective background for making approach

 Involves understanding the buyers in terms of

-  Needs,

-  Personality traits and

-  Behavior patterns.

## Step: 3: Approach:

- Involves the use of methods seeking an access to the buyer
- Use any method stated above

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## Step:4: Demonstration stage

✓ The salesman demonstrates need satisfying characteristics of the product

✓ Use AIDA Approach

■ A= To gain consumer's ATTENTION,

■ I= Holds his/her INTEREST,

■ D= Builds-up his/her DESIRE, and

■ A= Ends up in purchase ACTION)

## Step: 5: Handling Objections

- Arising during or as a result of demonstration
- Involves questions,
- seeking explanations.

## Step: 6: Closing the Sale

- ✦ After answering the questions,
- ✦ ask for an order and
- ✦ negotiates, if need be.

## Step: 7: Follow-up

- To ensure it is properly executed.
- To gather information from the consumer
  - regarding product-use problems and
  - the level of consumer satisfaction.
- It builds up goodwill,
- Ensures feedback and
- Encourages replacement
- Repeat purchases.

# Designing the Sales Force

## Sales Force Objectives (tasks to perform include:

● Prospecting,

● Targeting,

● Communicating,

● selling,

● servicing,

● information gathering, and

● Allocating



## Sales Force Strategy - approach can be:

- sales rep to buyer,
- sales rep to buyer group,
- sales team to buyer group,
- conference selling or
- seminar selling.

• A company can utilize a

- + direct (company) or
- + contractual (outside) sales force

# Sales Force Compensation -level and appropriate combination of components

- ☀ Fixed,
- ☀ Variable,
- ☀ Expense allowances, and
- ☀ Benefits.

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# Training Sales Representatives

## - several goals:

- to know and identify with the company,
- to know the company's products,
- to know the customers' and competitors' characteristics,
- to know how to make effective sales presentations, and
- to understand field procedures and responsibilities

# Supervising Sales Representatives

 Developing Norms for Customer Calls

 Developing Norms for Prospect Calls

 Using Sales Time Efficiently

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# Motivating Sales Representatives

- ✓ The higher the salesperson's motivation, the greater his or her effort.
- Sales quotas
- Supplementary Motivators
  - meetings,
  - contests, etc.

# Evaluating Sales Representatives

- **Sources of Information –**

-  sales reports

-  including activity plans and write-ups of activity reports

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- **Formal Evaluation of Performance**

-  current-to-past sales comparisons,

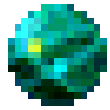
-  customer-satisfaction evaluation,

-  qualitative evaluation

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# Negotiation Element

- In an **exchange** situation, on

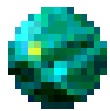


price and



other terms are set via bargaining behavior, in which two or more parties negotiate long-term binding agreements.


- When to Negotiate – **appropriate**




whenever a zone of agreement exists


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# Relationship Marketing

 based on the premise that important accounts need focused and continuous attention.

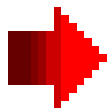
- **Main steps in establishing a relationship marketing program include:**

-  Identify the key customers meriting relationship marketing,

-  Assign a skilled relationship manager to each key customer,



- Develop a clear job description for relationship managers,
- Appoint an overall manager to supervise the relationship managers,
- Have relationship managers develop long-range goals and annual customer-relationship plans.



END

# Public Relations & Sponsorship

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# Public Relations

## Definition-No-1:

- ...is the **development** of **and maintenance** of **good** relationships with different **publics**
- ...Organization is dependent on.

A public is any group that has an actual or potential interest and impacts on a company's ability to achieve its objective

### Publics include:

- Employees
- Investors
- Suppliers
- Customers
- Distributors
- Legislators
- Pressure groups
- The Community
- The Media
- The Competition

### Note

- They have different interests

## Definition-No 2

- ...the **planned** and **sustained** effort to establish and maintain goodwill and mutual understanding between an organization and its publics'  
(UK Institute of Public Relations)

# Critical Observations:

●...involves a variety of programmes that are designed to promote or protect a company's image or its individual product to the public.

Marketing public relations

directly support

● corporate or

● product

promotion and image making.

# Critical Observations:

- ...management function which helps establish and maintain mutual lines of:

- **communication,**
- **understanding,**
- **acceptance and**
- **cooperation**

between an organization and it's publics'.

- ... includes activities directed towards cultivating a positive image for the company and / or its brands and then protecting and building equity behind this image.

# Critical Observations:

- ...is one of the elements of product promotional mix. It is a tool used to communicate to the broader audience but not to directly sell a product.
- ...activities are normally public oriented and take various forms.
- ...has been extensively used to manage good and bad images worldwide and has created value in companies and destroyed it in others.



# The Role Of Marketing Public Relations

## Note

● A wise company takes concrete steps to manage successful relations with it's key publics.

## 1. PR monitor attitudes

- ...monitor attitudes of an organizations publics
- Then distribute information and communication to build goodwill.

# 2. Counter Bad Publicity

Marketing public relations involves the management of problems and issues to counter bad PR

Eg The Royal Dutch Shell and the death of Ken Sarowiwa.

**Dixie Chicks Go Nude to Protest Declining CD Sales**

- on March 25, 2003, during a Dixie Chicks performance, [Natalie Maines](#) said
- “Just so you know, we’re ashamed the president of the United States is from Texas.”
- This sentence opened up a veritable shitstorm of protests.
- ***There was a boycott of their music, and sales of their albums plummeted.***
- Sudden enthusiasm for the music on the part of liberal-minded “independent” music fans hardly compensated for their loss of market share in the truly vast and highly lucrative Country Music business.

# EXAMPLE-2



- **TIGER Woods** has been divorced from his wife **Elin Nordegren**
- TIGER Woods has been alighted for the more **relationship with other ladies** except his wife Elin Nordegren.
- ...burning issues in the recent past and these issues give a lot of troubles to the life of TIGER Woods
- ... **impact on the game of the golfer.**
- ...deteriorating family relationships Earl Woods Jr, the half brother of the golfer TIGER Woods has recently given a statement about his brother recent activities. In this statement, Earl Woods Jr, said that, TIGER Woods ignored his family and do not want to communicate with his family members. Earl Woods Jr also added that, he has not talked with TIGER Woods for near about 4 years. They talked last in their father's death anniversary. Earl Woods Jr also added that, He called TIGER Woods several times and gave a lot of text messages to TIGER Woods. But in a true sense, TIGER Woods didn't receive the call or called to Earl Woods Jr later or gave the response of the text messages to Earl Woods Jr. All the attempts of the Earl Woods Jr to contact with TIGER Woods were in vein.
- Wood's ex-wife Elin Nordegren is engaged with a new **boyfriend.**
- **Locacal –kenyan case-** wanjiru/ long distance runner/ but reconcilled on valentine day / 2011

# 3. Informs management

● Helps management to keep informed on and responsive to public opinion.

- *Do adults in Kenya support laws that regulate the sales and consumption of alcoholic beverages?* MP, Hon, Mututho



## 4. Influencing specific groups

- Influence specific target groups – drug companies sponsor doctors conventions.

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## 5. Awareness Creation

- Focus on a product and is modelled on creating hype around the product and influencing public awareness of such a product.

Local examples of marketing PR that focuses on the product brand:

- Dettol Heart Run -The Mater *Dettol Heart Run* is a run that raises money for a fund that helps children with cardiac problems to get the surgery that they need in order to ...

Tusker Safari Sevens

- Standard Chartered Marathon
- Sameer Kenya Open
- Colgate Dental Action Month
- The Barclaycard Premier League.



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## 6. Lobbying

- Lobbying through legislators and government officials to promote or defeat legislation or regulation that is bound to affect the organization's product E.g. The Donde Bill on interest rates.

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## 7. Corporate Communication

- Public relations plays the role of corporate communication by promoting understanding of the organization through internal and external communications.

## 8. Manage press relations.

- This is presenting news and information about the organization and its product in the most positive light.

## 9. Product publicity

-Product publicity which will involve sponsoring efforts to publicize specific products.

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## 10. Launching New Products

Marketing PR assist in the launching of new products –  
Standard Newspapers.

(How to Launch a New Product Using Public Relations  
By [Kristie Byrum](#),)

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## **11. Counseling management**

...by advising on public issues and company's positions and image during good times and crises.

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## **12. Repositioning Products**

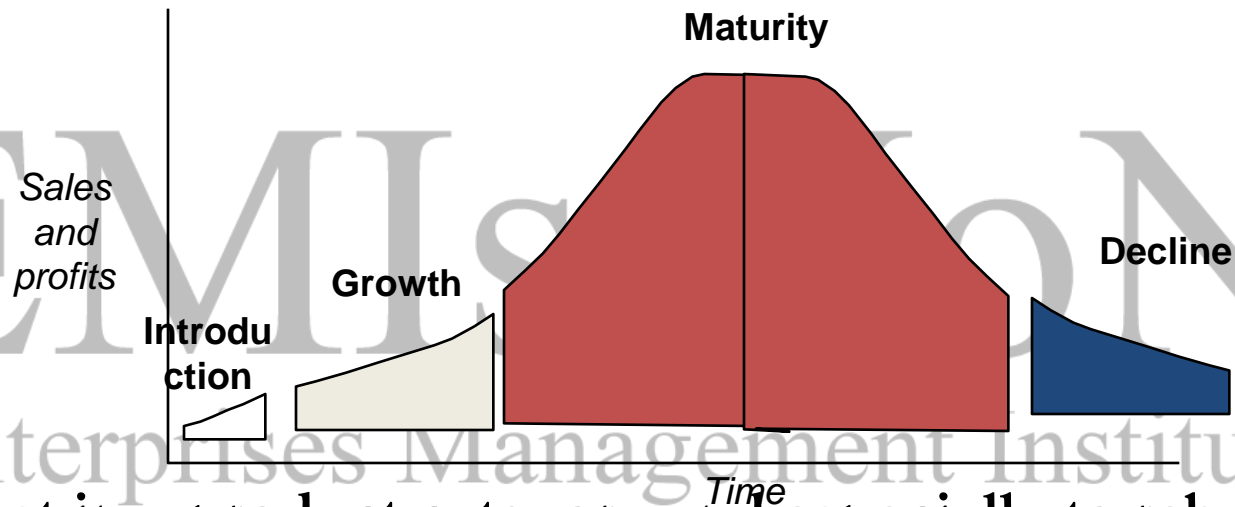
Assists to repositioning a mature products.

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## 13. Deter the declining stage of the product

This may help deter the declining stage of the product – KCB rallies;  
Omo campaign to assist young girls who have been sexually abused



- Builds interest in a product category and especially to rebuild interest in declining commodities and expand consumption in such products e.g. amongst the Elite today there is a Hype of eating healthy foods and demand for products like cheese, eggs, milk and other products associated with heart diseases has declined – Kenya Dairy Board milk is good for you.

# PR STRATEGY AND EXECUTION

## □ PR STRATEGIES:

- Have a **PR plan** that should be an integral part of the overall marketing programme.
- **Provide information** about company and its products.
- **Develop case** stories and case histories on product performance.
- Maintain an **open channel** of communication on industry developments.
- Build a one to one **relationship** with the consumer.

🌐 **Turn satisfied customers into advocates.**

Customer databases and profiles can yield satisfied customers who can become role models and spokespeople for the product.

🌐 **Influence the influencers.** These must be people with one to one relationship with consumers. Create events that will call attention to all products and services.

🌐 **Build marketplace excitement** before media advertising breaks.

🌐 **Build a core consumer base.**



# The Difference Between And Public Relations And Publicity

- Both public relations and publicity aim to increase the public's awareness of the firm's products and its services, or to reinforce or change the firm's image.
- Publicity can be defined as news about specific products or companies that appear in the editorial part of the media ,e.g TV news stories .Technically,publicity is without cost to the firm , but this is only refers to the fact that you do not pay for the insertion of the publicity into the media .Cost is involved in preparation and distribution of these items .

The most **common forms** of publicity are :

- Press releases or news items ;
- Photographs
- Feature stories;
- News conferences
- Visits to the company .

- PR covers much broader area that publicity ,and indeed publicity is sometimes initiated elsewhere in the marketing department e.g new products may receive publicity based on information prepared by the new product managers.

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# MAJOR TOOLS USED IN MPR

## Publications:

- This is the use of published material to reach and influence target markets.
- E.g. annual reports, brochures, articles, calendars, company newsletters and magazines and audiovisual materials.

# Events :

Arranging special events in order to draw attention of target public to new products and other company activities. *E.g. fundraising for non profit organizations, news conferences, seminars, outings, exhibits, contests and competition.*

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# AGRICULTURAL SOCIETY OF KENYA (ASK) 2011

NO.	EVENT	DATE	DURATION	VENUE
1.	Western Kenya Branch Show	June 23 <sup>rd</sup> - 25 <sup>th</sup>	3 Days	Kakamega
2.	Nakuru National Agricultural Show	July 7 <sup>th</sup> - 10 <sup>th</sup>	4 Days	Nakuru
3.	Southern Kenya Branch	July 14 <sup>th</sup> - 16 <sup>th</sup>	3 Days	Kisii
4.	Kisumu Regional Show	July 27 <sup>th</sup> - 31 <sup>st</sup>	5 Days	Kisumu
5.	Mombasa International Show	Aug 31 <sup>st</sup> - 4 <sup>th</sup> Sept	5 Days	Mombasa
6.	Central Kenya National Show	Sept 14 <sup>th</sup> - 17 <sup>th</sup>	4 Days	Nyeri
8.	Nairobi International Trade Fair	Sept 26 <sup>th</sup> - 2 <sup>nd</sup> Oct	7 Days	Nairobi
9.	Kabarnet Branch Show	Oct 13 <sup>th</sup> - 15 <sup>th</sup>	3 Days	Kabarnet
10.	Kitale National Show	Nov 25 <sup>th</sup> - 5 <sup>th</sup>	4 Days	Kitale

## Sponsorships

To promote brands and corporate name. *E.g. sports, cultural events and any other highly regarded causes.*

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- **News:** Create favorable news about the company, its product and its people and get media to attend press releases and press conferences.
- **Speeches:** Chief executive should occasionally field questions from the media or give talks at trade associations or sales meetings to build company image.

## **Contributions:**

Build goodwill by contributing money and time to good causes.

## **Identity media:**

A company needs a media identity the public will recognize. *E.g. Logos, stationery, brochures, signs, business cards, uniform, dress code.*

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## PR Agency:

- Use of a PR agency will allow firm to tap into the media contacts to capture an audience and control impressions you want to make about the firm and its products
- Public spirited **physical appearances** for example on TV shows and radio programs, championing a certain course.

**Direct contact** with key decision makers in form of lobbying, seminar sponsorships and dinner / luncheons.

**Releases of communication material** through alternative media like email, internet, web pages and street banners.

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# TOOLS IN MARKETING PR

Publications



Annual reports, brochures, articles, newsletters, magazines,

Events



News conferences, seminars, trade shows, exhibitions, competitions,

Sponsorships



anniversaries  
Sponsoring sports, cultural events

News



Press releases, press conferences

Speeches



Trade associations talks, sales meetings, fielding media questions

Social activities



Donations, clean up, environmental conservation

Identity media



Company logos, stationery, signs, business cards, uniforms

## Misconception about public relations

- It is not advertising
- PR is not primarily oriented to specific products
- It is not part of the marketing mix
- It is not free

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## A firm needs a plan to handle a PR crisis and the following plan is a guide to handling a crisis

### Steps

- **Define the real problem**, both in the short and long term. Call in an outside PR agency to act for the bank.
- **Centralise and control the flow of information-** establish one source for dissemination and receiving of information.
- **Isolate a crisis team**, who will take charge of the sole charge of the crisis, away from daily business concerns. The team will consist of firms' and agency staff working together.
- **Contain the problem** and recognise the values of short-term sacrifice of a market or product compared to the potential long-term damage to the corporate image

- **Resist the combative instinct** –nobody wins by going out to battle with the media or any other group.
- **Remember all your audiences** both internal (e.g.employees)and external(e.customers ,investment community).
- Always assume a '**worst case**' planning position.
- **Identify allies** in your industry who can back you up in times of stress.Broaden the issues if possible ,to put the incident into perspective.If there is a potential of your 'allies' to be hit by the same problem 'broadening the issues will reduce the damage to the corporate image.
- **Never depend fully on one individual** –it is often very difficult to get accurate facts from even the most senior executive in times of crisis

# Public Relation Evaluation Procedure

While it is indeed difficult to evaluate PR, it is possible by setting objectives and following them through, to make a good estimate of the effectiveness of a PR campaign. The procedure suggested is :

- 1 Set measurable PR objectives:
  - (a) quantitative ,e.improved market share ,increased sales ,improved /better media coverage ;
  - (b) Qualitative ,e.g improved awareness of the firm ,effective change in attitude ,improved understanding of the firm's products of successful counteracting of negative PR.
- 2 Agree measurement criteria ,e.g analysis of contribution to sales and profit (objective), improvement in corporate (subjective).
- 3 Establish monitoring procedure ,e.g use of market research or media tracking studies.
- 4 Demonstrate results gathered from :
  - (a)Media and audience exposure to PR campaign;
  - (b)Research of key publics

©tracking studies.

# CONCLUSION ON MPR

- ❑ MPR Manager must identify and develop interesting stories to tell about the product.
- ❑ Implementing of public relations should be done with care.
- ❑ Publicists should develop personal relationships with media editors.

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**END**



# Sponsorship and social responsibility

Sponsorship combines social responsibility with the marketing benefit .

Social responsibility is the need for the firm to be aware of changing social values and to amend its policies to keep them in line with these changes .social responsibility can be classed into two main areas:

- The responsibility of the employer (equal opportunities ,good conditions ,secure employment)
- The responsibility of wider issues( a positive role in the creation of employment via small business ,or help in the fight against urban decay)



**END**

# **SPONSORSHIP AND SOCIAL RESPONSIBILITY**

# Basic Relationship

Sponsorship **combines** social responsibility with the marketing benefit .



**Marketing Benefit**

- A CSR Event where the Bank donated Desks and Text Books to Kinondoni Muslim School,
- This was a great opportunity also to **promote** Islamic Banking Product "AMANA ACCOUNT" to Muslim community

# What is Social Responsibility?

... is an ethical or ideological theory that an entity whether it is a government, corporation, organization or individual has a responsibility to society at large

...is the need for the firm to be aware of changing social values and to amend its policies to keep them in line with these changes

**EXAMPLES** : Equity Group Foundation and The MasterCard Foundation( Sec school student



# Classes of Social Responsibility

-Two

## a) Responsibility of the employer

-equal opportunities ,good conditions ,secure employment

## b) Responsibility of wider issues

-a positive role in the creation of employment,

-help in the fight against urban decay, etc.

## Meaning of sponsorship

..To sponsor something is to support

- an event,
- activity,
- person, or
- organization

**financially** or through the provision of **products** or services.

A sponsor is the individual/ group/ that provides the support

# The Aims Of Sponsorship

- To bring the firm and its products to the **attention** of the public
- To bring the firm's name forward when entering into **new market areas**.
- To develop or change the **corporate image**.

# Key factors to consider when embarking on a sponsorship

## 1. Event V/s Marketing Objectives



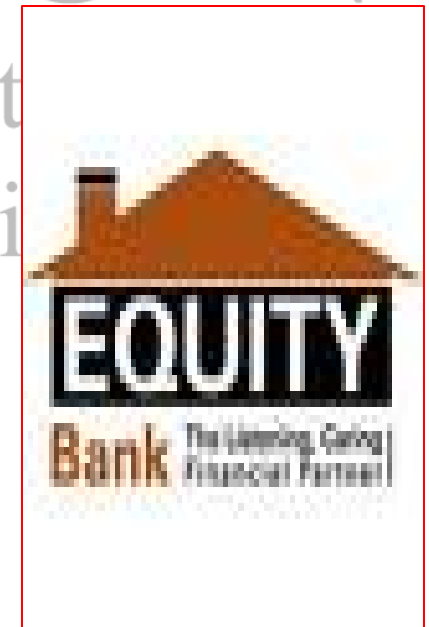
- Does the event fit with the firms marketing objectives

### EXAMPLE:

Possible Equity Bank Marketing Objectives:

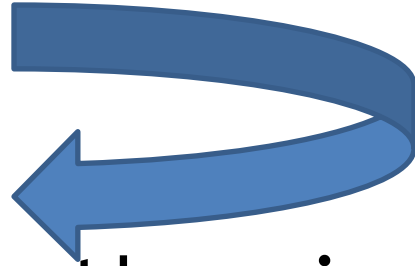
- To increase customer base in the Kenya market
- To be the market leader in the next 10 years
- To increase level of customer Loyalty

So the launch of Equity Group Foundation and The *MasterCard* Foundation( Secondary school student is fitting well.





## 2. Size of audience



- What is the size of audience?
- Is the audience part of firm's target market segment?



- **A CSR Event where the Bank donated Desks and Text Books to Kinondoni Muslim School**
- **This was a great opportunity for the to also **promote** Islamic Banking Product "AMANA AACCOUNT" to Muslim community**

### 3. Event Timing and duration



- Timing and duration of the event
- Generally the longer the event it lasts ,the more the risk of some unforeseen problems.

#### EXAMPLES:



**WEATHER PROVES TOO MUCH**

**Major disappointments for rally fans as organizers are forced to cancel the first spectator stage of the 2010 KCB Safari Rally due to heavy rains. The organizers of the main round of the 2010 African Rally Championship had no choice but cancel the Jamhuri Park stage after only 10 cars were able to limp through the wet and slippery section.**



# 4. Media Coverage



What media coverage applies?



United against the new

Turning On Kenya

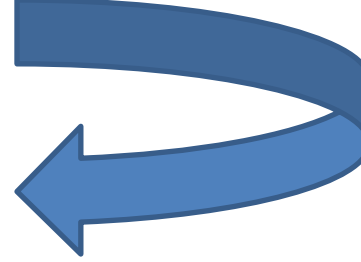
MUSYI FM  
THUME WA MUKAMBA

93.3  
Hope FM

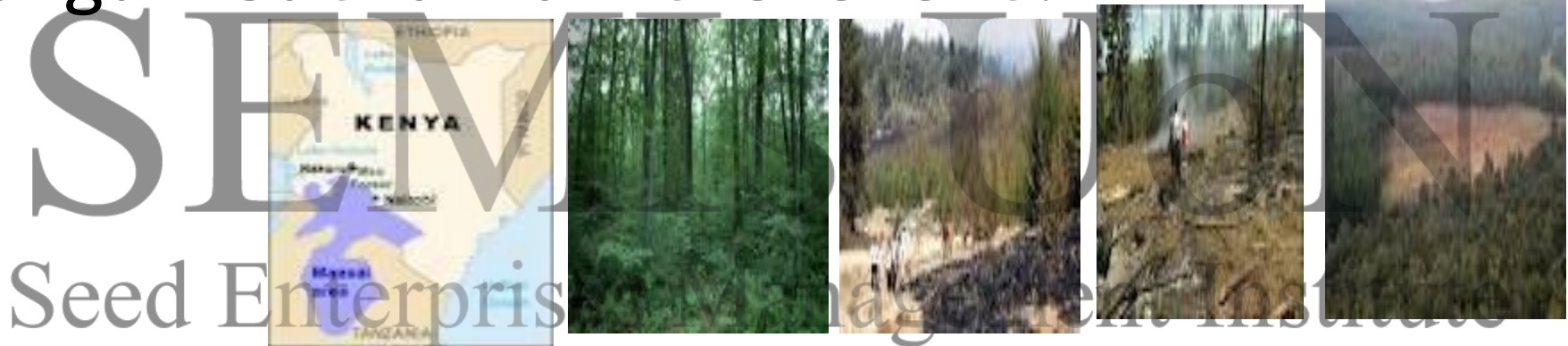
MULEMBE FM  
OHVOYO EWA BALUGVA

Ramogi FM  
kar chuny jaluo!

# 5. Firm Involvement



- To what extent can the firm become involved in the management and organisation of the event?



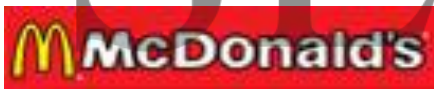
## Some Cases

- World Cup
- Fund Raising eg Lewa Marathon
- Sports Secondary/ Primary sports Competition
- Conservation of the Environment/ eg Mau Forest/ Karura forest/
- Protecting the endangered species/eg=Lion/Rhino/ etc

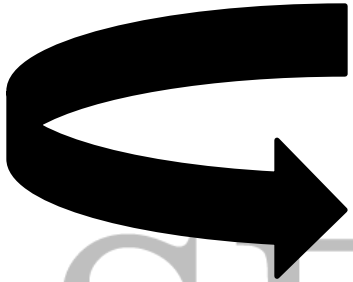
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# Marketing affiliates – World Cup /2010/ South Africa

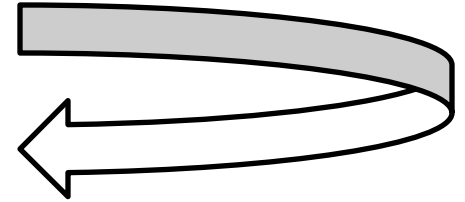


## 6. Organiser's Competency



- Are the organiser's competent?
- If not, there is the risk that the firm name could become associated with the public relations disaster.

# 7. Sponsored Firm performance V/s company Image



- If the firm sponsors a competitor who loses, or a team which performs badly, how will this affect the firms' image?

## **ILLUSTRATION**: Sports Sponsorship:

- A Risky Game
- Companies love lending their names to winning teams.
- But what if a team loses, or worse, finds itself embroiled in scandal?
- **This a critical issue**

• Corporate sports sponsorship seems like a win-win proposition. By attaching their names to sports teams, companies reap international publicity at relatively low cost, while their executives and customers get to hang around athletic events and call it "work."

## 8. Positioning Firm's Name/ Logo

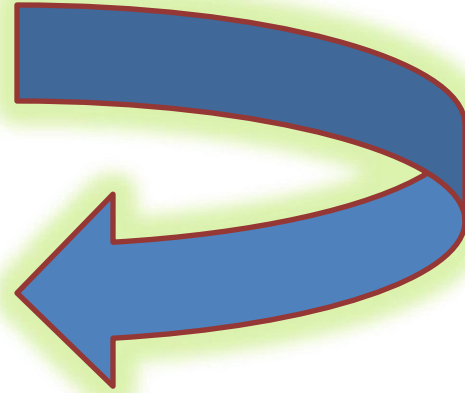


- Can the firm ensure that its name appears in the 'credits'

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## 9. Time Need



- How much management time will be needed ?
- Can the firm afford to invest so much time?

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# 10. Cost/ Benefits



- Will it be cost effective?
- How much is it going to cost the firm?
- What is the firm getting in return?  
e.g will our name appear or logo be used ?,and if so where?

# Risk of Sponsorship

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# 1. Controversy



- The danger of involving the firm in controversy if the event appeal upsets some people.

# EXAMPLES

Minister for Sports and Youth Affairs/  
about the **controversy** over the

**naming of former  
Nyayo Stadium as  
“Coca Cola Stadium”.**

...

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sity of Na



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Kenyan prime minister, Raila Odinga, centre, talks to a man injured in the stampede

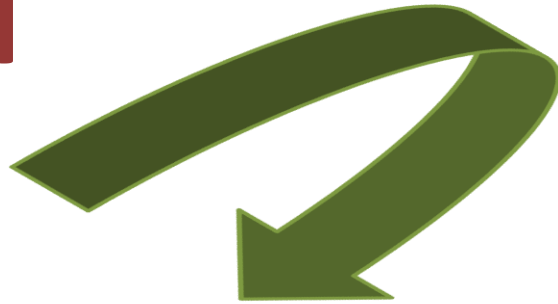
## 2. Losing Money



- The danger of signing **‘blank cheques**
- Ensure that the total financials commitment is clearly agreed at the outset.

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# 3. Control



- Lack of control **of the outcome**.
- If the event is a fiasco ,the sponsor loses credibility
- Example: Nyayo stadium case/ it was taken to parliament



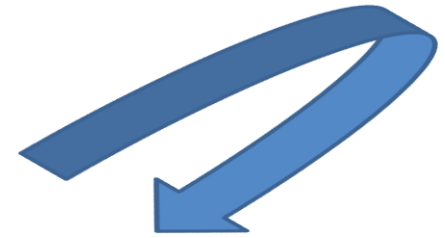
# 4. Conflicts



- If the firm sponsors one event there is a danger that similar events could plead unfair discrimination if they are to be sponsored



# 5. Inadequate Communication



- Problems can arise with the long-term sponsorship -especially with the fact that public may not know what the business the sponsor is in.
- To evaluate this the market research should be carried out.



# Planning A Sponsorship Programme

1. Situational Analysis
2. Define sponsorship Objectives
3. Formulate Strategy and clarify how the firm benefit
4. Develop the tactical details of how it fits the organization
5. Define the target audiences
6. Develop the budget- money/ human resources needed/ time
7. Measurement of its effects