



The story continues...

Celeb! plans new advertising campaign

Celeb! Magazine is reviewing its marketing strategy. It has recently commissioned market research, which indicates that most of its customers are in the 20-35 age group segment of the market. It wants to put together a new marketing mix that will increase sales among younger consumers, especially among the 15-20 age group.



Managing director, Louise Roche has arranged a business meeting with an advertising agency to discuss the possibility of Celeb! running an advertising campaign specifically targeting this segment of the market. There are many issues to discuss, such as the message, the media, the budget and the duration of the campaign

1. What channels of distribution does Celeb use?
2. How could e-commerce help the business?
3. Design an advertising campaign for the magazine that would appeal to the 15-20 segment of the market/

Recall & Review – Fill in the gaps

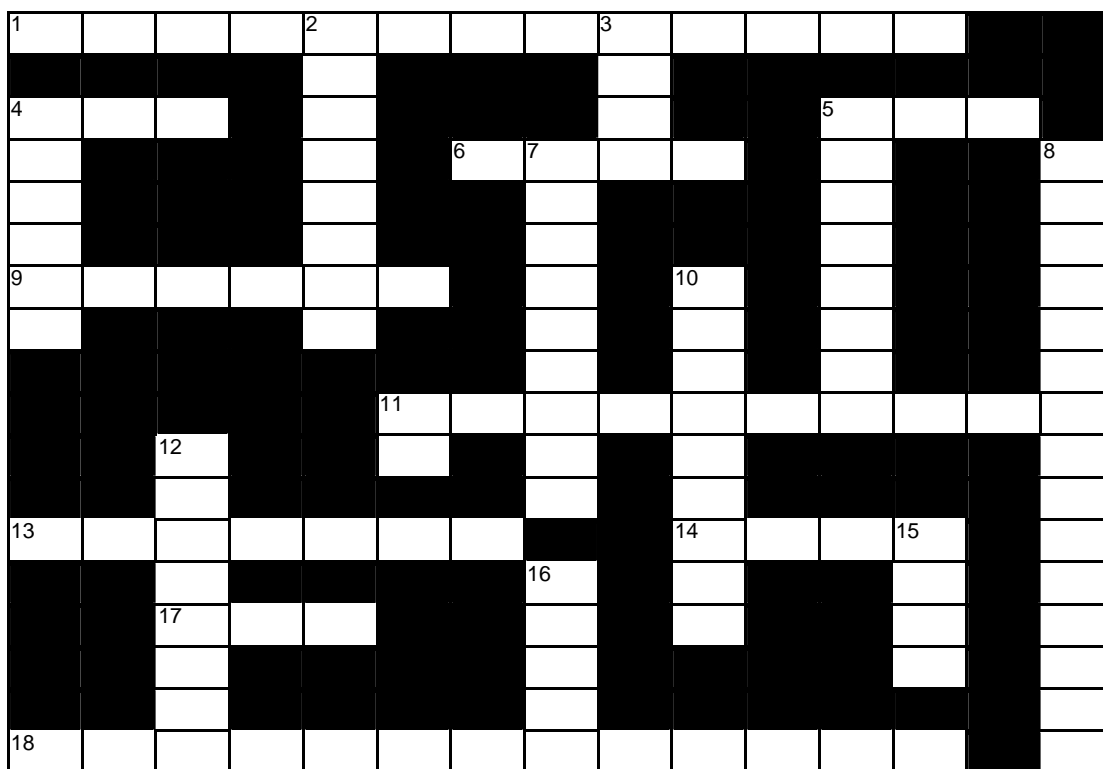
The _____ of distribution describe the various paths which goods may follow from producer to consumer, including passing through wholesalers and retailers. With the spread of _____, many producers are now in a position to use the Internet to sell directly to consumers at lower prices than would apply if the products passed through a series of middlemen.

_____ is the element of the marketing mix concerned with efforts made by the seller to communicate with the target market. It includes advertising, efforts to develop good public relations with stakeholders, sales promotions that offer incentives to retailer and customers, merchandising displays in shops and contacting existing and potential customers through personal selling.

Score: _____ out of 3



**Crossword 17 - Marketing 2:
Distribution and Promotion**



CLUES

Across

1. Communicating with customers by telephone to generate sales (13)
4. Initials of the organisation with the power to ban advertising that contravenes the Consumer Information Act (3)
5. This organisation protects and promotes the interests of consumers in Ireland (3)
6. A marketing activity that checks the reaction of the target market before going into full production (4)
9. Shell used this type of PR to defend itself (6)
11. _____ advertising tries to convince people to buy a certain product or behave in a certain way (10)
13. Advertisements that promote the consumption of a product but not any individual brands (7)
14. Initials of a model that summarises reactions of the target market to advertising (4)
17. Celeb! Magazine promotes its catalogue coupons as its ____ (3)
18. Displaying goods to in a prominent and attractive manner in shops (13)

Down

2. The combination of communications channels selected by a firm for its advertising (5, 3)
3. Initials of the use of scanners to read bar codes at checkouts (4)
4. A type of 11 down that seeks to attract attention to the positive achievements of which a firm is proud (6)
5. _____ of distribution are the paths that goods may follow from producer to consumer (8)
7. The use of the Internet to conduct business and financial transactions (1, 8)
8. An unplanned decision to buy a particular product or brand (7, 8)
10. SPAR is an example of this type of wholesaler and retailer alliance (9)
11. Communicating with the media to create good publicity for a firm or its products (2)
12. These goods are bought and used by consumers (8)
15. Initials of the body set up by the advertising industry to ensure that advertisements are socially acceptable (4)
16. An "Own label" _____ has the retailer's own name on it (5)