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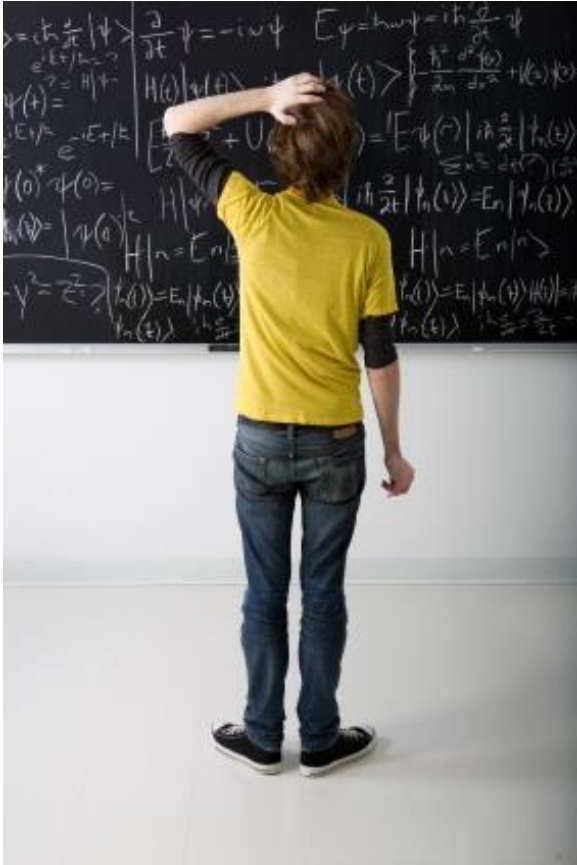
# Marketing and Advertising Overview

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# Learning Objectives



- Marketing
  - \* Defined
  - \* Types of Marketing
  - \* The 4 P's of Marketing
- Advertising
  - \* Defined
  - \* Keys to Effectiveness
  - \* Advertising Media
- Branding
  - \* Defined
  - \* Brand Personality
- Promotional Products
  - \* Role in the Marketing Mix
  - \* Strengths
  - \* Markets

# Marketing Defined

**Marketing** is

the activity, set of institutions, and processes  
for

creating, communicating, delivering, and exchanging offerings  
that have value for

**customers, clients, partners, and society at large.**

American Marketing Association

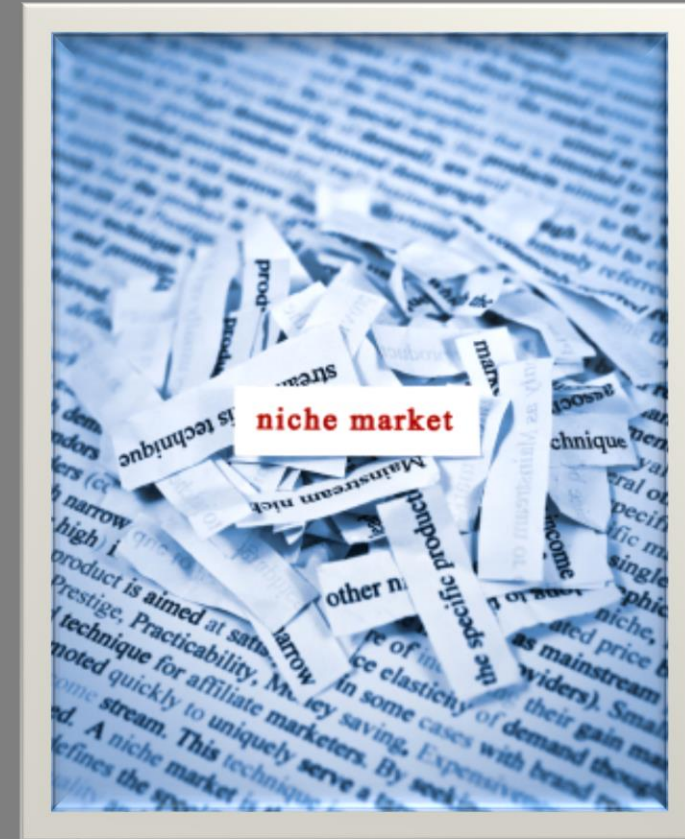
# Strategic Marketing



- Marketing based on a focused overarching objective, such as
  - Leader or Challenger
  - Differentiation in product, service level
  - Price positioning
  - Efficiency, innovation

# Niche Marketing

- An industry (healthcare, financial)
- An activity, hobby, interest (golf, travel, poker, basketball, running)
- A segment such as safety, sales promotion, wellness, engagement, recruiting, executive gifts.
- A product category (awards, apparel, writing instruments, premiums/incentives)
- A buyer group – admins, procurement, C-level, age, gender.



# Guerrilla Marketing

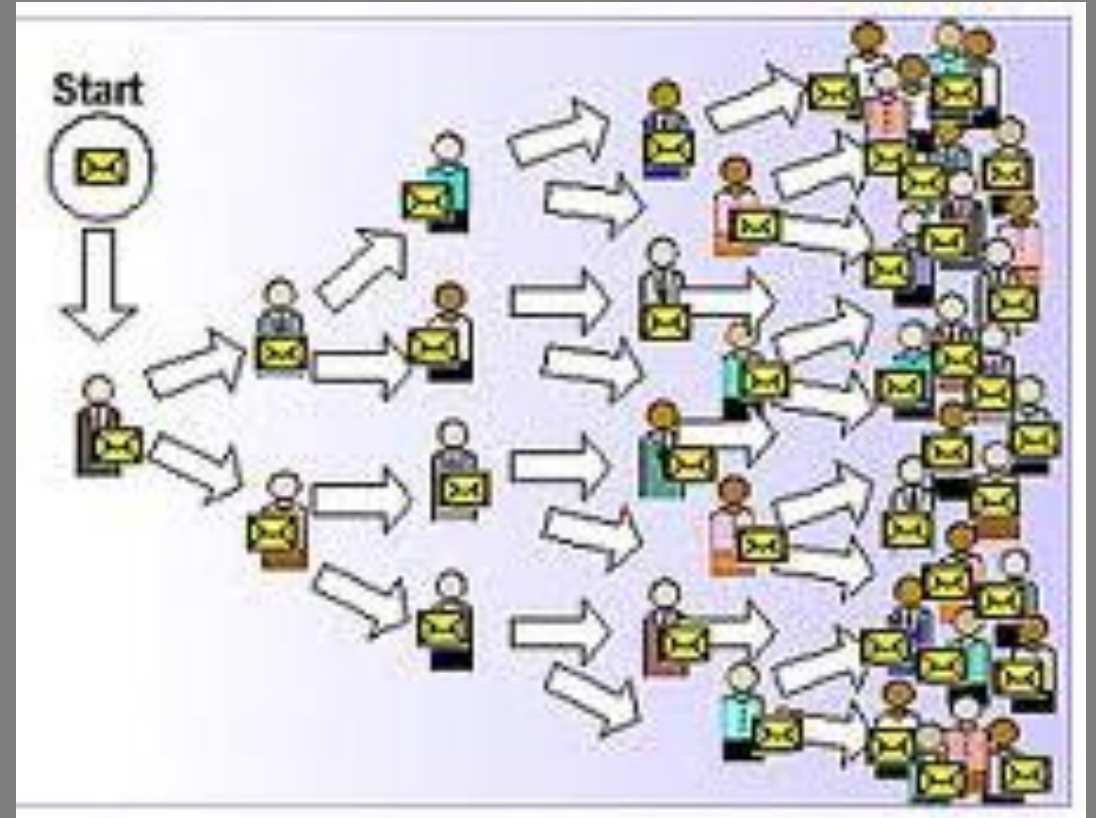


relies on **imagination**  
rather than a big  
marketing budget.



# Viral Marketing

- spreads like a virus
- passed on from consumer to consumer and market to market.





# Word of Mouth



- Most trusted
- Implied endorsement
- Promotional products facilitate word of mouth conversations and endorsements.

# The 4 P's of Marketing



# The 4 P's of Marketing

## Product (or service or offering)

Note: Some ways promotional products become  
a part of the Product "P"    Container Premiums

Special Packs

Limited or

commemorative

packaging



# 4 P's of Marketing

- **Price**
  - (position)
  - List Price, discounts,
  - financing, leasing options,
  - allowances.
- 
- Value-Add vs. Discount becomes a strategic incentive promotion decision.





# 4 P's of Marketing



- **PLACE**
  - (Distribution)
  - Retail, Internet, Home Party
- 
- The rise of “Experience” Marketing, of taking promotions to the audience, of moving the “place” of the 4-P’s to where the brand can be acted upon, interacted with and totally engaged!

# 4 P's of Marketing



- **Promotion**

- How the target groups are informed about the brand. This includes advertising, selling, sales promotion, public relations and all the tools of the modern marketer.
- Awareness – Image – Story – Reason to Act - Engagement



# People: the 5th P



# Purpose



# Advertising Defined

- ad·ver·tis·ing
- ***1: the action of calling something to the attention of the public especially by paid announcements (Merriam Webster)***
- ***Description or presentation of a product, idea, or organization, in order to induce individuals to buy, support, or approve it. (Investor Words)***



# Advertising Effectiveness



- Frequency
- Reach
- Targeted
- Cost Per Thousand Impressions

# The 3 R's of Retention of Advertising Messages



**Relevance:** The message must relate to the lifestyle, needs, values or aspirations of the target audience.



**Repetition:** The audience must be exposed to the message multiple times for the recipient to retain it.



**Reward:** The message must promise to create pleasure or reduce pain, save money or increase income or in some way reward the recipient.

# Cost Per Impression (CPI or CPM)

Type of Media	Cost Per Impression
National Magazine	\$0.033
Newspaper Ad (1/2 page BW)	\$0.0192
Prime Time TV	\$0.019
Cable TV	\$0.007
Syndicated (Day) TV	\$0.006
Spot Radio	\$0.005
Advertising Specialties	\$0.004
Billboard (City/National)	\$0.003

Source: [www.asicentral.com](http://www.asicentral.com)

- Cost per Impression (CPI) or Cost Per Thousand Impressions (CPM)
- Advertising media is generally priced by the cost per thousand impressions, for example:
- A Web site that has a CPM rate of \$25 and guarantees advertisers 600,000 impressions will charge \$15,000 ( $\$25 \times 600$ ) for those advertisers' ad banner.



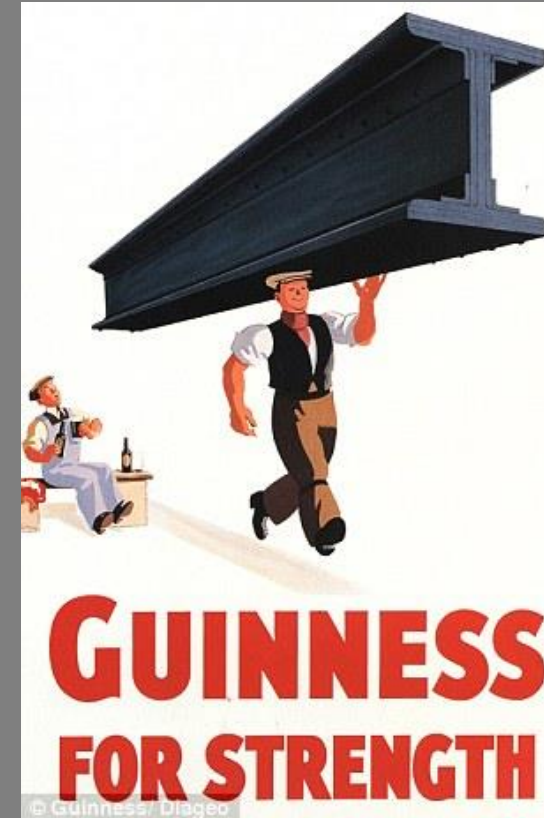
# Elements of a Successful Advertising Campaign



- Unique Selling Proposition
- Emotional Selling Proposition
- Organizational Selling Proposition
- *“Sell the sizzle, not the steak”*

# Elements of a Successful Advertising Campaign

- Consistent message
- Consistent personality
- Consistent colors
- Consistent fonts and styles
- Consistent language
- Authenticity



Advertising & Marketing Silo <sup>1</sup>		2017 <sup>2</sup>	2018	Growth
1	Television Advertising	\$95.34 B	\$100.64 B	+5.5%
2	Direct Marketing	\$83.66 B	\$84.12 B	+0.6%
3	Online / Mobile Advertising & Marketing	\$61.28 B	\$70.06 B	+14.4%
4	Experiential Marketing	\$57.72 B	\$62.29 B	+7.9%
5	Promotional Marketing	\$54.92 B	\$57.14 B	+4.0%
6	Promotional Products <sup>3</sup>	\$23.29 B	\$24.75 B	+6.3%
7	Word-Of-Mouth Marketing	\$15.61 B	\$18.02 B	+15.4%
8	Radio Advertising	\$15.92 B	\$16.13 B	+1.3%
9	Content Marketing	\$13.95 B	\$15.82 B	+13.4%
10	Newspaper Advertising	\$16.15 B	\$14.64 B	-9.4%
11	Magazine Advertising	\$13.54 B	\$12.40 B	-8.4%
12	Out-Of-Home Advertising	\$9.89 B	\$10.38 B	+5.0%
13	Entertainment Media Advertising	\$7.07 B	\$8.58 B	+21.4%
14	Local Directories Advertising	\$5.91 B	\$5.88 B	-0.4%
Total Advertising Performance		\$184.31 B	\$195.60 B	+4.5%
Total Marketing Performance		\$271.82 B	\$304.59 B	+6.1%
TOTAL ADVERTISING & MARKETING PERFORMANCE		\$455.95 B	\$500.19 B	+5.5% .

# What is the difference between Marketing and Advertising?

- The best way to distinguish between advertising and marketing is to think of **marketing as a pie**, inside that pie you have slices of
  - advertising,
  - market research, media planning,
  - public relations, product pricing, distribution,
  - customer support, sales strategy, and community involvement.



# Brand Defined

***A brand is the set of expectations, memories, stories and relationships that, taken together, account for a consumer's decision to choose one product or service over another.***

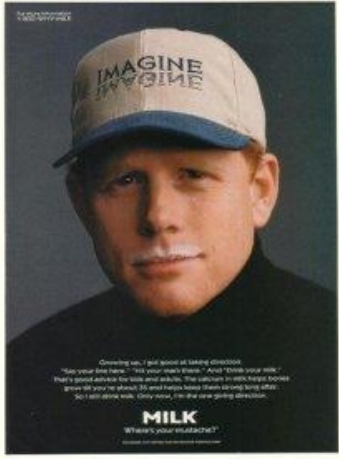
***If the consumer (whether it's a business, a buyer, a voter or a donor) doesn't pay a premium, make a selection or spread the word, then no brand value exists for that consumer.***

***A brand's value is merely the sum total of how much extra people will pay, or how often they choose, the expectations, memories, stories and relationships of one brand over the alternatives.***

***Seth Godin***



# Components of a Brand Personality



picture



shape



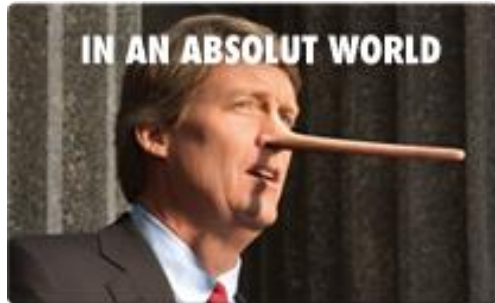
color



behavior



service



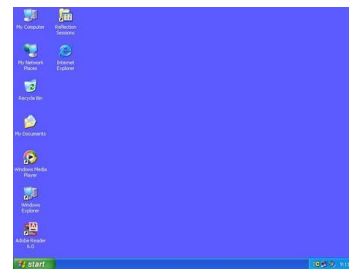
language



icon



sound



navigation



tradition



ritual



name



# What is a promotional product?

## DEFINITIONS



ITEMS USED TO PROMOTE A PRODUCT, SERVICE OR COMPANY PROGRAM, INCLUDING ADVERTISING SPECIALTIES, PREMIUMS, INCENTIVES, BUSINESS GIFTS, AWARDS, PRIZES, COMMEMORATIVES AND OTHER IMPRINTED OR DECORATED ITEMS.

# The Sensory Media

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- HIGH TOUCH COUNTERPOINT IN A HIGH TECH WORLD
- TANGIBLE PRODUCT WITH A MESSAGE
- ENGAGES SMELL, TASTE, SIGHT, SOUND AND TOUCH
- NO OTHER MEDIA CAN DO THAT.



47% KEEP PROMOTIONAL  
PRODUCTS FOR MORE THAN  
A YEAR!

The Medium  
That Remains  
to Be Seen.



## Other media Interrupts. Promotional Products Engage

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- 53% USE PROMOTIONAL PRODUCTS ONCE A WEEK OR MORE.
- THE RECEIPT AND USAGE OF PROMOTIONAL PRODUCTS IS THE BEGINNING OF A RELATIONSHIP.





# Advertising at the Point of Decision

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- THE ORIGINAL MOBILE MEDIA  
- 24% WALK AROUND WITH A PROMOTIONAL PRODUCT.
- HOME, SWEET HOME. 54% HAVE A PROMOTIONAL PRODUCT IN THE HOME.
- DESKTOP ADVERTISING.
- ON THE ROAD AGAIN.



# The medium of ROI

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- WHAT WILL YOU DO FOR A USEFUL AD?
- 82.5% WILL TAKE A SURVEY
- 70.6% WILL VISIT A TRADESHOW BOOTH
- 41.9% WILL ENGAGE WITH SOCIAL MEDIA
- 33.2% WILL MAKE A PURCHASE







**22%**

**Significantly  
More Favorable**



**37%**

**Somewhat  
More Favorable**



**37%**

**Neutral**



**1%**

**Somewhat  
Less Favorable**



**0.4%**

**Significantly  
Less Favorable**

# Creating Positive Emotions

- 59% HAD A MORE FAVORABLE IMPRESSION OF THE ADVERTISER AFTER RECEIVING A PROMOTIONAL PRODUCT.
- A UNIQUE ABILITY TO BUILD RELATIONSHIPS
- NAME ANY OTHER MEDIUM FOR WHICH PEOPLE SAY, "THANK YOU"

# Memories

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- 88% OF PEOPLE CAN RECALL THE COMPANY AND BRAND ON THEIR PROMOTIONAL PRODUCT.
- 87% OF PEOPLE LIKE RECEIVING PROMOTIONAL PRODUCTS.
- MOST PEOPLE AVOID OTHER MEDIA AND FIND IT ANNOYING.



# On Target

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- LIFESTYLE
- AFFILIATIONS
- EMOTIONS
- VALUES
- DEMOGRAPHICS
- PASSIONS



# The Law of Reciprocity



- Law of Reciprocity – Recipients of gifts, or help, most often feel that they have an obligation to repay those who gave to or helped them.

Easy to Distribute  
Easy to measure  
impact.

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- DIRECT MAIL
- TRADE SHOWS
- IN-STORE
- EXPERIENTIAL
- EVENT MARKETING
- PERSON-TO-PERSON





# Coordinating Promotional Products with Other Media: Online

- Offer promotional products as a gift for
  - Opting in for newsletter
  - Taking a survey
  - Visiting a website
  - Online sweepstakes
  - Deliver online promo codes



# Areas Within An Organization

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- Human Resources/Recruitment
- Corporate Training
- Production/Safety
- Public Relations
- Communications
- Marketing, Brand Management
- Sales Promotion
- Executive / Board of Directors
- Wellness



# ARMPIT

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- Awards
- Recognition
- Motivation
- Promotion
- Incentives
- Training



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# Thank You!

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