促销(Sales Promotion)

Features (Blattberg and Neslin, 1989)
- Action-focused
- Marketing events
- Having a direct impact on behavior
- Influencing consumers or marketing intermediaries

促销的类型(Types of Sales Promotions)

制造商 --------------------------------------> 商业

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<th>Trade Promotions</th>
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<tr>
<td>Consumer Promotion</td>
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| Consumer <-------------------------|
| Retailer Promotions |

零售商促销(Retailer Promotions)
- Price cuts
- Displays
- Feature Advertising
- Retailer coupons

对中间商促销(Trade Promotions)
- Price-Off
- Advertising allowances
- Display allowances
- Free Goods
- Push money
- Contests
Consumer Promotions

- Coupons
- Samples
- Price packs
- Rebates
- Patronage Awards
- Premiums
- Contests, Sweepstakes

Key Decisions for Sales Promotion

- Size of the incentive
- Conditions for participation
- Promotion and distribution of the actual sales promotion program
- Length of the promotional program
- Evaluation

Surveys and experiments can be used

How does Promotion Affect Sales?

- 品牌轉換 Brand switching
- 重複購買 Repeat purchasing
- 加速購買 Purchase acceleration
- 總市場擴充 Category expansion

Theories of Price Promotion

- Inventory Cost Transference
- Demand Uncertainty
- Price Discrimination
- Competitive Strategy
- Prisoner’s Dilemma
- Prospect Theory
Limitations of Sales Promotion

- Decreasing brand loyalty
- Increasing price sensitivity
- Forward buying and Diversion
- Detracting from quality image
- Short-term orientation

Push or Pull?

Push and Pull Promotion Vehicles

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Push versus Pull promotions over the product life cycle

Joint Sales Promotion

- Use complementary relationship
- New uses by creating complementarity
- Use time complementarity
- Image complementarity
- Process complementarity

Joint Sales Promotion

- Common target market
- Seasonal Demand
- Common Distribution
- Access to new customers
- Access to the image of established brands