

Promotions as a part of organization's communications- mix and best practices for promotions

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<p>This thesis investigates promotions as a part of organization's communication-mix and the best practices for promotions. This thesis consists of two parts: the theoretic part and the empirical part. Theoretical part was obtained from various online and written sources. In the theoretical part I explore the theme of marketing communication and concepts of communications mix and promotions are explained. Empirical part is based on by my own experience and observations in promotions and was executed as a survey and the second part thus consists of explaining the survey and analysing the results. Survey questions can be found as an appendix.</p> <p>This thesis was conducted as an independent study and was not commissioned. The purpose of this thesis is to find out key objective for promotions for organizations and with the help of the survey respondents to find out the best methods for arranging successful promotion. This thesis is aimed to output result that can be utilized amongst prospective promotions using organizations, already promotion using organizations and promotional companies.</p> <p>Thesis is planned to provide information for promotional companies about customer organization's main objectives and motivations behind promotions. This thesis also shares insights on the best practices on promotions from promotions professionals with various backgrounds. With the observations of the survey respondents' answers and tips can promotional professional possible expand their expertise and starting companies can attain valuable information for their future operation.</p> <p>The survey results indicate that promotions have an important part in the communications-mix and are primarily used to increase sales, awaken awareness of a brand or to promote new brands. Promotions are becoming increasingly important part of companies' communications-mix.</p>	
Keywords Promotion, Marketing Communication, Communication mix, Consumer Promotion	

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1 Introduction

The idea for this thesis came from my own experience in promotions. I have been working in promotions for several years and have been seeing how promotional industry keeps on growing all the time. There seems to be promotions all over Helsinki for example almost on daily basis. Promotions can be seen when visiting a grocery store where someone is sharing tasting bits, when walking through central railway station and getting a free sample or perhaps when coming to school and getting a flyer from promotions desk. Promotions seem to be increasingly common and somewhat becoming a part of everyday marketing communication.

The main purposes for this thesis is to find out the main objectives for promotions and the most efficient means for organizing successful promotions. I was intrigued to find out triggers for organizations' decisions to invest on promotions and that do promotions actually produce efficiency and value for organizations so that promotions will become an intact part of their marketing communication strategy. Also, I was fascinated to find out insights on what are seen as the best and the most effectual ways for organizing promotions that would reach the maximum positive result.

This thesis can be divided into two parts; the theoretical part and the empirical part. In the first part of the thesis the theoretical part of promotions is tackled and explained. To properly understand concept of promotions it is important to understand the big theme behind it – marketing communication. Promotions are examined as a marketing communication mix's tool and concepts of marketing communication and communications mix are also explained. I exploited my own personal experience and various references on theoretical part. Empirical part was executed as a survey in which I utilized my network and connections by connecting promotions professionals to share their insights on promotions.

2 Marketing Communication

As a theoretical part I first present the basic concept of marketing communication. Promotions are a part of marketing communication and a tool of communications mix. To understand the concept of promotions it is important to understand big factors behind it such as marketing communication and communications mix.

This theory part has been gathered from various sources such as books, journals and internet. Theoretical research is important for supporting the empirical research and in helping to analyse the results of the survey, and add credibility to my findings.

Marketing communications is a part of marketing mix so it is important to recognize the difference between marketing and communication. Communication and marketing are often mistaken for each other. Difference could be shortly summarized into marketing being the means and communication being the message. So, marketing communication would be the means and the measure of the message. Marketing aims more on something more measurable like sales volume, market share, return on investment and profit. Communication aims at more abstract and non-measurable targets like creating opinions on consumers' minds and creating a memory stain or waking awareness for example. Overall, communication is message that an organization wishes to communicate to consumer and for example competitors.

There are many different interpretations on the marketing communications term. The most commonly used definition is from Philip Kotler (2009, Pearson Education INC., Prentice Hall Publishing) "Marketing Communications is the means by which firms attempt to inform, persuade and remind customers – directly or indirectly – about the products or brands that they sell". This efficiently sums up the concept of marketing communications as a message that organizations wish to send that consists of a several different means. Marketing communication is mainly external and directed to consumers and other organizations. The purpose of marketing communications is to share and awaken awareness of an organization. Marketing communications is a management process through which an organization engages with its various audiences (Chris Jill, Marketing Communications; Interactivity, Communities and Content, 5th Edition 2009, pages 15-18).

As mentioned before marketing communications is an instrument of a marketing mix. Marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create and exchange value, and satisfy individual and organizational objectives (De Pelsmacker P., Geuens M., Van den Bergh J., 2010. 2)

Marketing mix can be divided into four sections and is also known as 'Four Ps'. Marketing communication is the most visible instrument of marketing mix and includes such as public relations, direct marketing, exhibitions, electronic communication, advertising, events and experiences, word-of-mouth marketing and sales promotions. Marketing communications involves separate communications mix which will be presented in a following chapter.

2.1 Communications mix

Communications mix is a set of tools and instruments used in marketing communication. The most common instruments for communications mix are advertising, sales promotions, public relations, direct marketing and personal selling. Following picture features these communications mix tools.



Figure 1. Marketing Communications Mix's tools

These tools should not be confused to the elements of marketing communication which are presented in the picture below. Elements are the factors that marketing communications consist of and tools are the means for executing marketing communications. Marketing communications consists of tools, media and message. Tools were featured above. Media equals the platform where the message is delivered out. Tools are the means for delivering the message. Message here means the image an organization wishes to communicate to external forces from their brand. So, the whole concept of marketing communication mix involves having a message that is wanted to be communicated outside, the platform and the means for delivering the message. The picture below clarifies the consistence of marketing communications.

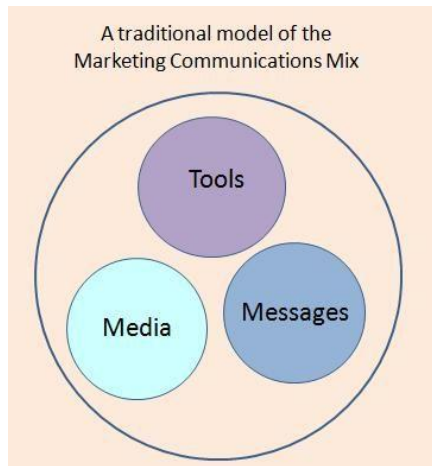


Figure 2. Elements of marketing communications

2.2 Promotions

This thesis focuses on consumer promotions and product promotions, including sales promotions. There are several kinds of other promotions as well such as B2B promotions that are not investigated on this thesis.

Promotions are a tool for organizations as a part of a communications mix. Promotions are various marketing techniques either sales-stimulating campaigns (De Pelsmacker P., Geuens M., Van den Bergh J., 2010, 4) that pursue on creating immediate effect on sales or used as an experimental marketing pursuing to effect on consumers mind by offering positive experiences and to leave a memory stain on their minds. Experimental marketing aims at leaving a positive association of a brand in their minds.

Promotions use such ways as sampling, contests and games, exhibitions and events. Promotions are often produced to influence consumers' view on a brand and may also aim at immediate effect on sales or to inflict an impulse buying decision

Promotions can have multiple target groups from potential new customers to already existing loyal customers (De Pelsmacker P., Geuens M., Van den Bergh J., 2010, 40). Targets can vary within one promotion from awakening an emotion and awareness in new customers to tempt them to trial a product or a brand become loyal customers and cause brand-switching.

Product promotions are efficient way of marketing communication to target the potential new customer by providing a trial try for consumers and is therefore often used when

launching a new product or a brand for example. Free products, discounts and eye-catching interesting events and functions often tend to appeal consumers whether or not they actually feel need or interest towards the product or the brand. The other important target group on consumer promotions are already existing customers and loyal customers. Existing customer can become even more loyal through good experiences and loyal customers feel rewarded for their loyalty when for example receiving discounts or freebies. Often is imagined that it is more important to cause brand-switching and awareness among potential new customer but it could be even more important to obtain already existing customer still loyal and to make them even more loyal. By fortifying relationship between existing customer that could lead to word-of-mouth marketing when existing customer would spread the good word for their friends and other connections. Usually recommendations from close people are thought more creditable than marketing campaigns.

3 Professionals' views on promotions

This survey was executed in order to figure out what drives organizations to invest on promotions and to find out the best practices from professional point of view. On my thesis I am exploring the meaning of promotions for businesses and the best possible ways to create a successful promotional event. Creating a survey seemed the most efficient way to reach as many respondents as possible with different backgrounds so that highest possible volume for answers would add more creditability for my findings. What a better way to explore the ways than to contact the actual professionals of this field. Hence, I sent this survey to various promotion agencies and offices all over Finland.

Survey was chosen as a research method for my thesis since through survey it is the easiest way to reach the most respondents. Promotional companies are very busy and it would be hard to arrange time for personal interviews. Survey takes less time to reply to. Since I also aimed to get maximum number of answers in order to provide adequate amount of data to investigate. Consequently, now there is more variety in answers to be explored with multiple different professionals and from various companies. Due higher volume of answerers the survey becomes more trustworthy and encompassing. Higher volume answers lead to conclusions on which part there is a lot of debate and on which part there seems to be more consensus amongst the professionals.

3.1 Planning and conducting the Survey

Survey was executed with webpolsurveys.com tool online and consisted of seventeen questions. Survey questions can be found as an appendix at the end of this thesis. Questions included several different types of rating scales including free-word field in which professionals were positively and surprisingly eager to answer to. I took less than five minutes to take this survey.

This survey was sent to fifty promotions professionals all over Finland and in lots of different kinds of companies. The number of respondents was less than expected but though representativeness of the respondents was good, very variant. Number of the respondents was thirteen. Recipients for this survey are from some of the biggest companies in Finland and some that are from very much smaller even sometimes run by a one single person. Some of the companies are business pioneers with lots of employees even globally where as some of the companies are small, maybe yet not so well-known start-up business which makes this survey to provide us very variant point of views. Contact de-

tails of promotion professionals were easily found from the internet and usually promotional companies' websites are very clear and each employee is well presented on their sites with sufficient contact details. With some of the survey recipients I had interacted before with, but most of the recipients were not familiar to me. Survey was sent as a link in an e-mail briefing the meaning of the survey and the content of the survey. Cover letter for survey can be found as an appendix 2 at the end of the thesis.

My survey can be divided into three different parts. **On the first part I was finding out the backgrounds of the respondents. On the second part I am aiming to find out the customer side of promotions, the customer being the company buying the promotion.** I wanted to find out how promotions usually kick off and how important does companies find promotions on their marketing strategy, to overall understand organization and brand side of promotions. **On the third part of my survey I am exploring the most efficient ways of promotion and the most important elements of successful promotion according to professionals.** See survey questions in appendix 1 in the end of the thesis.

So, let's inspect the results that I got.

3.2 Backgrounds of the Respondents

The first part of my survey consisted of questions to find out the background of my respondents and their career background in promotions. For proper analysis of the results it is important in this survey to find out what kind of a backgrounds my respondents got so this survey could properly prove variety of experiences for answers and thus add credibility.

Survey was completely anonymous so therefore I decided not ask size of their company. Since Finland is still kind of small country in promotions, though constantly growing, it would have been easy to interpret which agencies have been replying to this survey. Thus I presented two simple questions for background figuring: **One's position in a company with options from employee to executive (figure 1) and one's career length in promotions (figure 2) with options from less than two years of experience to more than ten years of experience.** Next figures will help to demonstrate the wide dividend amongst the respondents.

Table 1. Respondents' position dividend

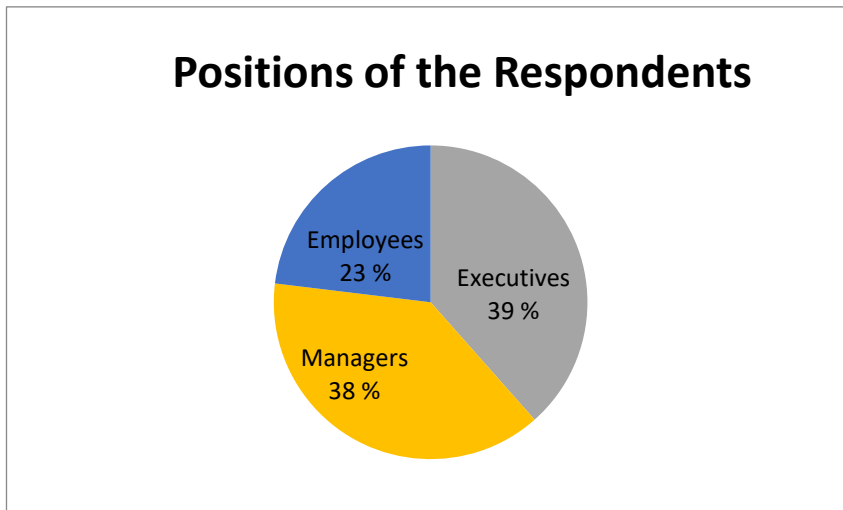


Table 1. presents that most of the respondents were working either on executive or manager level. Also, there were good number of employees responding which suggest a nice variant and dividend on answers.

Table 2. Respondents' career length in promotions field

Amount of years on the field	Number of the respondents in percentage
0-2 years	15,38 %
2-5 years	30,77 %
5-10 years	46,15 %
More	7,69 %

These results suggest that even though the number of respondents was lower than expected the representativeness in answers is well variant and wide. There are respondents with less experience on promotions and maybe fresh outlook on promotions and there are some respondent who possesses long career experience in promotions with most likely very wide set of experiences on successful and not so successful promotions.

3.3 Customers in Promotions

The second part covers customer side of promotions. In promotion business an organization and a brand are seen as a customer since they are the one buying promotion service. Consumers are the ones facing the promotion. Consumers are the ones that promotions are targeted to. Consumer are never called a customer in promotions.

The main target on this second part is to explore customers' views in promotional communication as a part of their communications mix tool. In the second part of the survey respondents were asked to step in the shoes of the customer organizations and answer the questions from customer point of view according to their experience. For to be able to analyze the results it is crucial to find out how important do organizations find promotions as a part of their marketing communication strategy. In this part I am also asking the respondents to describe basic structure for purchasing promotions from organizations' own insight and planning promotions to last fine details of promotions. Do organizations want to be part of the whole promotion executing process or do they relay on the hands of promotional companies? Do organizations appreciate more details or the overall scene? What is it that organizations wish to accomplish by promotions and what matters the most in these accomplishments. Are promotions already major part of marketing communication or are promotions still seen more as a nice extra visibility? Once a promotion is executed do organizations find promotions so effective they decide to invest on promotions again?

These attitudes and answers are from the point of view of a customer organization what has already had a promotion organized. These responses do not concern organizations that have not yet executed any kind of a promotional event.

This part of the survey consisted of eight different questions starting from how promotions usually kick off proceeding to analyze the motivations behind organizing promotions. The results have been categorized into the following themes: planning versus execution, not one off service, trigger for promotions, choosing the promotional company, objectives for arranging promotions, volume versus target group and promotions position on organizations' marketing communication portfolio. Each of these themes are analyzed individually.

3.3.1 Planning versus execution

First two questions on the second part of this survey concerned organizations vision on promotion. First question was that do the organizations have a clear vision already in mind

when they approach a promotional company in order to execute a promotion? That promotional companies wouldn't often get to be very creative with promotions and would not get free hands on planning? Results were very even. Against my predictions it was slightly more common for organizations not to hand out visioning for promotional professionals. Although there were also some responses telling that it is rare for companies to have a vision already intact for promotions and that the promotional companies would very often be the visioners. None of the respondents replied that organizations nearly never have their own vision set.

My second question concerning this field was a rating scale where the respondents answered the following: "Customers (organizations and brands) like to give us (promotional companies) the planning load so that we produce a promotional event nearly entirely from planning to execution". Options to answer were very rarely, rarely, sometimes, often, almost always. Most of the answers hit the sometimes and often spot with 70% of the votes. Handful of the respondents answered nearly always and only one replied that the process from planning to execution is nearly never in the hands of a promotional company. These two questions were very similar and were meant to indicate the part of promotional companies in producing promotions. From results it can be seen that it is nearly as common for customers to trust visioning for promotion companies as it is to have a clear vision already set up but the promotion companies are mostly needed on the executing part of promotions. Basically, it seems that organizations hire promotional agencies to operate their vision.

There was still some clear debate over the visions on promotions. Results came out very even. Could it be that organizations are not very aware of what the promotional companies have to offer with their ideas and ideate? Could promotional companies advertise more their ideas and communicate better what kind of possibilities there really would be available and what would best serve their target and maybe differentiate from masses. Since promotional companies are the experts and proper professionals on their field and have tons of previous experience could their participation on planning add more value on promotion.

Or maybe cases where in organizations prefer to trust their own visions instead of promotional companies it could be that the companies haven't got enough material to show case of their previous promotions. Maybe the company is new company and don't yet possess equivalent amount of evidence to show of successful promotions. Or maybe the material that company has from previous promotions is poor quality or already too old and out of

style? Consequently, maybe it would be very important to always have lots of quality material to show as an evidence of what the company has done before.

These results suggest that it is nearly as common for customer to trust that it is nearly as common for customers to trust visioning for promotion companies as it is to have a clear vision already but the help is only needed on the executing part. What I can interpret from these answers is that both type of orders for promotions appear but letting promotion company to plan more freely is a bit more common. I was not expecting such a variety for answers.

3.3.2 Not one off service

Third question was to find out customer loyalty amongst promotions. Third question of the survey was "Do the customer organizations purchase more than one production from us?". Results clearly indicated that customers are very loyal and nearly always or at least very often end up buying more than one promotion. All of the respondents agreed on this. Fourth question concerning the same issue is that do customer organizations tender out companies. Also in this question there was almost mutual agreement telling that organizations very often do search for a best possible offer. Most of the respondents replied that customers often tender out promotional companies, while big part also saying that customers nearly always tender out and minority telling that it sometimes happens.

Anyhow, clear to see that even though customer would have loved the previous promotions are they still in search for a best offer. Therefore, maybe it isn't that much about customer loyalty in promotions but about that once a promotion is executed the positive results are so easily seen that new promotion set is wanted. This indicates that promotions really are a good thing for organizations. In accordance with previous chapter dealing the matter that maybe some companies don't provide sufficient material of previous promotions, maybe in this case possessing sufficient material would be one of the decisive factors when tendering out the companies? Maybe taking a risk and offering new ideas and involving on planning would make promotional company to stand out from other promotional companies, now that competition is getting bigger, even though customers would prefer to hold on to their initial vision?

3.3.3 Trigger for promotions

In my survey I also wanted to figure out what triggers organizations' need and interest for promotions and if the customer or the promotional companies play the initiative role. I asked the respondents that if producing promotions usually start from customers' first contact and not from promotional companies first offer. In this question answers divided a lot. Respondents had five options to choose from: 1. Promotions nearly never start from customers' initiative, 2. Promotions rarely start from customers' initiative, 3. Promotions sometimes start from customers' initiative, 4. Promotions often start from customers' initiative and 5. Promotions nearly always start from customers' initiative. Most of the respondents answered 3. Promotions sometimes start from customers' initiative. The second most popular opinion was that customers tend often be initiative party of promotions. Still there were 15% of respondents saying that contacting for promotions very rarely are started by customers meaning that promotional agencies are usually first to offer their services. One of the respondents stated that customers nearly never contact for promotions that the promotion professionals nearly always make the first contact to customers offering a idea of promotions for the customers' branding.

Results indicate that there is still some room for more advertisement among promotions. Most of the promotions seems to be initiated by the customers itself but judging from the responses maybe there still are a lot of companies that don't know about promotions and their benefits for marketing communications. Maybe if promotional agencies would promote their businesses more there would be even more promotions occurring.

This is great info especially for starting promotion companies that don't yet possess lot of customers. By contacting organizations and brands giving them examples of promotions offers and awakening the need for promotions among organizations explaining the positive effect for companies marketing communication, brand image and sales. Even though an organization wouldn't purchase a promotion immediately after an offer, maybe the offer managed to awaken organizations' need and curiosity towards promotions. Also by active contacting for prospective customers would spread awareness of a particular promotional company's existence and maybe more important business relations would be bonded.

The fact is that customers tend to have promotions as a part of their marketing communication plan already and initiate promotions by contacting professionals themselves. This indicates that promotions are seen as an important and intact part of marketing communication strategy and that promotions are not produced due an impulse decision to buy.

Results on this part can be attached and correlated to previous findings from the survey. Promotions are nearly never a one-off service after one promotion event has been organized. Perhaps after previous successful events customer organizations approach promotional companies more eagerly when a need for a new promotion occurs but it should be taken into account that at the same time customers tender out the companies. Promotional companies could utilize this information by sending out new offers of new promotions sets also to already existing customer and not to lay on customer loyalty too much even though there would already be successful promotions history. This could lead to customers staying more loyal and to that they wouldn't perhaps switch the company in search for a better offer. Or at least this could lead to customers diminishing their search for a greener grass from neighbor's yard and instead be reminded that maybe the company that they have bought previous promotions from also offer different kind of sets and arrangements. Also, this could lead to customer organizations feeling more cared and valued within the promotions company. Results indicate that maybe there could still be more room for closer relations amongst customer organizations and promotional companies. Maybe this more frequent contact would awaken a need for promotions also on the cases that existing customers didn't think it would be good to organize a promotion.

3.3.4 Choosing the promotional company

One of my aims was to find out what appeals customer choosing a certain promotion company. I asked promotions professions to name their what they think are their best assets and the main reasons they think that customer end up choosing their offer exactly. My survey presented six different qualities from which my respondents got to scale the top three most important factors to the least important factors that they believe drives customers to trust their company to produce a promotion. Six different qualities to choose from were: 1) Good price, 2) Recommendations from others, 3) Previous experiences, 4) Lots of evidence to present from previous promotions, 5) Wide range of different promotions sets to offer and 6) Lots of relations.

Based on the results from previous experiences mattered clearly the most. Excluding one of the respondents all the others named previous experiences as a most decisive factor in choosing a particular company. This is deeply associated with and correlated to customer loyalty. For what it seems is that one successful promotion will most likely lead to another promotion. I wonder if this kind of customer loyalty could be even more fortified.

As a relief for example to new, starting companies is that the majority of respondents think that one of the most crucial factors in choosing their promotional company is that they

have a variety of good quality evidence of previous productions to present. Hence new promotional companies should focus on documenting promotions with good quality. Having lots of good material with variety to present could also save older companies if one promotion would some reason fail. They would have other material of other cases to present and to show that maybe this other kind of production would suit their needs better. This could lead to ongoing relationship with customer even though a previous promotion would not have been success.

From responses can be interpreted that the word travels fast in promotions since many respondent thinks that recommendations from others are important. Straight linked to other factors that the respondents told to be in their top three this can tell that good relationships with customers matter a lot in promotions world. If there has been even one good promotion for one organization it seems that the organization is very likely to spread the word. Therefore, maybe if a promotion would for some reason fail it could be crucial to talk through what went wrong and for what reason and then offer a solution and then customer would feel well served and maybe spread a word for good treatment and customer service.

The least essential matter concerning the selection of a promotions company that distinctly fell out of top three were the price, wide range of promotions to present and relations. Judging from these results it seems that customer relations, satisfaction and services play surprisingly big role in promotions. Experiences from before and from other mean a lot and if there is not much hear-say from others or no previous experiences, visibility is a key. Customers want to have actual real-life examples what their promotion could be like and what it could produce for them.

Perhaps promotions are such a new ground for organizations that it is a big step for them to invest on such a service without some assurements and proofs that promotions do work for their good. Low price might even seem suspicious for customer. Could a low price compared to competitors be explained by promotions companies more clearly so that customer wouldn't get an image of a sketchy and even a low-quality promotion production? Results also indicate that customers are willing to invest money on promotions rather than save money on promotions. This can be interpreted so that promotions are seen as an actual value for marketing communication.

Surprisingly even if there would be lot of range to offer promotions from or if a company would have good relation in a house, the word doesn't matter much for customers. Customers don't seem to trust words but visual evidence and real-life examples matter much. Only one of the respondents find their connections notable.

As a summary for top three qualities for an appealing promotional company would be that maintaining good customer relations and providing quality customer service throughout the entire promotion process can't be emphasized too much. Organization are insecure but very strict about quality of promotions and the best way to prove professionalism are wide range of good quality material to present. For maximum result could following suggestions be considered within promotional companies.

Promotions are very visual and customers seem to be very aware of that as well. If promotional companies would invest on good documenting equipment on promotions such as professional photographers or training employees or better equipment for documenting would the companies appeal more to customers if the quality of material would improve? If quality material doesn't yet exist enough could promotional companies invest on creating as real life material as possible with for example by Photoshop? Because it seems that it doesn't matter what level of a salesman one is, word don't count as much as visual evidence and real life evidence.

Because previous cases seem to matter a lot and word of mouth goes around it is important to keep track of existing customers' happiness. Would it be possible to concretely measure satisfaction over a promotion? Could promotional companies overall put even more effort on managing customer satisfaction and relations. Would it be possible for companies to arrange more possibilities for customers to comment on promotions and what went well and what could perhaps be done better next time? If schedule gets too narrow to arrange actual meetings, could there be a customer satisfaction survey to be sent to customers after promotions productions?

Since relations and connections didn't seem to matter, could there be a way to utilize good connections better? If a company don't yet possess lot of material to present, could the company instead focus on contacting organizations perhaps by utilizing connections and define need for promotions and offer their service with good price and precisely explain the price. Careful and thorough familiarization to organizations value, vision, mission and visual appearance would lead to promotional companies offering more modified and personal promotions to meet exactly their targets. Could promotional companies that don't yet have a lot to show get more personal and detailed and point out value of promotions

by identifying organization's targets and needs? Would it be better for new promotional companies to contact organizations that have already done promotions or that have not yet found the value of promotions essential for them?

3.3.5 Objectives for arranging promotions

One of the most central targets on my thesis is to get to understand what are the main targets and objectives that customers aim at when choosing promotions as a part of their marketing communication strategy and marketing mix. I trusted my respondents to tell them from their experience what is it that customers mostly wish to achieve with promotions. I asked the respondents to rate from four different options from the most common target to the least common target for organizing promotions. What do the customer organizations wish to achieve with promotions above all? Options were that organizations arrange promotions to 1) Increase sales, 2) Launch a new product, 3) Strengthen the brand image or 4) Making a new brand well know – to bring out a new brand for consumers. According to the respondents increasing sales is usually the biggest motive behind organizing promotions. More than 60% of the respondents names the sales as the number one motive for promotions. The second target in promotions for customer was the hope of strengthening brand image. Almost as common reason for promotions was bringing out a new brand and making it well known among consumers. None of the options were thought to be somewhat irrelevant and launching of a new product was seen a common reason for arranging promotions too. It seems that there is a variety of motives behind promotions.

These results indicate that there is a lot of need for promotions. Consequently, it is important to have material to present from all different kinds of promotions and to be ready to present and offer lots of different kinds of promotions. Can a promotional company be too creative with their ideas for promotions and can there be too much range to choose from within promotions? There definitely is a lot of organization that haven't seen how much of different promotions there are available for different purposes. This phenomenon arises a question again that could promotional companies pursue more on contacting prospect customers and advertising their versatile services.

Also, maybe a customer that usually aims to increase sales don't know that there are services available that could help them to reach other goals as well such as making their brand more well know and maybe even by that it would lead to increase on sales. Again, proper familiarization on customer organization's mission and vision and values would help in offering specific services. Familiarization deeply will also help to explain customer benefits of organizing particular promotion and to help to point out the value of promo-

tions. By proper familiarization and mapping out customer's style and motives it could become hard for customers to switch to another company when one company already knows them so well.

3.3.6 Volume versus target group

In promotions it usually seem that the bigger the better. A lot of promotions are seen in public places such as central train station or local market place. One can easily think that promotions are aimed to reach as many consumers as possible. However, organizations usually have a clear image of a particular target group for their products and services. So, I wanted to ask my respondents that according to their experiences do organizations wish to reach high volume of visibility or do they rather reach a particular, perhaps even quite small, target audience. Respondents had five options to choose from to a question "Do customers have a limited target group that they wish to reach?" from very rarely, rarely, sometimes to often and almost always. None of the replies fell to rarely – very rarely spot. 15% on respondents told that customers somewhat sometimes wish to target a specific audience. Nonetheless most of the respondents answered that customer often or nearly always hope to reach their specific target group. High volume is not much valued that highly.

Since it seems that most of the promotions appear on high volume places should there be investigation on places that would reach right audience. Could promotional companies start mapping out spots where to reach the most specific consumers. Maybe by doing this promotional companies would be able to provide more modified promotions to customers. This could lead to even better results on customer's behalf. Volume might stay very low on these cases but results might be more optimal. Or is it that at the end customers do care more for volume? Could this be tested out and measured somehow? If there would be found a clear pattern for consumer behavior within target groups companies would be able to provide more specified promotions to customers which would really work for promotional company's advantage.

3.3.7 Promotions position on organizations' marketing communication portfolio

In the last section of part two on my thesis survey I asked that how important have respondents experienced the role of promotions in their customers' marketing communication portfolio. Are promotions strategically important for organizations? Respondents had

five options to choose from on scale from very rarely to nearly always. All of the respondents have experienced promotions at least sometimes important for organizations. A slight majority of answers indicated that promotions are often or nearly always seen as an important and central part of marketing communication.

This study shows that when organizations start implementing promotions they become an important part of their marketing communication strategy. Based on previous results that organizations are more likely to produce more than one promotion service it is easy to outline that once one promotion has been executed the positive results can easily be seen and found significant for adding brands' value. This is valuable information for both promotional companies and for organizations. Promotions do produce positive result and can play an effective role on communication marketing.

What if promotional companies started producing customer satisfaction poles and by that would be able to demonstrate to organizations in doubt about promotions that promotions pay off positively. Maybe even giving out real life examples in numbers and percentages for example of increase on sales would lead on more organizations starting to count on promotions when there once again would be a real-life case available instead of just words.

3.4 The Best Practices for Promotions

The third part of the survey consists of finding out best practices for promotions according to professionals. In this part there are five questions for rating scale and one free word field. In the third part respondents get to share their insights on the most significant factors for prosperous promotions.

There seems to be two biggest motivations for organizations to organize promotions – increasing sales and strengthen the brand image or bring out a brand. Hence the survey focuses on finding out the most efficient practices for both ways. These two motivations are so different that I think they need to be investigated separately.

Both parts consist of two rating scale questions. In the first question I asked the respondents to rate from one to six the best means to execute promotions. Survey listed six the most common ways for promotions such as tasting and trying in grocery stores, tasting and trying in public places like for (example a mall or a central station or on some event like a festival), sharing samples, sharing products, sharing flyers and fairs.

In the second part respondents got to tell according to their experience what are the most fundamental factors for reaching the objective. I asked the respondents to rate main factors from the most crucial to the least meaningful. Several objects to choose from depending on an objective were: time and place, successful selection of promoters, adequate training for promoters and thus profound knowledge of products and services, visual appearance (meaning properties and set), sideline actions, reaching the right target audience and high volume of visibility.

3.4.1 Best Practices for Increasing Sales

Respondents were more in consensus over the best practices for increasing sales compared to responses of brand imaging. In the first question I asked the respondents to rate from one to six the best means to execute promotions. In the second question respondents got to tell according to their experience what are the most fundamental factors for reaching the objective.

The most of the respondents replied experiencing as a best way to increase sales by promotions being giving examples of a product to be tasted and tried out in grocery stores. Even though majority of answerers chose this option clearly as the most efficient way to impact sales still the fourth of the respondents thought this was the least effective way. Impact of this kind of promotion is very immediate since it is executed in grocery stores where consumers tend to do impulse purchase more easily. Maybe therefore some of the respondents don't see grocery store promotions very valuable for sales because goals are seen more as long-term goals? Should promotions be executed as a chain of different kinds of promotions for maximum results? Maybe if this kind of a promotion works as a good stepping stone for a product or a brand because this event is the situation where the first engram occurs. And maybe then in order to achieve consistent growth on sales it would require more actions to make consumers consider the product or a brand more as a part of their lives.

Sharing tasting and trying bits seems to be the best way to make people try and buy products since the second best way for increasing sales was organizing tasting promotions in public places. Seems so that consumers are keen to try products and that actually seems to affect their decisions when buying groceries.

Even though tastings seems to work well, maybe there could still be room for improvement. Maybe these events could make even more profit if promoters would have some

kind of trick in promotions. A trick like for example a deal that if you go and buy a certain amount of these products and present the promoters with a receipt you will get one extra product still among? Or something similar that would increase impulse purchases right there and then with promoter gently guiding consumers towards stores.

Product sampling and giving away freebies is seen somewhat effective as well with almost equal amount of votes from professionals. Since promotions are seen as experimental marketing maybe it is the experience which works for consumers the best. When they get to taste the product it immediately triggers an emotion and perhaps even a need for that product. With samples consumers get a smaller experience and the good feeling and wow of getting something for free lasts shorter time. Consumer might even go home to try the products. Thus, the wow-effect isn't as magnificent because it doesn't all happen at the same time. When getting to try something in front of a brand's desk where brand logos are everywhere with brand representatives smiling and telling facts about the products it automatically stays longer in our minds rather than getting a freebie in a rush and hardly knowing much about the products.

Since the consumer encounter is much shorter in sampling maybe visual appearance of a promotion should be invested more on to leave a longer engram. Or should the promoters in sampling be even more active or have such a persona that stays in consumers' minds. Also, maybe some kind of a tagging for products could work, like a small leaflet telling more about the product or a discount with the product rather than just the product plainly by itself. Could even location effect on sales when sampling? Maybe if samplings would be executed somewhere where consumers are easily guided to shop the product increase on sales would be bigger? In sampling would it be better to find the target audience or to reach a high volume?

Fairs as a means for promotion divided opinions. Some of the respondents named fairs somewhat important but more than a half of the respondents found fairs the least effective. This surprised me the most since consumers are usually very eager to try and buy and find new and already existing favorites. Perhaps since brands usually sell their products with low prices at fairs, fairs are more of a way to get the consumers to try the product and not a lot of profit is done with fairs. Should organizations and brands consider fairs more of a "show up"-event that would leave the first engram to consumer's minds and then after the fairs invest on marketing on some other way so that good sales would still continue after the fairs. Could promotional companies offer tips for customer on more continuous selling? Maybe promotional companies could suggest promotions sets that would

include a bigger picture from grocery store tastings to fairs and to sampling tours perhaps occurring at the same time with some advertisement campaigning.

Sharing flyers was seen irrelevant except for one respondent who found it the most effective to share flyers. Flyers don't appeal to consumers much even though there would be a real deal available. Consumers might find flyers aversive and maybe even be scared that there is a trick behind them. How to make flyer promotions more appealing and profitable? Could flyer-sharings be organized among tastings, or should also visibility or side action be somehow emphasized in these cases.

Next I asked the respondents to rate the factors that are the most important when the ultimate objective is to increase sales. Based on the results choosing the right time and location was the most significant. Providing promoters with adequate training was seen extremely crucial too. On the top three of these factors came along successful selection of promoters. The least crucial factors were almost in an agreement named to be appearance of a promotion and if the product is on discount or not.

Even though all of these matters a lot and each of these factors should be considered thoroughly it seems that promoters and being on a right place at the right time is the most important. Despite that there was some disagreement on responses and one of the respondents even naming time and location the least essential, none of the respondents thought that training promoters wouldn't be very necessary. In order to reach objectives it is very important to explain the promoter the purpose of the promotion and the aims on it. It is important to familiarize promoters properly to a product and in a way get on a brand minded passionate thinking. Maybe promotional professionals could consider training promoters as a selling the product to promoters. Making the product so magnificent to promoters that they are proud to stand behind the brand and to be their representative and thus be more motivated to reach the target.

3.4.2 Best Practices for Branding

Next I asked my respondents to share their experiences in what seems to be the most effective way in promotions when wanted to strengthen brand image, to bring out or to introduce a new brand. Compared to sales part there was more disagreement on answers on this part. Based on the results it seems that all the ways of doing promotions in order to meet the goals for branding purposes are seen somewhat significant. Results were very even.

However, the most votes for the most efficient way was replied to be sharing tasting samples on a public place such as mall. With almost the same number of votes, fairs were seen efficient too. Only one of the respondents considered fairs as a least significant. Seems that fairs can be a good spot for brand to get recognized and to offer consumers positive trial for product and a brand rather than reach instant high volume of sales. Compared to sales part where fairs were seen insignificant. Grocery store tastings were also seen efficient according to respondents. Sample sharing was seen quite neutral amongst the respondents. Almost all of the respondents replied sample sharing being the third or the fourth effective way to create positive branding. Finally, sharing flyers was considered as the least affective means also in this matter as in the sales matter.

Judging from the results in the bringing brand image more visible it seems that all the matters and ways count. Maybe in promotions here goes the saying "there is never such a thing as bad publicity".

Perhaps promotions are usually targeted to operate more on short term goals and therefore promotions for sales purposes are being executed because the results are quite instants. Branding promotions perhaps operate as a part of a bigger advertising campaign and the impacts are not so quickly seen.

In order to understand what makes a promotion a success I asked what factors do my respondents to find affecting the most. When affecting brand by promotions there are a couple of matters that seems to clearly matter the most: right place and time, reaching the right target group, high visibility and volume plus successful selection of promoters and proper familiarization on the brand and their products. The least equivalent points were incidental actions on promotion spot and properties and the looks and the visual appearance of the promotion. Though this part also divided opinions. Some said that reaching the right target group mattered the most and some said it to be the least important. Whereas, concerning sales the diversity of replies was less variant. There was more of a clear pattern of answers saying what points impacts on sales the most. The top two answers were in choosing the right place and time and familiarization of the promoters to the brand and the product. Giving a sale for the product was not seen very important but more was counted on right promoters and their training for promotions.

3.4.3 Promoters

My final question concerned promoters. I wanted to find out what characteristics do promotion professionals value the most in promoters. There is often a prejudice that promoters do nothing except look good and smile and wave towards the product. However, professionals named the top five characteristics to be sales minded attitude, understanding of promotions as a business, to be properly acquainted to the brand and the product, to possess a bold and outgoing personality with smiling appearance. Not so central features were good looks, adapting capabilities and high tolerance of pressure and stress.

Clearly understanding of business is considered valuable for promoters. Maybe it would be good for promoters to understand why they have been chosen for the job and what to the companies expect from them as an employee. Also, maybe, could business side be more explained and perhaps taught to promoters so that they understand the promotions actually do impact to organizations' success in market and it is a merit to a promotor having been a part of a marketing campaign that produced value on a brand. Do promoters understand that promotions are a business experience on one's cv? Even though promotions are more of a "gig job" and employees and employers don't often encounter perhaps at least on training occasions it could be rehearsed and explained detailedly what it is that is expected from promoters on particular promotion set.

One of the respondents mentioned in a free-word field that it is crucial for promoter to know that for who and what for promotions are done and what are the main messages and targets on a promotion. I very much agree with this part and don't think that purposes and expectations behind a promotion can't be revised enough. Due my own experience in promotions I would say that this part need worked on. I only remember a couple of cases of out tens of cases I have worked for that there has been emphasized enough that what is really expected from us, and what is the actual goal that we are reaching for. Maybe the main goal is not to share as many samples and possible but to provide consumer with experience and best possible customer service to leave a positive picture of us and the brand. According to previous answers volume was not considered as a priority number one, so maybe high quality should service and branding should be sometimes emphasized promoters more rather than numbers.

4. Discussion

This thesis research is reliable and thorough. However, the number of survey respondents remained less than expected. Higher number of respondents would have added credibility to my findings but I find the representativeness of the respondents wide and variant which compensates the low answer rates. Respondents are with different backgrounds and all of them are verified professionals. Promotions agencies are often extremely busy and have a hectic work environment so I believe these kind of questionnaire e-mails easily get lost within e-mails. I am still assured that the number of my respondents is sufficient enough to provide adequate amount of valid data to be researched in order to perceive the basics of promotions business.

Theoretical research was gathered from various sources but finding valid and reliable references was hard. There is not too much data and research yet done out of promotions business. Also, promotions business is a fast-moving industry since modern technologies are utilized and recognized in promotions all the time. Majority of the material I used was from before 2010's and the business environment has moved a lot since then. Today for example smart phones and social media play a lot bigger role than about seven years ago and enable new kind of visibility to brands. I had to use my own experience in promotions in consideration of modern technologies. Also, my kind respondents were surprisingly eager to answer the free-word field in the survey where they reminded me about the possibilities on modern technologies tools.

Even though material was quite hard to find I believe the references I used to gather the theoretical part are reliable. There is a lot of information on the internet about promotions that may not seem very valid. I found promotional agencies websites reliable since that is the platform that they use in order to attract customer organizations and briefly explain what they have to offer. In addition I used a couple of marketing communications books which are used as a teaching material that thoroughly taught me the basics of marketing communication and the concept of communications mix.

Promotions are growing business and there is still a lot of room for research. Many of the respondents added on the free-word field that promotions are still quite tame and are heading towards even bigger and more imposing way. Competition is getting tighter and new imaginative ways must be and will be found. I am sure there is a lot to be seen on this field in the future. Since competition between brands standing out from each other I

would assume that experimental marketing will be playing bigger role in the future. If compared to for example printed marketing or radio marketing, experience and real life situations are more likely to stay longer in the minds of the consumers.

Not only do the rising technologies should be considered in promotions but ethical values and debate too. For many consumers ethical procedures and values are very important when choosing a brand. Ethics will probably be emphasized more in future promotions and in marketing communications overall. Brands' values will be communicated thoroughly from the look of the product, to manufacturing process and to visibility on markets and promotions.

In this thesis I focused on researching already promotions utilizing organizations and used promotions professionals point of view. There is still room for concrete research on how promotions effect on organizations that have not yet used promotions. Also, maybe customer organizations could be interviewed and find out their view on promotions. Would be interesting to see the concrete results of promotions as a part of organization's marketing communication strategy. Would be intriguing how rapid the results are and how much actual profit and value do brands attain by promotions. I haven't found any public information of actual number or percentages of what promotions actually produce to brands. However, results of the survey indicate that value is easily recognized and more promotions sets are purchased after one production.

My own thesis process took quite a long time due my work schedule. The process took longer than expected but at least I have been gathering information for a long time and also I have gathered real life material to this thesis by sometimes during this process working in promotions. Due this thesis I feel like I have a deeper understanding the promotions process. Starting this thesis I felt like I already have a quite wide understanding of the promotions business and many of my assumptions appeared to be correct. Of course I discover a lot of good information especially about the process. I had some own opinions about which ways I find best for successful promotions but had no other source than my own assumptions. These responses from actual professional verified my insights and also widened my perspective. Customer side was not very familiar for me and I am happy to have found out what do the customer wish to achieve with promotions and how to promotions processes usually kick-off and proceed. I definitely feel like my understanding of promotions as a business has grown. I still find promotions very interesting and could consider a career in promotions. At least I would for sure consider promotions as a part of marketing communication if I ever end up working on those matters.

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Appendices

Appendix 1. Survey questions

Neutral

Promootioiden merkitys-kysely opinnäyteytyötä varten

1. Mikä on asemasi yrityksessä? *

- Johto
- Esimies
- Työntekijä

2. Kauanko olet ollut alalla?

- 0-2 vuotta
- 2-5 vuotta
- 5-10 vuotta
- Enemmän

Neutral

Promootioiden merkitys-kysely opinnäyteytyötä varten

Tässä osiossa tarkastellaan väittämiä kokemuksesi mukaan asiakkaan näkökulmasta

3. Kun asiakkaat hakevat meiltä palvelua, heillä on usein jo selvä visio (meille ei juuri anneta vapaita käsiä promootioiden suunnittelussa)

- Hyvin harvoin
- Harvoin
- Joskus
- Usein
- Lähes aina

4. Asiakkaat luovuttavat ideointityön mielellään meille, eli saamme toteuttaa promotion lähes kokonaan ideoinnista toteutukseen

- Hyvin harvoin
- Harvoin
- Joskus
- Usein
- Lähes aina

5. Promoasiakas ostaa useamman kuin yhden promototetuksen (eli palaa asiakkaaksi ensimmäisen promon jälkeen)

- Hyvin harvoin
- Harvoin
- Joskus
- Usein
- Lähes aina

6. Asiakkaat kilpailuttavat promofirmoja

- Hyvin harvoin
 - Harvoin
-

- Joskus
- Usein
- Lähes aina

7. Yhteistyö asiakkaan kanssa käynnistyy asiakkaan yhteydenotosta (me emme ole aloitteen tekävä osapuoli)

- Hyvin harvoin
- Harvoin
- Joskus
- Usein
- Lähes aina

7. Yhteistyö asiakkaan kanssa käynnistyy asiakkaan yhteydenotosta (me emme ole aloitteen tekevä osapuoli)

- Hyvin harvoin
- Harvoin
- Joskus
- Usein
- Lähes aina

8. Kokemukseni mukaan asiakkaat valitsevat meidät seuraavista syistä (valitse 1-3 tärkeysjärjestyksessä, niin että 1 on merkittävin)

	1	2	3
Hyvä hinta	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Suosituksset toisilta	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Aiemmat kokemukset	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Meillä on paljon näyttöä aiemmista onnistuneista promootioista	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Meillä on laaja valikoima/suuri tarjonta erilaisia promootioita	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
meillä on laajalti suhteita	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. Käsitykseni mukaan promootioiden merkitys asiakkaidemme markkinointiviestintä-portfoliossa on keskeinen (ovat strategisesti tärkeitä)?

- Hyvin harvoin
- Harvoin
- Joskus
- Usein
- Lähes aina

10. Kokemuksesi mukaan, asiakkaat teettävät promoja ensisijaisesti (pistä järjestykseen)

	1	2	3	4
Myynnin lisäämiseksi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Uuden tuotteen lanseeraukseen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brändikuvan vahventamiseksi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Uuden brändin tunnetuksi tekemiseen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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11. Asiakkaalla on mielessä tietty, rajattu kohderyhmä, jota promolla tavoitellaan

- Hyvin harvoin
- Harvoin
- Joskus
- Usein
- Lähes aina

Neutral

Promootioiden merkitys-kysely opinnäyteytyötä varten

Tässä osiossa tarkoituksena olisi tarkastella toimivimpia tapoja promootioissa oman kokemuksesi pohjalta

12. Kokemuksesi mukaan tehokkain promotapa myynnin lisäämiseksi on (asetatärkeysjärjestykseen)

	1	2	3	4	5	6	7
Maistatus kaupoissa	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Maistatus julkisella paikalla(esim. kauppakeskus tai jokin tapahtuma)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Näytejako	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tuotejako	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Flyeröinti	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Messut	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Joku muu - mikä	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13. Kokemuksesi toimivin promotapa brändin vahvistamiseen tai esilletuomiseen on (asetatärkeysjärjestykseen)

	1	2	3	4	5	6	7
Maistatus kaupoissa	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Maistatus julkisella paikalla(esim. kauppakeskus tai jokin tapahtuma)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Näytejako	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tuotejako	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Flyeröinti	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Messut	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Joku muu - mikä	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

14. Kokemuksesi mukaan mikä on tärkeintä onnistuneessa promootiotapahtumassa, jossa tarkoituksena on lisätä tai vahvistaa tai uudelleen luoda brändin imagoa/ tuoda uutta brändiä esiin tietyille/tuoda uusi tuote esiin (aseta tärkeysjärjestykseen)

	1	2	3	4	5	6	7
Aika ja paikka	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Onnistunut promoottori valinta	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Promoottorien koulutus ja perehdytys sekä tuotetietous	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rekvisiitta ja lavasteet (=pisteen visuaalinen ilme)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Oheistoiminta	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Oikean kohderyhmän tavoittaminen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Suuri näkyvyys volyyymi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

15. Kokemuksesi mukaan, mikä on tärkeintä onnistuneessa promootiotapahtumassa, jossa päällimmäinen tarkoitus on lisätä myyntiä (aseta tärkeysjärjestykseen)

	1	2	3	4	5
Aika ja paikka	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Onnistunut promoottori valinta	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Promoottorien koulutus ja perehdytys sekä tuotetietous	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rekvisiitta ja lavasteet (=pisteen visuaalinen ilme)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Onko tuote alennuksessa vai ei	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. Mitkä ovat mielestäsi hyvän promottorin tärkeimmät elementit (valitse 3 tärkeintä tärkeysjärjestyksessä)

	1	2	3
Uskalias luonne	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Supliikki luonne	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Siisti ja huoliteltu ulkonäkö	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sosiaalisuus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hymyilevä yleisilme	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ymmärrys promootioista bisneksenä	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Perehtyneisyys tuotteeseen/brändiin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Myyntihenkisyys	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mukautuvuus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hyvä paineensietokyky	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Neutral

Promootioiden merkitys-kysely opinnäyteyötä varten

17. Vapaa sana: tähän voit kirjoittaa vaikkapa mikä on mielestäsi promoissa niin sanotusti yet to be seen, tai mikä on seuraava/tämän hetken kovin juttu. Mitä ikinä mieleesi juolahtaakaan, mitä koet, että opinnäytetyössäni olisi minun hyvä ottaa huomioon J

Appendix 2. Cover Letter for Survey

Hei promo-ammattilainen,

Promotyön merkitys markkinointiviestinnässä kasvaa jatkuvasti. Toimin itse promoottorina, ja olen löytänyt promootioista itselleni kutsumuksen ja nyt liiketalouden opiskelijana haluan perehtyä aiheeseen tarkemmin opinnäytetyössäni. Opinnäytetyöni tavoitteena on löytää promotyön parhaimpia käytäntöjä sekä analysoida promotyötä osana markkinointiviestinnän portfolioita pyrkien löytämään sen erityisiä hyötyjä asiakkaalle ja brändille.

Toivovasti ehdit vastaamaan linkistä löytyvään kyselyyn lauantaihin 24.9.2016 mennessä – aikaa vastaamiseen menee korkeintaan 5 minuuttia ja apusi olisi sanoinkuvailemattoman arvostettua. Kyselyn vastataan täysin anonyymisti.

Valmis opinnäytetyöni tullaan tallentamaan Theseus-tietokantaan, josta se on julkisesti ladattavissa. Toimitan myös linkin valmiiseen työhön kaikille tämän kyselyn vastaanottajille. Tavoitteenani on tuottaa kaikille uutta ja hyödyllistä tietoa promootioista, jonka uskon hyödyttävän teitä työssänne.

Annan mielelläni lisätietoja tutkimuksesta, kiitos etukäteen näkemyksestäsi!

Ystävällisin terveisin,

Helmi Peurala