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SOMARC *III*

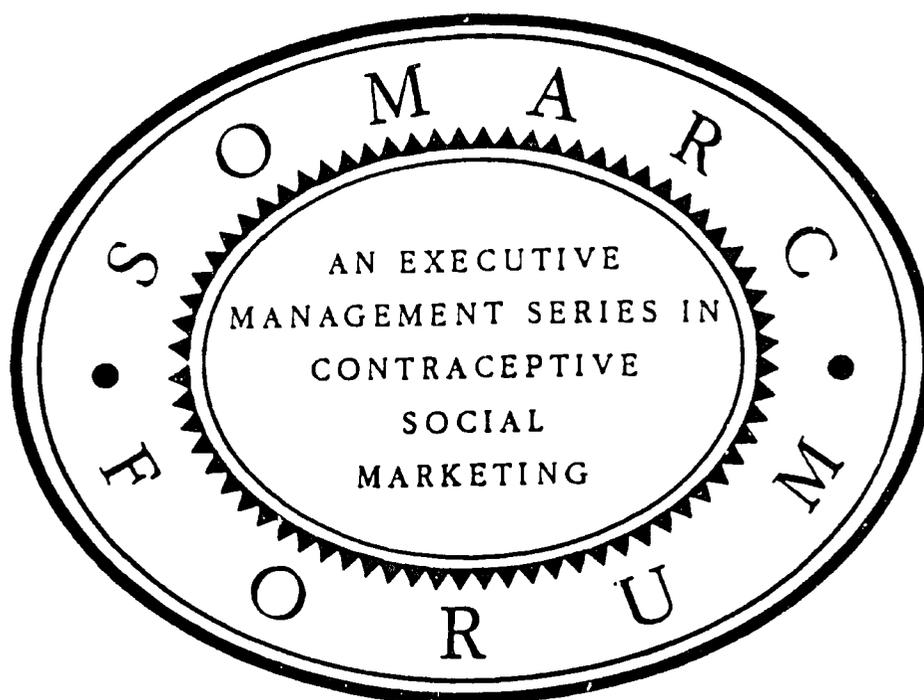
SOCIAL MARKETING FOR CHANGE

THE
FUTURES
GROUP

**SOMARC
INTEGRATED MARKETING
COMMUNICATIONS
MODULE
TRAINER'S GUIDE**

SOMARC FORUM

Integrated Marketing Communications
Trainer's Guide



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Govt # AID/DPE-3051-Z-00-8043-00

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- IV. **Participant's Workbook (separate volume)**

- V. **Participant's Manual (separate volume)**

Outline of Trainer's Guide

SESSION 1:	INTRODUCTION AND THE PLANNING FOUNDATION
Part 1:	Introduction
Part 2:	IMC Concept
Part 3:	Pre-Planning Considerations
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SESSION 2:	ADVERTISING
Part 1:	Overview and Positioning
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Part 3:	Concept Development
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SESSION 3:	SPECIAL EVENTS/ENTERTAINMENT
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Part 1:	Overview
Part 2:	Process
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SESSION 5:	SALES PROMOTION
Part 1:	Overview
Part 2:	Process

How to Use the IMC Curriculum

This binder consists of a Trainer's Guide (5 Sessions) and Trainer's Exercise Book. The Participant's Manual and Participant's Workbook are in separate volumes.

Target Audience

In-country CSM program managers form the primary target audience for the IMC seminar. Secondary audiences might include "partners" in the marketing function, like staff from CSM ad agencies, research suppliers, product suppliers, or distributors. Assume participants have a basic understanding of marketing with some "hands-on" experience.

Group Size

The ideal size for a training group is 15 participants. This encourages informality and discussion in both the large lecture group and the small break-out groups.

Trainer Preparation

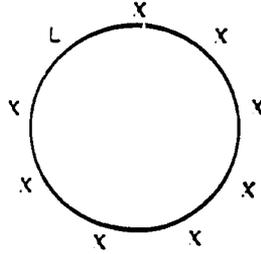
Trainers should have significant depth of experience and skill in marketing communications. They should not simply be trainers. It is extremely important that all materials be read and understood by the trainer well in advance of conducting a training. With the exception of the Participant's Manual, these materials serve as prototypes. You will need to tailor actual trainings to the participant's needs based on their skills and relevant in-country considerations (e.g., media capabilities). Questionnaires to assess this information should be sent out to participants as soon as a training is scheduled. Based on the responses, you will likely need to make modifications to the Trainer's Guide and audiovisuals.

Room Set-Up

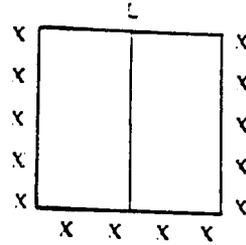
Ideally, the workshop should be held off-site in a geographically neutral environment, away from everyday pressure and interruptions. With 12-20 participants, the U-shape configuration makes the A/V materials visible to all and encourages interaction. If the number of participants exceeds 20, a V-shape or herringbone configuration may be preferable. See next page for alternate settings.

THE PHYSICAL SETTING

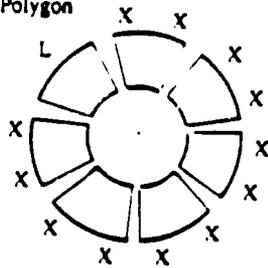
A The Round Conference Table



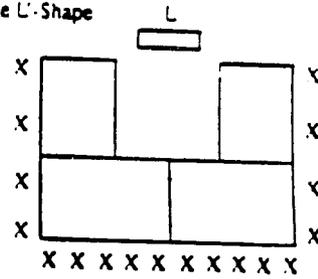
B The Rectangle



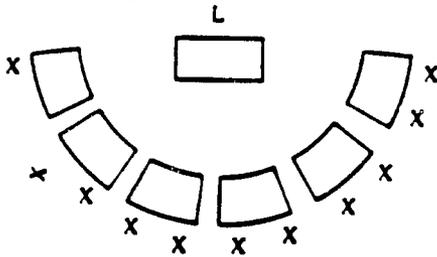
C The Polygon



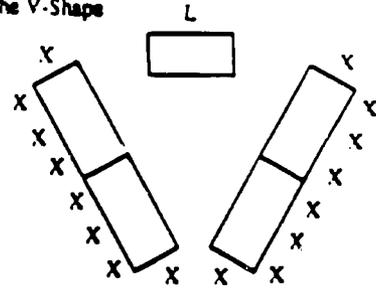
D The U-Shape



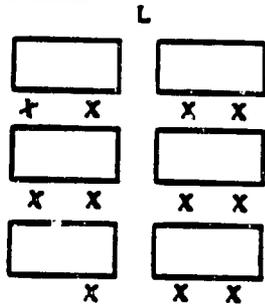
E The Semicircle



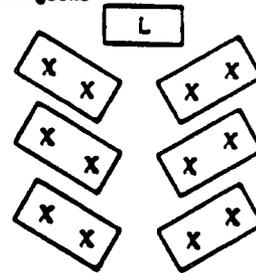
F The V-Shape



G The Classroom



H The Herringbone



Room Equipment

The following items should be available in the workshop room:

- Blank wall space
- Air conditioning
- Video/TV (Use 2 monitors with 20+ participants)
- Carousel/slide projector
- Overhead projector
- Easel, markers
- Curtains to darken room

For video, a multi-play system which accommodates both PAL and NTSC in 1/2" format is ideal. If the facility does not have a multi-play system, you may need to convert videotapes to the appropriate format before leaving the United States.

Be sure to have spare bulbs on-hand for both overhead and slide projectors. Extension cords should be available for all equipment, including the remote for the slide projector. Check voltages in advance and make sure that voltage converters are available, if needed. Socket adapters and plug adapters might also be needed.

Other Equipment

It will be helpful to have a photocopier available. A typewriter or portable PC with printer could prove useful for last-minute hand-outs, survey summaries, or daily synopses.

Breaks

Having coffee breaks at the same time every day makes it easier for the hotel staff to have coffee and juice available and on time. 10:45 AM and 3:30 PM seem to work well as break times. Lunch can be scheduled for 1 PM each day. Allow an hour and one-half for lunch, especially if participants need to go off the premises.

Supplies (Maintained at The Futures Group)

Videos:

- 2.1A Commercials for Uses of Advertising
- 2.1B Fast Food Personality Profiles (Use in Exercise #10)
- 2.4 Commercials for Strategy Development
- 2.5A Commercials for Tone & Manner
Condom Spots (Exercise #19)
- 2.5B Commercials for Techniques & Structures
- 2.5C Condom Spots (Exercise #20)
- 2.8 Cinema Spots
- 3.1A Pop Persuaders
- 3.1B Entertainment Clips
- 3.1C It's Not Easy
- 4.1 Public Relations Clips
- 4.2 Public Relations Clips

Boards:

- 1 Good & 1 Bad Concept for Protektor (Session 2.2)
- Raharas & Children (Session 2.2)
- 5 Condom Concept Boards (Exercise #16 or #17)
- 4 Fresh Eggs/Flying Lessons Boards (Exercise #18)
- Panther Man (Session 2.5)
- Stork TV Interview (Session 4.1)

Hand-Outs:

- Agenda
- Aurora Case (Exercise #9)
- Raharas Sapta Profile (Exercise #12)
- Thaionesia Tables (Exercise #12)
- Tessie Pitas Profile (Exercise #12)
- Focus Group Findings (Exercise #17)
- TV Commercial Scripts for Panther (Exercise #21)
- Zimbabwe Briefing Paper (Exercise #22)
- Caribbean Country Media Plan (Exercise #23)
- African Country Media Plan (Exercise #23)
- Media Plan Components (Exercise #23)
- Media Plan Guidelines (Exercise #23)
- Introductory Public Relations Scenario (Exercise #26)
- Sustaining Public Relations Scenario (Exercise #26)
- Introductory Promotion Scenario (Exercise #31)
- Sustaining Promotion Scenario (Exercise #31)
- Potential Strategies - Promotion Plan (Exercise #31)

Miscellaneous Props: (Some must be purchased prior to leaving the U.S.)

- American condoms with various positionings (Buy at Georgetown Pleasure Chest & bring enough for all participants (Session 2.1))
- Philippines Comic Book (Session 3.1)
- Photonovella (Session 3.1)
- Shadow Puppets (Exercise #19)
- "Avoiding the Alligators" brochure (Session 4.3)
- Cracker Jacks as Premium Example (Bring enough for all participants (Session 5.1))
- Miscellaneous Premiums (Key chains, mugs, small toys, etc.) (Session 5.1)
- Trial Sizes of Grooming Aids (Bring enough for all participants (Session 5.2))
- Examples of Product Samples (Session 5.2)
- Examples of Games & Collectibles (Session 5.2)
- Examples of Bundle Packs (Session 5.2)

Participant's Manual

This is your most complete reference source. It should be read cover-to-cover. In addition to technical information, it contains numerous CSM examples that are used throughout the training. The Trainer's Guide notes specific sections that should be studied just prior to conducting various parts of the training.

Participants use this Manual as a reference tool when they return to their offices. They may also want to refer to it during the training.

Trainer's Guide

This tells you exactly how to conduct the training. It is divided into five major sessions, each of which corresponds to the communications tools that will be studied. Each major session is divided into multiple parts. The Guide outlines all activities, indicates audiovisual materials you will be using, and indicates when an exercise is appropriate. Please study it carefully.

The Guide is somewhat modular in concept. Each session is self-contained. So, for example, if you are training participants who do not need to learn about public relations, that session can be deleted.

Further modifications can be made within each session to expand or compress particular parts. For example, if you have a group that only needs to become familiar with the range of public relations strategies but not how to implement them, you can modify this part of the training. However, to fine tune in this way be sure to give yourself time to develop new visuals which may be required.

It is also possible to rearrange the order of the sessions (e.g., do Sales Promotion first) if necessary.

Trainer's Exercise Book

There are a total of 38 exercises, labeled A to G and 1 to 31. A to G focuses on group dynamics while 1 to 31 match the exercises in the Participant's Workbook. These provide you with all the information you need to conduct specific exercises during the training. They specify the materials you will need for each exercise and provide answer sheets in many cases. Most of these exercises are designed to reinforce specific learning, but a few are to help the trainer with group dynamics.

Exercises can be handled in many different ways and it is up to the trainer to improvise. Additionally, you should be selective in the exercises you do based on needs, timing constraints, and the overall "gestalt" of the group. You don't need to do all of the exercises, but remember that the training is supposed to be as interactive as possible. This is a training, not a lecture!

Participant's Workbook

Finally, the Participant's Workbook is what the participants will use to complete various in-session exercises as instructed by the trainer. It consists of 31 exercises. Use it as you see fit.

SESSION 1: INTRODUCTION AND THE PLANNING FOUNDATION

PART 1: Introduction

PART 2: IMC Concept

PART 3: Pre-Planning Considerations

PART 4: Communications Planning

PART 5: Summary

SUGGESTED

**TIME: 2 hours for 3-Day Seminar
4.25 hours for 5-Day Seminar**

SESSION 1: INTEGRATED MARKETING COMMUNICATIONS (IMC) "THE PLANNING FOUNDATION"

PART 1: Introduction

OBJECTIVES:

By the end of Part 1, participants will be familiar with:

- Trainers and other participants.
- What IMC is.
- Objectives for the module.

TIME: 30 minutes

PREPARATION:

1. Review trainer's notes and visuals.
2. Review participant's manual, introduction.
3. Review trainer's exercises A to G for possible use throughout training. A can be used to open Session 1.1.
4. Review workbook exercise #1, Preconceptions.
5. Review questionnaires completed in advance by participants to tailor training.

MATERIALS:

Participants:

1. Workbooks.

Trainer's:

1. Name tags.
2. Participant's manuals and workbooks for distribution.
3. Pencils, pens, and extra note paper for distribution.
4. 6 slides.
5. Slide projector.
6. Easel and markers.
7. Roster list.

Orientation Remarks

5 Minutes

Get Acquainted Exercise - A

15 Minutes

Slide Presentation

5 Minutes

Integrated Marketing Communications - "IMC"

What is it?

Coordinated use of a variety of tools to communicate one BIG IDEA.

Why do we need it?

- **Convey benefits**
 - **Overcome barriers**
 - **Reduce perceived risks**
 - **Provide peer and authority support**
 - **Create sustained behavior change**
-

How do we do it?

- **Pre-plan**
 - **Further define marketing goals**
 - **Identify best communications tools and how to use them**
 - **Seek integration**
-

IMC Objectives

- **Strengthen communications planning skills**
 - **Plan as an integrated whole**
 - **More effective use of many communications tools to achieve CSM objectives**
-

What is Marketing?

Preconceptions Exercise #1 5 Minutes

**SESSION 1: INTEGRATED MARKETING COMMUNICATIONS (IMC)
"THE PLANNING FOUNDATION"**

PART 2: IMC Concept

OBJECTIVES:

By the end of Part 2, participants should:

- Understand the marketing framework behind the IMC process, including the importance of synergy/integration, objectives, and strategies.
- Appreciate the need for multiple communications tools.

TIME: 30 minutes

PREPARATION:

1. Review trainer's notes and visuals.
2. Review participant's manual, Section 1.A.
3. Review exercise #2, IMC Exercise.

MATERIALS:

Participants:

1. Workbooks.

Trainer's:

1. 41 slides.
2. Slide projector.

Slide Presentation
20 Minutes

IMC Concept

Everything Communicates

Puzzle Graphic with "Advertising"

**Puzzle Graphic with "Advertising" and
"Entertainment"**

**Puzzle Graphic with "Advertising",
"Entertainment", & "Public Relations"**

**Puzzle Graphic with "Advertising",
"Entertainment", "Public Relations"
& "Sales Promotion"**

Integration Marketing Communications

Coordinated use of a variety of tools to communicate one BIG IDEA.

Conductor Conducting Orchestra

Marketing Goal:

Increase the size of OC market by __%

Potential Strategies:

- ***Advertising for high awareness***
 - ***Educate and persuade key publics***
 - ***Generate consumer trial***
-

Egypt Norminest Billboard

Egypt Norminest Promotion Calendar

Example:
Use Condoms: You Won't Believe...

CSM Hypothetical Objective:

"Ask" the target audience to see their doctors about oral contraceptives so they will stop using ineffective home methods."

Types of Objectives

- **Make more people know about product**
 - **Get new people to try product**
 - **Get same people to always use**
 - **Educate**
 - **Get them to use product correctly**
 - **Get them to do something**
 - **Change negatives to positives**
 - **Correct wrong beliefs**
-

Advertising Objectives Exercise #11
20 minutes

Slide Presentation
10 minutes

Concept Development Process

- 2. Finalize concept considerations, continued.**
 - Advertising objectives**
 - Target audience**
-

Q: Who is the Target Audience?

A: Whoever you want to communicate with.

Target Audience

- User**
 - Provider**
 - Influencer**
-

Be as Specific as Possible

Even when the target audience is narrow, the message will appeal to others who resemble the target in relevant ways.

**Visual:
Bull's Eye With Holes**

**Create a VIVID description of the
target audience.**

**Females 18 - 49
(XXXXX'd Out)**

**Females of Reproductive Age
(XXXXX'd Out)**

**Mothers of Children Under 5 Years of Age
(XXXXX'd Out)**

What do you Know?

- **Who are they?**
 - **What is their life like?**
 - **What do they know?**
 - **How do they feel?**
 - **How do they behave?**
-

"Target Audience Profile"

- **Can you describe the target as 1 person?**
Brings information to life
 - **Written by agency**
-

"Raharas with Children" -- Show Illustration

**Concepts Can Go Beyond "Prevents
Pregnancy." Can Address:**

- **Fears**
 - **Information needs**
 - **Desire for leisure**
 - **Control of life**
-

Target Audience Exercise #12 or #13
30-60 minutes

SESSION 2: ADVERTISING

PART 3: Concept Development

OBJECTIVES:

After completing Part 3, participants should understand how to develop concepts.

TIME: 1 1/2 hours

PREPARATION:

1. Review trainer's notes and visuals.
2. Review participant's manual, Section 2.D, Phase 1, Developing Concepts and Macro Concepts.
3. Review exercises #14 and #15.

MATERIALS:

Participants:

1. Workbooks.

Trainer's:

1. Easel and markers.
2. 39 slides.
3. Slide projector.
4. Several easels and markers. (Exercises #14 & 15)
5. Laddering paper. (Exercise #15)
6. Tape.

Slide Presentation
5 Minutes

Concept Development

Concept Statements Should:

- **Be clear**
 - **Contain one idea**
 - **Distinct from one another**
 - **Be tested in groups of 4 or 5**
-

Be a Responsible Man
Use PROTEKTOR Condoms

For Family Planning . . .
Use PROTEKTOR Condoms

For Protection When You
Want It
Use PROTEKTOR Condoms

**SUBJECTIVE -- Stay in Control of
Your Life**

VS

OBJECTIVE -- Prevents Pregnancy

Slide Presentation
20 minutes

"Laddering" and "Macro Concepts"

Macro Concepts

BIG IDEAS

Macro Concepts

- **7 years experience in 28 countries**
 - **in-country phrasing may vary**
-

Condoms

Product Issues:

- **Negative image**
 - **Not used for family planning**
 - **Product-related dislikes**
 - **Need to**
 - **Legitimize**
 - **Encourage consistency**
-

Condom Concept Areas

1. **For family planning . . .**
 - **Family size**
 - **Birth spacing**
-

Family Planning Concept

"Use a condom for family planning."

Condom Concept Areas

1. **For family planning . . .**
 - **Family size**
 - **Birth spacing**
 2. **Male responsibility**
-

Male Responsibility Concept

"Use a condom because you are a responsible man."

SESSION 2
PART 1: Overview and Positioning

John Kennedy Visual

Marilyn Monroe Visual

***Do Fast Food Outlets have personalities?
(Question Mark Graphic)***

Photo of Hardee's

Photo of Burger King

Photo of Wendy's

Photo of McDonald's

Product Personalities Exercise #10
40 minutes (Includes Fast Food Video)

SESSION 2
PART 1: Overview and Positioning

Fast Food Video

Why Positioning?

***So the marketing effort can
work to create a consistent
image.***

***(Pass out American condoms
with various positionings.)***

SESSION 2: ADVERTISING

PART 2: Concept Groundwork

OBJECTIVES:

By the end of Part 2, participants should understand how to lay the groundwork for concept development. This involves:

- Reviewing the marketing situation.
- Establishing advertising objectives.
- Defining the target audience in advertising terms.

TIME: 1 1/2 hours

PREPARATION:

1. Review trainer's notes and visuals.
2. Review participant's manual, Section 2.D, Phase 1, Analyzing the Market and Target Audience Profile.
3. Review exercises #11, #12, and #13.

MATERIALS:

Participants:

1. Workbooks.

Trainer's:

1. 43 slides.
2. Slide projector.
3. Easel and markers.
4. Target audience handouts (1-page with Raharas Sapta, 8 pages for tables, and 1-page for Tessie Pilas).
5. Tape.
6. Hat and strips of paper (Exercise #11).

Slide Presentation

15 Minutes

Concept Groundwork

Development and Evaluation of Concepts (Graphic)

- **Positioning**
 - **Strategic development**
 - **Concept development**
-

Concept Statements Should

- **Be clear**
 - **Contain one idea**
 - **Be distinct from one another**
 - **Be tested in groups of 4 or 5**
-

Example of Good Concept: Stay in Control of Your Life Protektor Condoms

(Show Posterboard)

**Example of Bad Concept:
For unsurpassed protection, superior
comfort, increased sensitivity, and a
way to stay in control of your life . . .**

Use PROTEKTOR CONDOMS

(Show Posterboard)

Concept Development Process

- 1. Analyze marketing situation**
 - 2. Finalize concept considerations**
 - Role of advertising**
 - Target audience**
 - 3. Develop concepts**
 - 4. Test and evaluate**
-

Concept Development Process

- 1. Analyze marketing situation**

Examples:

- **Market**
 - Size**
 - Structure**
-

- **CSM product and competition**
 - Share**
 - Spending**
 - Positioning/advertising**
 - Pricing**
-

- **Consumer**
 - **Demographics**
 - **Purchase and usage behavior**
 - **Attitudes and beliefs**
 - **Lifestyles**
-

- **Environment**
 - **Economic**
 - **Regulatory**
 - **Implications from Pre-Planning**
-

Concept Development Process

2. Finalize Concept Considerations

- **Marketing objectives and strategies**
 - **Advertising objectives**
 - **Target audience definition and dynamics**
 - **Key communications problems/opportunities**
 - **Competitive activity**
 - **Policy, media and regulatory restrictions**
-

- **Advertising Objectives**
 - **Target Audience**
-

Be Specific

- **What do you want the target to do?**
 - **What is the behavior choice?**
-

Different Objectives

Different Concepts

Different Advertising

Ask...

Example:
Pamphlet
Medicine, CSM OC print?

Visit...

Example:
Philippine Measles Campaign

Write or Call...

Example:
AIDS: For Advice...

Correct...

Example:
AIDS: Some People Think You Can Catch...

Remind...

Example:
Billboard: Think Panther

Use...

SESSION 2
PART 1: Overview and Positioning

Example:
Control -- Condemned
"Live Life the Way You Want to"

Example:
Eroticizing
"Safe Sex Poster"

Example:
Intimacy
"Condom Poster from Mexico"

VIDEOS
Create an Impression
"Angel Soft"
"Natural Born Smoker"

What Advertising Can Do

- **Reach many people quickly**
 - **Call attention to an issue**
 - **Evoke feelings, emotions**
 - **Create an impression**
 - **Persuade, motivate**
-

SESSION 2
PART 1: Overview and Positioning

VIDEOS
Persuade, Motivate
"Mother"

What Advertising Can Do

- **Reach many people quickly**
 - **Call attention to an issue**
 - **Evoke feelings, emotions**
 - **Create an impression**
 - **Persuade, motivate**
 - **Inform, remind**
-

Example:
Inform
Print ad
"Yes Answers Could be . . ."

Examples of Reminder
"Hot Rubber with Street Signs Ad"

Example:
Rubber Duck Billboard

Rubber Ducky With Trailer

SESSION 2
PART 1: Overview and Positioning

VIDEOS
Inform, Remind
"Say Goodbye"

Strengths:

- **Efficient**
- **Dramatic**
- **Legitimacy**

Weaknesses:

- **1-way**
 - **Non personal**
 - **Restrictions**
-

Advertising (Graphic)

- **Creative**
 - **Media**
-

**Development and Evaluation
of Concepts (Graphic)**

- **Positioning**
 - **Strategy development**
 - **Concept development**
-

"Product" Positioning

"The mental or market niche created for the product or practice that distinguishes it from competing products or ideas."

Illustration of Products, Positioning, Consumer

Illustration of Consumer with Thought Bubble

Positioning

- ***Based on use***
 - ***Based on who uses***
 - ***Based on competition/options***
-

Positioning

"I would use ("product") in order to _____."

SESSION 2
PART 1: Overview and Positioning

***Local Health and Beauty Aid Ad,
e.g., Vaseline Intensive Care Hand Lotion***

***Competing Health and Beauty Aid Ad,
Caress Soap***

***Contraceptive Ad -
"If you like your family the way it is..."***

Contraceptive Ad

Positioning Based on Who Uses

- ***How do the users see themselves?***
 - ***How do others see the users?***
-

Positioning

***("Product") is the right choice for
someone who _____."***

SESSION 2
PART 1: Overview and Positioning

Cigarette Ad, e.g., Marlboro

Cigarette Ad, e.g., Benson & Hedges

Cigarette Ad, e.g., Camel

Cigarette Ad, e.g., Virginia Slims

***Contraceptive Ad -
"Live Life the way you Want to..."***

***Contraceptive Ad -
"For Those who are Planning..."***

Positioning Based on Competition/Options

- *How is it different?*
 - *How does it compare?*
-

Positioning

***"Compared to (competition), ("product")
is _____."***

Key Point:

Positioning Makes the "Product" . . .

- ***More memorable***
 - ***More distinctive***
 - ***More understandable***
 - ***More predictable***
-

***A well positioned "product" is like a
strong personality.***

Hitler Visual

John Wayne Visual

***Illustration of Reach
Basketball Player***

Extend Your Reach

- ***Editorial media***
 - ***Workplace***
 - ***Point-of-Purchase***
 - ***Schools***
 - ***Community***
 - ***Leisure activities***
-

Add. . .

***Illustration of Muscle -
Little Boy With Muscles***

Add Muscle to Your Spending

- ***Recognition***
 - ***Image***
 - ***Commitment***
 - ***Behavior change***
-

SESSION 2: ADVERTISING

PART 1: Overview and Positioning

OBJECTIVES:

By the end of Session 2, Part 1, participants will understand:

- The capabilities of advertising.
- What positioning is and why it is important.

TIME: 1 1/4 hours

PREPARATION:

1. Review trainer's notes and visuals.
2. Review participant's manual, Section 2.A, 2.B, 2.C, and 2.D, Phase 1, Positioning.
3. Review exercise #10, Product Personalities.

MATERIALS:

Participants:

1. Workbooks.

Trainer's:

1. 61 slides.
2. Slide projector.
3. VCR.
4. Video of Commercials to illustrate:
 - Call attention (1)
 - Evoke feelings, emotion (1)
 - Create an impression (2)
 - Persuade, motivate (1)
 - Inform, remind (1)
5. Fast food video (10 minutes) (Use only in countries that have American fast food chains like McDonald's, Burger King, and Hardee's.)
6. Easel and marker.

SESSION 2
PART 1: Overview and Positioning

Slide/Video Presentation
35 Minutes

Advertising

Advertising
(5-Cog Graphic)

(2-Cog Graphic)

- **Advertising**
 - **Consumer**
-

Advertising

"The nonpersonal communication of information usually paid for, and usually persuasive in nature, about products, services or ideas, through the various media."

Advertising

**"Truth well told."
– Mc-Cann Erickson
(Coca Cola Agency)**

Advertising

"Salesmanship in Print"
-- Albert Lasker
"Father of Modern Advertising"

Media Tactics

- ***Television***
 - ***Radio***
 - ***Print***
 - ***Billboards, signs, etc.***
 - ***Transit***
 - ***Cinema***
 - ***Leaflets; POP***
-

What Advertising Can Do

- ***Reach many people quickly***
-

Hands Around the World Graphic

What Advertising Can Do

- ***Reach many people quickly***
 - ***Call attention to an issue***
-

SESSION 2
PART 1: Overview and Positioning

Example:
WHO AIDS Poster
"A Worldwide Effort to Stop It"

Example:
Drugs: Cocaine

VIDEOS:
Call Attention
"Anti-Fur"

What Advertising Can Do

- **Reach many people quickly**
 - **Call attention to an issue**
 - **Evoke feelings, emotions**
-

Example:
Scarface
"Not Everyone Who Drives Drunk Dies"

SESSION 2
PART 1: Overview and Positioning

Example:
Childrens Defense Fund
"Pregnant Teen Poster"

VIDEOS:
Evoke Feelings, Emotion
"Family Album"

What Advertising Can Do

- *Reach many people quickly*
 - *Call attention to an issue*
 - *Evoke feelings, emotions*
 - *Create an impression*
-

Example:
Fear
"AIDS Poster from Rwanda"

Example:
Containment
"Know About AIDS"

Graphic of Selling Chain

Examples of Pharmacist Training Session - Morocco

Examples of Pharmacist Training Session - Ghana

Selling Chain Exercise #7
10 Minutes

Slide Presentation
3 Minutes

Selling Environment

- **Type of distribution outlet/system**
 - **Competitive environment**
 - **Regulatory environment**
-

Medical Association Poster

Brazil Mix of Competitive Products

Indonesia Mix of Competitive Condom Brands

Selling Environment Exercise #8
10 Minutes

IMC Pre-Planning Considerations

- 1. Consumer Influence profile**
 - 2. Nature of product/service**
 - 3. Product and consumer lifecycles**
 - 4. Selling chain**
 - 5. Selling environment**
-

**SESSION 1: INTEGRATED MARKETING COMMUNICATIONS (IMC)
"THE PLANNING FOUNDATION"**

PART 4: Communications Planning

OBJECTIVES:

By the end of Part 4, participants should be able to:

- Generate marketing strategies using marketing data and a "marketing map".
- Help define additional information needs and the communications implications associated with different strategies.

TIME: 90 minutes

PREPARATION:

1. Review trainer's notes and visuals.
2. Review participant's manual, Section 1.C.
3. Review exercise #9, Communications Planning.

MATERIALS:

Participants:

1. Workbooks.

Trainer's:

1. Easel and markers.
2. 8 overheads.
3. Overhead projector.
4. Handouts (Communications Planning Exercise) (5-page Summary of Aurora Island case).

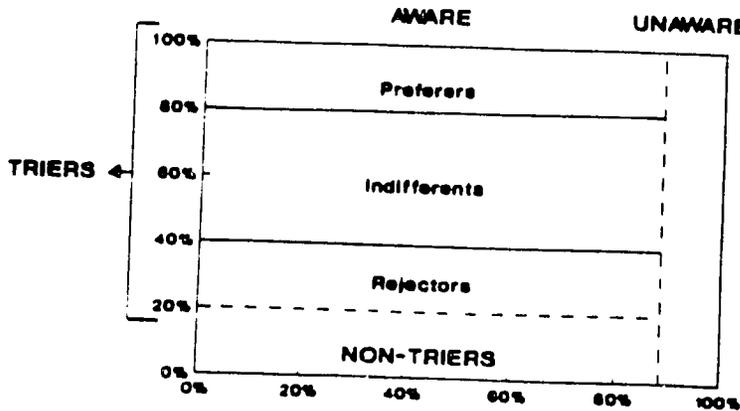
SESSION 1
PART 4: Communications Planning

Overhead Presentation
15 Minutes

IMC

Communications Planning

MARKET MAP FOR MATURE PRODUCT



Potential Strategies

1. Generate Awareness
2. Increase Trial Among Aware Non-Triers
3. Convert Indifferent Triers
4. Convert Rejectors
5. Build Usage Among Preferers



Strategy: "Increase Trial Among Aware Non-Triers"

Hypotheses:

Availability?



Product Fears or Complexities?



Price?



Inertia?



"Build sales among aware non-triers of Brand X condom."



Advertising Objective:

"To persuade the target audience that Brand X condom is an acceptable family planning product, so they will use at home, instead of relying on their wives to contracept."



Public Relations Objective:

"To encourage members of the medical and pharmaceutical communities to advocate condom use as a family planning tool."



Sales Promotion Objectives:

Consumer:



"To generate trial using high impact, franchise building events."

Trade:



"To provide incentives for the trade to feature and promote Brand X condoms."

Communications Planning Exercise #9
75 Minutes

**SESSION 1: INTEGRATED MARKETING COMMUNICATIONS (IMC)
"THE PLANNING FOUNDATION"**

PART 5: Summary

OBJECTIVES:

By the end of Part 5, participants should clearly understand what the IMC can do for CSM programs.

TIME: 5 minutes

PREPARATION:

1. Review trainer's notes and visuals.
2. Review participant's manual, Section 1.D.

MATERIALS:

Trainer's:

1. 10 slides.
2. Slide projector.

Slide Presentation
5 Minutes

What IMC Can Do

Deliver Greater. . .

Illustration of Impact
Fist Hitting Face

Deliver Greater Impact

- **Repetition**
 - **Credibility**
 - **Complexity**
 - **Personality**
-

Extend Your. . .

Indonesia Blue Circle Event - Parade

Indonesia Blue Circle Event - Speaker

Objective:

What You Want to Achieve

Strategy:

How You Will Achieve It

Marketing Goal:

"To increase the base of first time users among sexually active young males from 10 - 15%."

Consumer Promotion Objective:

"To generate trial using a combination of price incentives and high impact events."

Select Strategies

- **Premium**
 - **Sampling at events**
-

Johnson & Johnson Premium

Prince Tennis Racquet Premium

Protex Pen and Brazil Stork Keychain

Corporate Fair at Coke Plant with Sampling

**Bundle Pack Example
Knee-High Hosiery**

I
IM
IMC

**Take each tool & use
them together.**

IMC Tools:

- **Advertising**
 - **Entertainment**
 - **Public relations**
 - **Sales promotion**
-

Interpersonal

Is Advertising Enough?

Complex Marketing Objectives:

1. **Generate awareness**
 2. **Enhance brand image**
 3. **Educate**
 4. **Motivate**
-

"But. . . Integration is the Key"

Mexican Protektor Cash Register Poster

Mexican Protektor T-Shirt

Mexican Protektor Soccer Tie-in Poster

Mexican Protektor Trade Poster

Mexican Protektor Insert Informational Booklet

Mexican Protektor Trade Brochure

IMC Exercise #2
10 Minutes

**SESSION 1: INTEGRATED MARKETING COMMUNICATIONS (IMC)
"THE PLANNING FOUNDATION"**

PART 3: Pre-Planning Considerations

OBJECTIVES:

By the end of Part 3, participants should know how to use pre-planning to think through IMC issues and their communications implications.

TIME: 60 minutes

PREPARATION:

1. Review trainer's notes and visuals.
2. Review participant's manual, Section 1.B, IMC Planning Considerations.
3. Review exercises #3-#8.

MATERIALS:

Participants:

1. Workbooks.

Trainer's:

1. Easel and markers.
2. 30 slides.
3. Slide projector.
4. ~~Index~~ with strips of paper (Lifecycle Exercise #6).
5. ~~Index~~ cards for 7 lifecycle stages (Lifecycle Exercise #6).

Slide Presentation
6 Minutes

IMC Pre-Planning Considerations

IMC Pre-Planning Considerations

1. **What are the "audience influences?"**
 2. **What kind of "product" is being offered?**
 3. **What is the "lifecycle" of the product/consumer?**
 4. **Who is in the "selling chain?"**
 5. **What is the "selling environment like?"**
-

What Are the "Audience Influences?"

Consumer Influence Profile

Sports Example - Barbados Rally Car Drive

Sports example - Jamaica Grandstand Banner

Entertainment example - Nigerian Community Theatre

Brazil Stork Launch Article on Family Planning

Brazil Stork Launch Articles

Brazil Stork Launch Articles

Consumer Influence Profile Exercise #3
10 Minutes

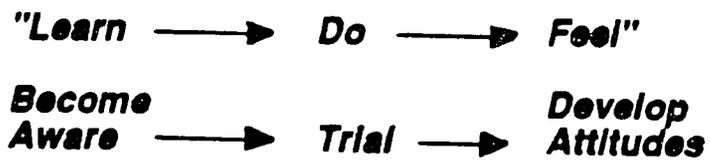
Slide Presentatlon
4 Minutes

What Kind of Product?

- **OTC vs. ethical?**
 - **Complex vs. simple?**
 - **Reinforcement?**
-

The Involvement Continuum

Low Involvement



Rinso Laundry Detergent

High Involvement



Child Survival

Hair Loss

CSM Involvement Continuum (ON EASEL)

High Involvement
Condoms
VFT's
OC's

Higher Involvement
IUD
Implants

High and Low Involvement Products Exercise #4
15 Minutes

Product or Service Exercise #5
10 Minutes

Slide Presentation
2 Minutes

Lifecycles

- **Product**
 - **Consumer**
-

Product Lifecycles

Response Hierarchy Model

Behavior Continuum

Lifecycle Exercise #6
10 Minutes

Slide Presentation
2 Minutes

Selling Chain

Egypt Norminest Cash Register POP

Egypt Norminest Informational

Protector Poster Board

Protector - Range of Materials

2 #2

Indonesia Blue Circle Billboard

Indonesia Blue Circle Mobile POP

Indonesia Blue Circle Range of POP and Brochures

Indonesia Blue Circle Event - Helicopter

Indonesia Blue Circle Event - Balloons

Condom Concept Areas

1. **For family planning . . .**
 - **Family size**
 - **Birth spacing**
 2. **Male responsibility**
 3. **Caring husband/partner**
-

Caring Concept

"Use a condom because you love her."

Condom Concept Areas

1. **For family planning . . .**
 - **Family size**
 - **Birth spacing**
 2. **Male responsibility**
 3. **Caring husband/partner**
 4. **Protection**
 - **Dual meaning**
-

Protection Concept

"Use a condom for protection."

Oral Contraceptives (OC's)

Product Issues:

- **Mixed image**
 - **Effectiveness**
 - **Real and imaginary side effects**
 - **Need**
 - **More accurate, positive image**
-

OC's Concept Areas

1. **Effectiveness**
 - **In general**
-

General Effectiveness Concept

"Use the pill because it is effective in preventing pregnancy."

OC's Concept Areas

1. **Effectiveness**
 - **In general**
 - **Temporary method**
-

Temporary Method Concept

"Use the pill as a temporary way to prevent pregnancy."

OC's Concept Areas

- 1. Effectiveness**
 - In general**
 - Temporary method**
 - Convenient method**
-

Convenient Method Concept

"Use the pill because it is hassle-free."

OC's Concept Areas

- 1. Effectiveness**
 - In general**
 - Temporary method**
 - Convenient method**
 - New varieties**
-

Low Dose Concept

"Use the pill for it has few side-effects."

OC's Concept Areas

- 1. Effectiveness**
 - In general**
 - Temporary method**
 - Convenient method**
 - New varieties**
 - 2. For planning your family size**
 - Quality of life**
-

Quality of Life Concept

"Use the pill to ensure a better life for your family."

OC's Concept Areas

- 1. Effectiveness**
 - In general**
 - Temporary method**
 - Convenient method**
 - New varieties**
 - 2. For planning your family size**
 - Quality of life**
 - Control of life**
-

Control of Life Concept

"Use the pill for child spacing."

OC's Concept Areas

- 1. Effectiveness**
 - In general**
 - Temporary method**
 - Convenient method**
 - New varieties**
 - 2. For planning your family size**
 - Quality of life**
 - Control of life**
 - 3. Maternal/child health**
-

Maternal/Child Health Concept

"Use the pill because healthy mothers make healthy babies."

OC's Concept Areas

- 1. Effectiveness**
 - In general**
 - Temporary method**
 - Convenient method**
 - New varieties**
 - 2. For planning your family size**
 - Quality of life**
 - Control of life**
 - 3. Maternal/child health**
 - 4. Avoid unwanted pregnancy**
-

Teen Concept

"Use the pill and avoid having children until you are ready, mentally and emotionally."

OC's Concept Areas

- 1. Effectiveness**
 - In general**
 - Temporary method**
 - Convenient method**
 - New varieties**
 - 2. For planning your family size**
 - Quality of life**
 - Control of life**
 - 3. Maternal/child health**
 - 4. Avoid unwanted pregnancy**
 - 5. Other**
 - Availability**
 - Affordability**
-

Concept Development Process

- 1. Analyze marketing situation**
 - 2. Finalize concept considerations**
 - Role of advertising**
 - Target audience**
 - 3. Develop concepts**
 - 4. Test and evaluate**
-

Concept Development Process

4. Test and evaluate

- ***Focus groups to narrow alternatives***
 - ***Listen for strategic input***
 - ***Write-up implications***
 - ***Draft strategy***

Concept Development Exercise #14 30 minutes

SESSION 2: ADVERTISING

PART 4: Strategy Development

OBJECTIVES:

By the end of Part 4, participants should understand how to develop an advertising strategy.

TIME: 2 1/4 hours

PREPARATION:

1. Review trainer's notes and visuals.
2. Review participant's manual, Section 2.D, Phase II.
3. Review exercises #16 and #17, Benefit and Support.

MATERIALS:

Participants:

1. Workbooks.

Trainer's:

1. 60 slides.
2. Slide projector.
3. 5 condom concept boards (B&S exercises).
4. Easel and marker.
5. Assistant or handout of Focus Group Results (B&S 2-page handout for Exercise #17).
6. VCR.
7. Video tapes
 - Benefit by inference (1)
 - Benefit is promise (1)
 - Ecuador spots (2)
 - Strong varied support (2)

Slide/Video Presentation
40 Minutes

Strategy Development

Strategy

The plan, outline or approach for achieving certain predetermined objectives.

Strategy

**"A great talent, sailing in the wrong direction will, like the lost pilot breaking the speed record, reach the wrong destination all the more quickly."
– Bill Bernbach
Doyle, Dane, Bernbach**

Why is a Strategy Important?

A Strategy is Important Because It...

- ***Provides an outline***
-

A Strategy is Important Because It...

- ***Provides an outline***
 - ***Coordinates efforts***
-

Crowd Scene, Roman Orgy

A Strategy is Important Because It...

- ***Provides an outline***
 - ***Coordinates efforts***
 - ***Helps ensure that important points are not missed***
-

Three Blind Men and an Elephant



A Strategy Is Important Because it...

- ***Provides an outline***
 - ***Coordinates efforts***
 - ***Helps ensure that important points are not missed***
 - ***Helps prevent false starts and wasteful digressions***
-

Cartoon Boss and Subordinate

A Strategy Is Important Because it...

- ***Provides an outline***
 - ***Coordinates efforts***
 - ***Helps ensure that important points are not missed***
 - ***Helps prevent false starts and wasteful digressions***
 - ***Provides continuity***
-

(Graphic)
Campaign
Campaign
Campaign

- ***Future***
 - ***Goals***
-

A Strategy Requires Making Decisions

Decision Pyramid

Prototype Strategy

- 1. Advertising objectives**
 - 2. Target audience**
 - 3. Consumer benefit**
 - 4. Support**
-

Prototype Strategy

- 1. Advertising objectives**
 - What advertising must accomplish**
 - Clear, explicit statement**
 - Relates to marketing goals**
-

Marketing Goal

Increase Perle OC sales by +10% through encouraging consistent usage.

Advertising Objective

To ask Irregular Perle users to use Perle exclusively instead of other brands.

Prototype Strategy

- 1. Advertising objectives**
 - 2. Target audience**
-

Married women, under 30, with young children. These women generally live in crowded urban households and are financially stretched. They want a good life for their family and recognize they must limit its size. They know something about oral contraceptives and may even have used them, but their information is often spotty or erroneous. They have little energy left to learn about contraceptives and are generally confused about what to do for birth control.

Prototype Strategy

- 1. Advertising objectives**
 - 2. Target audience**
 - 3. Consumer benefit**
-

Benefit = "Reward"

Attributes

Benefit

End-benefits

- **An attribute is a characteristic of the product, service, or practice itself.**
 - **A benefit is in the mind of the target audience**
-

Example:

Condom attribute: Electronically tested

Condom benefit: Reliable

Some attributes are easily translated into benefits, and others are not.

Sears Hammer
Lasts longer, saves money

**Some highly motivating benefits are
not traceable to attributes at all.**

Print ad for Remy
Single Woman

Print ad for Virginia Silms

Print ad for Babe perfume

End benefits or underlying benefits

Underlying Benefits

- ***Wanted***
 - ***Love***
 - ***Recognition***
 - ***Pleasure***
 - ***Health***
 - ***Success***
 - ***Security***
 - ***Positive self image***
 - ***Social acceptance***
 - ***Comfort***
 - ***Freedom***
 - ***Peace-of-Mind***
-

End Benefits

- ***Benefits focus on positive outcomes***
 - ***End benefits often carry this to a deeper, more meaningful and personal level***
-

Print Ad for Remy Couple

What is "Laddering?"

- ***Attributes***
 - ***Benefits***
 - ***End-benefits***
-

Laddering Exercise #15

30 minutes

Benefits often rely on inference -- a conclusion made from the campaign by the target audience.

**VIDEO:
Hot Wheels - Protect Loved Ones**

Benefits refer to the future. Tell the target audience about an experience they will have if . . .

Benefits are often not stated directly. They are frequently implied.

A benefit is a promise. It provides a pay-off to the audience.

VIDEO
Night blindness

**Benefits should always be addressed
directly to the target audience.**

Help you relax.

Cannon Quilts
"Comfortable"

Make You Happy

DeBeers
"A Diamond Is Forever"

Make You More Beautiful

L'Oreal

Protection Anytime

Panther Advertising

How Many Messages?

***Think Small
VW Ad***

How do you write a CSM benefit statement?

Hypothetical CSM Concepts

Plan your family so

- 1) The children you have get the attention they need.**
 - 2) Your wife will be a healthier person.**
 - 3) You can afford to educate your children for a better life.**
 - 4) You and your wife will have more time for yourselves.**
-

Interpretation

Practicing family planning seems most compelling in relation to what a father can do for his children.

Consumer Benefit

To convince (the target) that if he limits his family size he can provide a better life for his children.

Ecuador Benefit Statement

***If you practice birth spacing,
you will have happy, healthy
children.***

***End Benefit:
Protect Your Dreams***

***VIDEO
Ecuador - 2 spots***

Prototype Strategy

- 1. Advertising objective***
 - 2. Target audience***
 - 3. Consumer benefit***
 - 4. Support***
-

Support = Reason to Believe Benefit

Support

- Facts***
 - Creative devices***
-

VIDEO

Several commercials with strong varied support, e.g.,

- **Nutrelle**
 - **Silkence**
-

Clarity Test

To convince the (target audience) that (product X) will (benefit) because (support).

To convince married women that they should leave at least 2 years between their children because it will be healthier for them and their babies.

Benefit and Support Exercise #16 or #17
30-60 minutes

Prototype Strategy

1. **Advertising objectives**
 2. **Target audience**
 3. **Consumer benefit**
 4. **Support**
-

SESSION 2: ADVERTISING

PART 5: Creative Development

OBJECTIVES:

By the end of Part 5, participants should understand the basic creative techniques and structures.

TIME: 2 1/2 hours

PREPARATION:

1. Review trainer's notes and visuals.
2. Review participant's manual, Section 2.D, Phase II, Tone and Phase III, Techniques and Structures..
3. Review exercises #18, #19 and #20.

MATERIALS:

Participants:

1. Workbooks.

Trainer's:

1. 47 overheads.
2. Overhead projector.
3. Posterboard of Panther man.
4. VCR.
5. Fresh Eggs/Flying Lessons Posters
6. Videotapes
 - Authorities (1)
 - Celebrities (1)
 - Types of music (1)
 - Imagery (1)
 - Continuing characters (2)
 - Lifestyle (1)
 - Slice of life (1)
 - Vignettes (1)
 - Problem solution (1)
 - Testimonials (2)
 - Announcers (1)
 - Stand-up presenters (1)
 - Condom spots (4)

Overhead/Video Presentation

Creative Development

Creative Process

1. Develop and evaluate concepts
2. Develop strategy
3. Develop and evaluate executions
4. Production



Creative Development Objective



Who Does What?

- CSM manager
 - Evaluates
 - Provides direction
 - Motivates
 - Approves



- Agency
 - Develops executions/
campaigns
 - Revises



Tone and Manner

- **'Permission to Believe'**

Elements like:

-Music



-Casting



-Lighting



-Wardrobe



- Assessed in focus groups

Tone and Manner

**"Adjectives or
descriptive phrases
that paint a picture."**



Walking Down a Country Road Exercise #18
5 minutes

Michelob Beer

- Special, but not elite
- Contemporary
- Exciting
- Stylish
- Masculine



VIDEO
Michelob Campaign (:90)
"Tonight, Tonight"

VIDEO containing 5 commercials
(CSM & other) of different tones
Serious: Lifestyles, "I'll do a lot for Love"
Factual: TFG Secure VFT's
Humorous: Lifestyles Queen of Jungle
Lighthearted: TFG Stork
Empathetic: Jamaican Teen

What Impacts Choice?

- Target audience
- Nature of product
- Product lifecycle
- "Climate" of country



Opportunity to Be Distinctive!



***AIDS Campaigns with different
tones - Props***

Tone and Manner Exercise #19
10 minutes

VIDEO
4 Condom Ads
Forget It
Koop on Condoms
Panther in your Pocket
Rapunzel

Creative Techniques and Structures

Creative Techniques

- **AUTHORITIES**
 - Recognized "expert"
 - Adds credibility
 - Must be relevant to product



VIDEO
Authorities
1 (:30)
Pharmacist

Suitable CSM Authorities

- Doctors
- Nurses
- Pharmacists
- Mothers & Grandmothers



Creative Techniques

- **Authorities**
- **CELEBRITIES**
 - Increase attention/awareness
 - Add credibility
 - Add to desirability
 - Valid connection to product essential



Watch Out For

Overuse



Scandal

Expense



VIDEO
Celebrities
1 (:30)
DR Microgynon w/Vickiana

Suitable CSM Celebrities

- Sports Figures



- Actors & Actresses With Appeal for Target & Relevant Persons



Creative Techniques

- Authorities
- Celebrities
- MUSIC
 - Adds emotion
 - Creates image
 - Conveys message
 - Used in many ways



Music's Varieties



Backdrop

Jingles

Musicals

Parodies

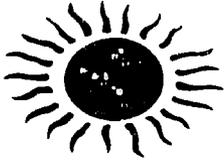
VIDEO - Music

1 (:30)

Jingle: McDonald's

Creative Techniques

- Authorities
- Celebrities
- Music
- IMAGERY



Imagery

Imagery involves symbols that create favorable pictures in the consumer's mind.



Imagery

- Helps differentiate product
- Range of areas
 - Femininity
 - Masculinity
 - Sex
 - Success



VIDEO - Imagery
Michelob - "Something in the Air Tonight"

Suitable for CSM?

Example: PANTHER name from
focus groups in Trinidad

"Masculine, strong, some
wildness yet an ability
to be sleek, smooth
and gentle."

"Panther Man" -- Illustration

Creative Techniques

- Authorities
- Celebrities
- Music
- Imagery
- CONTINUING CHARACTERS



Continuing Characters

- Spokespeople
- Real, animated, celebrities, etc.
- Provide instant recognition over time
- Credibility is key



VIDEO - Continuing Character
Egypt:
Child Spacing
Proper Use/Pill

Creative Techniques

- Authorities
- Celebrities
- Music
- Imagery
- Continuing characters
- LIFESTYLES



Lifestyle

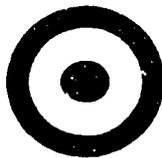
- Focus on user vs. product
- Often used for social products (e.g., beverages)



VIDEO - Lifestyle
Seagrams "Cooler World" :15

Potential for CSM

- Target audience lifestyle information needed

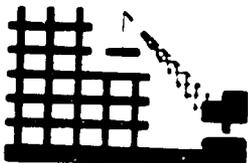


- Barbados "disco" comes closest

DO CREATIVE STRUCTURES

For 5-Day seminar ONLY

Creative Structures



Creative Structures

- SLICE OF LIFE
 - Single, "real life" situation
 - Greater storyline increases depth of sale



VIDEO - Slice of Life
Mikey/Life

Creative Structures

- Slice of life
- VIGNETTES
 - Several self-contained scenes
 - Repetition of one point
 - Can show relevance of product to many different people
 - Limited information per scene



VIDEO - Vignettes
Just Say No "Vignettes"

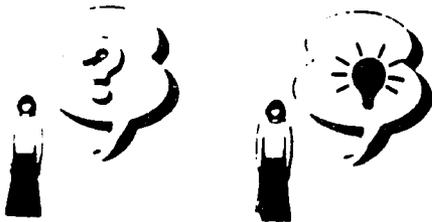
Suitability for CSM

Explored in Trinidad
for Panther (Blacks,
Indians, Caucasians)



Creative Structures

- Slice of life
- Vignettes
- PROBLEM/SOLUTION



Problem/Solution

- Problem(s) set-up with product as solution
- Dramatizes benefits
- Seek balance between problem and solution



VIDEO - Problem/Solution Zimbabwe "Banta"

Suitability for CSM

Example: VFT's

Problem: Women only want or need intermittent birth control.

Solution: VFT's



Creative Structures

- Slice of life
- Vignettes
- Problem/solution
- TESTIMONIALS



testimonials

- Real consumers (actual or dramatized) recount product experiences
- Many types: on camera, hidden camera
- Adds credibility/conviction to benefit
- Can simplify complex stories



Watch Out For

Dullness



VIDEO - Testimonial
Cocaine
Rona Lee

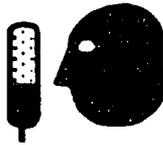
Suitability for CSM

Good to allay product fears,
mistrust of claims, etc.



Creative Structures

- Slice of life
- Vignettes
- Problem/solution
- Testimonials
- ANNOUNCER VOICE-OVERS



Announcer Voice-Overs

- Off camera Voices
- Third parties or characters themselves
- Used throughout or selectively
- Brings objectivity and/or adds "softness" to storyline



**VIDEO/AUDIO - Announcers
Amtrak (Dewhurst)**

Creative Structures

- Slice of life
- Vignettes
- Problem/solution
- Testimonials
- Announcer voice-overs
- "TALKING HEADS" -- "STAND UP PRESENTERS"



Talking Heads/Stand-Up Presenters

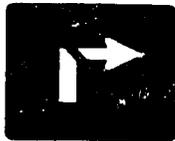
- Direct, on camera monologue
- Authoritative
- Minimal distraction
- Dynamism is key -- can get boring



**VIDEO - Stand-up Presenters
Stomach/Ulcer**

Creative Techniques and Structures

No "Right" Way



Be Creative --> --> Distinctiveness

Prototype Strategy

- Advertising objectives
- Target audience
- Consumer benefit
- Support
- Tone and manner
- Restrictions/executional guidelines

Examples

- Cannot mention brand name
 - Can "super" but not say "condom"
 - Must refer patients to doctors
 - Use introductory language
-

Creative Techniques and Structures ***Exercise #20***

10 minutes

VIDEO

4 Condom Ads

Forget It

Koop on Condoms

Panther in your Pocket

Rapunzel

SESSION 2: ADVERTISING

PART 6: Creative Evaluation

OBJECTIVES:

By the end of Part 6, participants should understand how to evaluate advertising.

TIME: 1 1/4 hours

PREPARATION:

1. Review trainer's notes and visuals.
2. Review participant's manual, Section 2.D, Phase III, Creative Evaluation.
3. Review exercise #21.

MATERIALS:

Participants:

1. Workbooks.

Trainer's:

1. 27 slides.
2. Slide projector.
3. VCR.
4. Handout of 8 Trinidad executions that are on and off strategy (10-page). (Each group will be assigned one script)
5. Handouts: 1-page Creative Evaluation guidelines.
6. Audio of Brazil stork.

Slide/Audio/Video Presentation
30 Minutes

Creative Evaluation Objective

To learn how to evaluate advertising.

No Ironclad Rules, . . .

Guiding Principles

Principle #1

Understand limitations of rough work.

Storyboards, print layouts, and rough radio scripts are . . .
Straight Forward

YES!

- **Clear idea**
 - **Logical**
 - **Copy point**
 - **Basic visuals**
 - **Audio/visual sync**
 - **Mnemonics**
 - **Supers**
-

NO!

Nuances of:

- **Tone**
 - **Music**
 - **Sound effects**
 - **Casting**
 - **Visual Impact**
-

Philippines Metro Measles Storyboard

BMW Rough

BMW Final

Principle #2

Recognize Your Biases

Think like the . . .

- **Target consumer**
-

HOW to decide?

- **Research**
 - **Judgment**
 - **Opinions of qualified colleagues**
-

Principle #3

The Strategy Is the Guiding Light

If It's Not On Strategy . . .

Reject It

HOW to decide?

- **Review the strategy first**
-

Principle #4

Insist on Excellence

Insist on Excellence

- ***Break the pattern***
 - ***Position the product clearly***
 - ***Feature the most compelling benefit***
 - ***Appeal to both heart and head***
 - ***Generate trust***
 - ***Create a personality***
-

Principle #5

Is It A Campaign?

Not Every Commercial Is a Campaign

- ***One Shot***
 - ***Limited life (e.g., product improvements)***

VS

- ***Campaign***
 - ***Efficient***
 - ***Builds heritage***
 - ***Endures***
-

- **Look for Campaigns**
 - **Ask to see Other Examples of Same Idea**
-

Principle #6

Don't Torture the Work

Matter of Degree . . .

Fixable

- **On strategy**
- **Sound premise**
- **Some unclear executional elements**

Not Fixable

- **Great execution**
 - **No idea**
 - **Off strategy**
 - **Very likable**
-

Principle #7

Exercise Judgment, But When in Doubt, TEST

***If you think it's valid . . . TEST.
If the agency thinks its valid . . . TEST.
If one of you is indecisive and the
other isn't . . . TEST.
If differences between two campaigns
are minimal . . . TEST one.***

Guiding Principles

- 1. Understand limitations of rough work***
 - 2. Recognize biases***
 - 3. Strategy as guiding light***
 - 4. Insist on excellence (6 criteria)***
 - 5. Is It a Campaign***
 - 6. Don't torture it***
 - 7. Exercise judgment, but test***
-

Creative Evaluation Exercise #21
45 minutes

SESSION 2: ADVERTISING

PART 7: Media Objectives

OBJECTIVES:

By the end of Part 7, participants should have improved their skills at directing the media planning process and setting objectives.

TIME: 1 hour

PREPARATION:

1. Review trainer's notes and visuals.
2. Review participant's manual, Section 2.E, Phase I.
3. Review Exercise #22.

MATERIALS:

Participants:

1. Workbooks.

Trainer's:

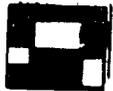
1. 24 overheads.
2. Overhead projector.
3. Media handouts of Zimbabwe data.

Overhead Presentation
30 Minutes

MEDIA OBJECTIVES

Advertising

- Creative
- Media



For advertising to work it must...

- Be seen by the right people...
- In right places...
- With enough impact...



Media Process

1. Establish objectives
2. Assess strategic options
3. Budget



1. **Establish objectives**
 - What you want media to do
 - Backbone of plan
 - Key evaluation tool



Agency Briefing

- Product
- Competition
- Target audience
- Constraints/mandatories



Your Product

- Marketing goals
- Sales distribution
- Sales trends
- Purchase/usage cycle

How Impacts Media

- Delivery
- Seasonality
- Scheduling



Your Competition

- Positioning
- Competing brands
- Competing methods
- Other contraceptive advertisers
(e.g., FPA)

How Impacts Media

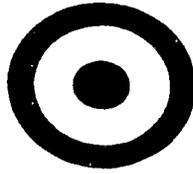
- Share of voice
- Complementary media
opportunities

Your Target Audience

- Functional demographics of target
- Some behavioral/attitudinal data
- Secondary audiences

How Impacts Media

- Media classes
- Media vehicles
- Unusual opportunities



Your Constraints/Mandatories

- Budget
- Creative product
- Promotion plan
- Advertising environment

How Impacts Media

- How to spend
- Creative copy split (:30's vs. :60's)
- Scheduling



Media Objectives

1. Overall media objective
2. Target audience
3. Geographic considerations
4. Media weight or delivery
5. Scheduling
6. Creative considerations
7. Other



Media Objectives

1. Overall media objective

Translates marketing goals into media terms.

Marketing goal:

Launch a new CSM brand

Media Objective

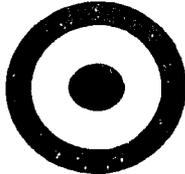
To efficiently provide high introductory weight to achieve rapid awareness.



Media Objectives

2. Target audience

- Focus on demographics
- Prioritize groups



Example:

Married women, aged 18-35, from urban households with incomes less than \$X. These women have less than four years formal schooling and are moderately influenced by their husbands' attitudes toward contraception. Husbands, thus, are a secondary target. 70%/30% weight split in emphasis.



Media Objectives

3. Geographic considerations

- Nationality
- Broad geographic regions
- Major metropolitan centers
- Rural areas
- Specific neighborhoods



Two Questions

- Broad-based or high sales areas?

- Distribution adequate?

Media Objectives

4. Media weight or delivery

Specific measurements of weight or delivery show how effective the plan is.



Media Objectives

- NOT # of times the ad runs

- Need to know
 - How many of the target actually see ad
 - Do they see it enough



Media Objectives

5. Scheduling

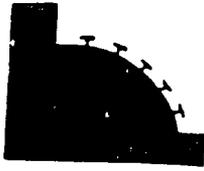
Does advertising need to run all year?

- What time of year?
- How continuously?



When are Sales Highest?

- Broadly -- winter vs. summer
- Monthly -- pre-vacation
- Weekly -- promotion periods, weekends



Balance

- Amount of advertising each week
- Number of weeks

Generally better to run at higher weight for shorter periods.



Media Objectives

6. Creative considerations

Media should recognize creative

- Message length
- Message complexity
- Package/brand registration
- Innovative opportunities



Media Objectives

7. Other

Any mandatories (e.g., programs after 9 p.m.)



Media Objectives Exercise #22
30 minutes

SESSION 2: ADVERTISING

PART 8: Media Evaluation

OBJECTIVES:

By the end of Part 8, participants should have better skills to evaluate media plans.

TIME: 2 hours

PREPARATION:

1. Review trainer's notes and visuals.
2. Review participant's manual, Section 2.E., Phases II, III, and IV.
3. Review exercise #23.

MATERIALS:

Participants:

1. Workbooks.

Trainer's:

1. 56 overheads.
2. Overhead projector.
3. Cinema video (Haiti, Pepsi).
4. VCR.
5. Actual CSM media plans for handouts
 - Caribbean 5-page
 - African 3-page
 - Media plan components
 - Media plan guidelines
6. Easel and marker.
7. Actual comic books from Philippines and Mexico.
8. Actual photonovella.

Overhead Presentation
1 hour

MEDIA EVALUATION

Media Process

1. Establish Objectives
2. Assess Strategic Options
 - Media classes
 - Media vehicles



Media Classes

- Strengths and Weaknesses



1. Television Strengths

- High impact
- Audience selectivity
- Schedule as needed
- Rapid awareness
- Sponsorship availabilities



Weaknesses



- High cost (production and media)
 - Uneven market delivery
 - Advance commitments
 - Greater regulation
 - Scheduling constraints
-

Weaknesses



- Brand sell restrictions
- Some language restrictions
- Ethical product restrictions



CSM Considerations

- Well established?
- Who has access?
(consumer vs. influentials)



2. Radio Strengths



- Lower cost
- Audience selectivity
- Schedule and commercial length flexibility
- Personalities available



Strengths



- Can tailor weight (e.g., rural areas)
- Sponsorship availabilities
- Sometimes high attentiveness medium
- Can add credibility



Weaknesses



- Can be high clutter, lack intrusiveness
- Smaller audiences
- Lacks impact of sight
- High total cost for wide reach
- Brand sell restrictions
- Some language restrictions

3. Magazines

Strengths



- Audience selectivity
- Editorial association
- Long life
- Large audience per insertion
- Excellent color reproduction
- Good efficiencies
- Merchandising

Weaknesses



- Literacy necessary
- Long commitment lead times
- Readership accumulated slowly
- Uneven delivery by market
- Cost premium for regional or demographic editions

CSM Considerations

- May work better as "influential" tool (literacy)
- Many varieties (e.g., photo novellas)

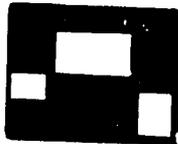


**Show some of the varieties of print --
e.g., Nigeria photo novellas and
Philippine and Mexico comic books**

4. Newspapers Strengths



- Large audience
- Immediate reach
- Short lead times
- Market flexibility



Weaknesses



- Difficult to target specific audiences
 - Least efficient
 - High out-of-pocket cost for national use
 - Minimum control of positioning
 - Clutter
-

CSM Consideration

- Editorial Environment



5. Outdoor

Billboards; transit

1:4

Strengths



- Good reach for young, upscale target
- High frequency
- Flexibility
- Low cost per message
- High impact

Weaknesses



- No depth of sell
- High cost for national effort
- Best positions not always available
- No audience selectivity

Weaknesses



- Poor coverage in some areas
- Long purchase cycle
- Maintenance/quality control
- Clutter



CSM Considerations

- Differences among outdoor classes
- Transit only as good as ground transportation
- Billboards go by quicker



6. Cinema Strengths

- Distinctive medium
- Low clutter
- Good efficiencies



Weaknesses

- More expensive production
- Limited audience reach
- No frequency
- Unproven effectiveness



CSM Considerations

- Opportunistic medium
- Subject of film
- Target audience



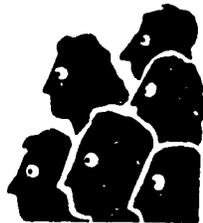
Video: Haiti and Pepsi-Cinema

Evaluative Tools and Terms

1. Cost per thousand (CPM)
 2. Circulation
 3. Audience composition
 4. Editorial environment
 5. Geography
 6. Historical research
 7. Scheduling patterns
 8. Message Lengths
-

1. Cost Per Thousand (CPM)

- Measures cost of reaching 1000 people
- Used to compare media and vehicles



How to Calculate

$$\text{CPM} = \frac{\text{Cost}}{\text{Audience in 000's}}$$

Example:

Cost of a radio spot: \$500
Spot reach 250,000 People: 250 = \$2 CPM
or for every 1000 people it costs \$2

Ask for Comparative CPM Chart

Helps you:

- Compare mediums' efficiencies
- Compare vehicles' efficiencies
- Understand tradeoffs



Information for Calculations is Available

- Cost of running ad or broadcast spot is known
- Print: Look at circulation for audience
- TV, radio: Educated guess for audience
 - People within signal range
 - People who own televisions



2. Circulation

Copies of magazines or newspapers distributed



Compare Circulations

Helps you:

- See how broad or narrow coverage is



3. Audience Composition

Who's in the audience

- Demographically
- Attitudinally
- Behaviorally



Compare Compositions

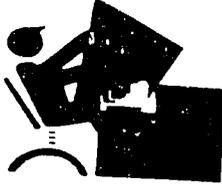
Helps you

- Match audiences (yours and theirs)



4. Editorial Environment

Subjective assessment of
quality of magazines



Compare Environments

Helps you:

Assess appropriateness of vehicles
given goals and audience

(2 contrasting magazines/newspapers,
e.g., True Confessions or Enquirer vs.
Good Housekeeping)

5. Geography

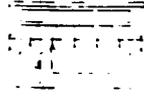
What area it covers



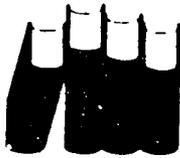
Compare Geographies

Helps you determine:

- Fit with sales areas
- Fit with distribution



Previous tracking studies



Example:
Indonesia

Original Dualima Mix:

- More print than radio
- 80% of awareness from radio



6. Scheduling Patterns

- **Continuity**
Scheduling media during most or all weeks of the year.
Media -- 20 commercials per week = 1,040 (52 weeks)
 - **Flighting**
Scheduling media only at certain times of the year.
Media -- 40 comm/wk. -- 40/wk. -- 40/wk. = 1,040 (25 weeks)
-

7. Scheduling Patterns

- **Blinking**
Scheduling media every other week.
Media -- 40 every other week = 1,040 (26 weeks)
 - **Pulsing**
Scheduling varying amounts of media per week.
Media -- 40 comm/1 wk. (13 wks.) -- 20/wk (26 wks.) = 1,040 (39 weeks)
-

Empty Flowchart (On the easel)

Basic Scheduling Concepts

- Introductions may require a higher level of media weight initially.
 - Flight products with strong seasonality.
 - While, ideally, continuity is desired, the amount of "when in" weight should be sufficient for impact. Better to speak with a strong voice for 26 weeks than to whisper for 52 weeks.
-

Basic Scheduling Concepts

- **Reintroductions may sometimes be required, particularly if new creative is available.**
- **Effective scheduling patterns may vary by area depending on the sales potential.**

8. Message Lengths

- Often a mix of lengths
- Cost affected by mix of lengths
- For intros, new campaigns may want to lead with longer lengths



The "Ideal" Media Plan

1. Objectives
 - Overall media objective
 - Target audience
 - Geographic considerations
 - Scheduling
 - Creative considerations
 - Other



The "Ideal" Media Plan

2. Recommended strategies, with rationale
 - Media classes
 - Media vehicles



The "Ideal" Media Plan

Rationale:

- Comparative CSM chart for efficiency
- Circulation to judge size and popularity
- Audience composition to match against target
- Geographic coverage to match against sales and distribution
- Editorial environment analysis to match against goals and target
- Reference to previous tracking studies

The "Ideal" Media Plan

3. Flow chart with supplemental support data
- Bottom line CPM's for the recommended plan and any alternatives.
 - Scheduling patterns.
 - Spending by medium.
 - Spending by time of year/phase of plan.



The "Ideal" Media Plan

3. Flow chart with supplemental support data
- Delivery among the primary and secondary target audiences (GRP's, R/F).
 - Analyses of spending and delivery by commercial length and size of print.
 - Closing dates and dates for media commitments.

Overlay media and promotion plans --
Are they complementary?

The "Ideal" Media Plan

4. Innovative media opportunities
- Have entertainment and indigenous cultural media been considered?
 - Sponsorships
 - Product placement in movies
 - Special programs
 - Look at separate media plan



Media Plan Evaluation Exercise #23
1 hour

Media Process

1. Establish objectives
2. Assess strategic options
3. Budget



Budgeting



Basic Budgeting Concepts

- Spending decisions are strategic
What is marketing/advertising task?
Large task = Large \$.
- Advertising can only accomplish so much. Use other IMC elements as appropriate.
- Advertising interacts with other marketing elements (e.g., don't spend without distribution).

Basic Budgeting Concepts

- Highest costs for intros
 - Clutter
 - Brand awareness
 - Apathy
- Spending too little on advertising is as wasteful as overspending.
- Advertising takes time for results (minimally 6 months)
- No magic spending formula -- judgement and experience.



Task Method

- Define all advertising tasks
 - Target audience
 - Delivery goals
 - Geographic area
 - Commercial length and insertion size
 - Number of weeks of advertising
 - Media classes and vehicles
- Know priorities
- Calculate \$ to accomplish
- Do you have the resources?
- If not, adjust tasks

Basic Cost Considerations

	<u>Higher Cost</u>	<u>Lower Cost</u>
Target audience	Broader	More defined
Geography	Wider	Smaller area
Commercial length	Longer	Shorter
Reach	Higher	Lower
Frequency	Heavier	Lighter
Time-in advertising	More weeks	Fewer weeks



Test of Reasonableness

- Ask agency for range of budgets for products they advertise
 - Top spender
 - Mid spender
 - Low spender

Where do you fit?

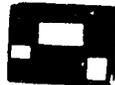


Media Plan Guidelines

1. Has the plan been prepared professionally
 2. Does the plan deliver on the most important media objective?
 3. Does the plan stress effectiveness as opposed to merely being efficient?
 4. Does the plan accomplish a few things well as opposed to many things in a mediocre fashion?
-

Media Plan Guidelines

5. Do the media selected reach the target audience?
6. If an introductory phase is called for, is the weight scheduled sufficient?
7. Have extra media been scheduled during particularly strong sales periods?



Media Plan Guidelines

8. Has extra weight been scheduled in geographic areas of high sales potential? Are you advertising anywhere you don't have sales or distribution?
9. Does the plan make primary use of most effective creative executions?
10. Have creative solutions or special opportunities been fully explored?

SESSION 3: SPECIAL EVENTS/ENTERTAINMENT

PART 1: Special Events/Entertainment

**SUGGESTED
TIME:**

**2-1/4 hours for a 3-Day Seminar
3 hours for a 5-Day Seminar**

SESSION 3: SPECIAL EVENTS/ENTERTAINMENT

OBJECTIVES:

By the end of Part I, participants should understand the diversity and capabilities of special events/entertainment as IMC tools:

TIME: 2-1/4 hours for 3-Day Seminar
3 hours for 5-Day Seminar

PREPARATION:

1. Review trainer's notes and visuals.
2. Review participant's manual, Section 3.
3. Review Exercise #24.
4. Review "Enter-educate" JHU/PCS article.

Participants:

1. Workbook.

Trainer's:

1. 31 slides.
2. Slide projector.
3. Hat with strips of paper for subject area and event.
4. Puppets.
5. Audiotapes of Music.
6. Videos
 - Pop persuaders
 - Tatiana and Johnny (music video)
 - Lea Solonga (music video and clip)
 - Sonny Ade (Wait for me and Choices)
 - It's Not Easy
 - PNG video
 - In a lighter mood - Nigeria TV
 - Nepal cinema
7. VCR.

Special Events/Entertainment

Video - Portions of "Pop Persuaders"
5-20 minutes

(Cog # graphic)
Entertainment/Special Events

- ***Consumer***
 - ***Advertising***
 - ***Entertainment***
-

Purpose

- ***Educate***
 - ***Inform***
 - ***In an Engaging Format***
-

Entertainment Close-ups

Music:

- **Tatlana and Johnny**
 - 11 spanish speaking countries
 - Records: "When We're Together; "Wait"
 - Music videos
 - TV and radio ads
 - Posters
 - Publicity
 - Tied in to family planning centers
-

Music:

- **Tatianna and Johnny**

Results

- "Top 10" hits
 - Mexican research showed:
 - Messages correctly interpreted
 - Attitudes on delaying sexuality strengthened
-

Record Cover or slide of 2 of them

Music Video

TIME: 4 minutes

Music

- **Lea Solonga**
 - **Phillppines**
 - **Similar program**
 - **"I Still Believe" great-success**
 - **Integrated "spin-offs"**
 - **Essay writing contests**
 - **Hotline**
 - **Soap opera**
-

Videotapes:

Music Video: "I Still Believe"

PCS Segment on Lea Solonga

Music

- Onyeka Onwenu and King Sunny Ade**
- **Nigeria**
 - **"Wait for Me": Young audience**
 - **"Choices": Married couples**
 - **Two phased publicity**
 - **For songs**
 - **For specific family planning services**
-

Slide of Onwenu and Ade

Composite slide of some of publicity

Music Video: Wait for Me; Choices

Video: It's Not Easy

Community Theater:

- ***Papua New Guinea - Colgate Palmolive products***
 - ***Nigeria-family planning concept (PCS)***
 - ***Uganda - being explored by CSM group***
-

Video Clip of PNG

Jamaica CSM program

- ***Question and answer format***
 - ***Dramatic format***
-

"In a Lighter Mood"

- ***Nigerian TV Authority (NTA) sought sponsors***
 - ***JHU/PCS and family planning clinics paid for production***
 - ***NTA broadcast free in primetime***
 - ***NTA sells programs elsewhere for profit***
 - ***Show refers audience to family planning clinic***
-

**Video of "In a Lighter Mood"
Nigeria TV Show**

**Video of Nepal Cinema
Short - Children with Puppets**

Results

- **High rated**
 - **High recall of programs and advertisements**
 - **Increase in new family planning acceptors**
-

Types of Entertainment

1. **Popular songs, music videos and concerts**
 2. **Theatre**
 3. **Radio**
 4. **Indigenous**
 5. **Festivals**
 6. **TV and Films**
 7. **Comics and Photonovellas**
-

Special Events/Entertainment

Strengths

- **Highly-targeted e.g.:**
 - **Music videos to teens**
 - **Soap operas to housewives**
 - **Community theatre to rural areas**

Strengths

- **Highly targeted**
 - **Hard-to-reach audiences e.g.:**
 - **Roving theatre troupes**
 - **Mobile film units**
 - **Popular songs**
-

Strengths

- **Highly targeted**
 - **Hard-to reach audiences**
 - **Depth of sale**
 - Dramatic media**
(e.g. soap operas, TV)
-

Strengths

- **Highly targeted**
 - **Hard-to reach audiences**
 - **Depth of sale**
 - **High credibility**
 - "Softer sell"**
(e.g. celebrities and other professionals)
-

Strengths

- **Highly targeted**
 - **Hard-to reach audiences**
 - **Depth of sale**
 - **High credibility**
 - **Distinctive**
 - Unusual=Memorable**
-

Strengths

- **Highly targeted**
 - **Hard-to reach audiences**
 - **Depth of sale**
 - **High credibility**
 - **Distinctive**
 - **Reach and frequency**
-

- **Reach and frequency**
 - Reach**
 - Music videos**
 - Radio dramas**
 - Films**
 - Frequency**
 - Songs**
-

Special Events/Entertainment

Weaknesses:

- **Harder to quantify**
 - **Know your objectives**
 - **Baseline and post surveys**
-

Weaknesses

- **Harder to quantify**
- **Varied efficiencies**
 - **Music videos and songs**
 - **High reach**
 - **High production costs**

- **Roving theatre**
 - **Lower reach**
 - **Lower costs**
-

Weaknesses

- **Harder to quantify**
 - **Varied efficiencies**
 - **Harder to control e.g.,**
 - **Radiodrama: script approval**
 - **Theatre troupe: establish objectives**
-

Weaknesses

- **Harder to quantify**
 - **Varied efficiencies**
 - **Harder to control**
 - **Audience polarization**
-

Audience Polarization

- **Can you afford controversy?**
 - **Lifecycle of program**
 - **Environmental sensitivities**
-

Weaknesses

- **Harder to qualify**
 - **Varied efficiencies**
 - **Harder to control**
 - **Audience polarization**
 - **Variable production costs**
-

Variable Production Costs

What is your budget?

- **Higher fees**
Celebrities
Music videos
 - **Lower fees**
Creative troupes
-

In CSM World:

- **Sponsor or co-sponsor**
 - **Produce or co-produce**
 - **Varied editorial control**
 - **Tie-in products**
-

Entertainment Exercise #24

TIME: 1 hour

SESSION 4: PUBLIC RELATIONS

PART 1: *Overview*

PART 2: *Process*

PART 3: *Crisis Management*

**SUGGESTED
TIME:**

***3 hours for 3-Day Seminar
6 hours for 5-Day Seminar***

SESSION 4: PUBLIC RELATIONS

PART 1: Overview

OBJECTIVES:

By the end of Part 1, participants should be thoroughly familiar with public relations and its capabilities.

TIME: 60 minutes

PREPARATION:

1. Review trainer's notes and visuals.
2. Review participant's manual, Section 4.A, 4.B, and 4.C.
3. Review Exercise #25.

MATERIALS:

Participants:

1. Workbooks.

Trainer's:

1. 48 slides.
2. Slide projector.
3. VCR.
4. Videos
 - Brazil Vasectomy Spot
 - Videoclip of Event - Morocco Protex
 - Video of joint public/private venture (Tang/MADD)
5. Posterboard of Stork interviewed on TV.

Slide/Video Presentation
30 Minutes

Public Relations

Public Relations
(Cog Graphic)

- **Consumer**
 - **Advertising**
 - **Entertainment**
 - **Public relations**
-

Public Relations

Indirect communications to stimulate demand and favorably influence attitudes and opinions about a product or service.

Public Relations Features

- **Indirect**
 - **3rd Party**
 - **Appears Impartial**
-

Why Do We Need It?

Hostile groups can:

- **Block product distribution**
- **Deny access to media**
- **Undermine credibility**

Supportive groups can:

- **Help expand programs**
 - **Shape favorable policies**
-

Public Relations in Practice Exercise #25 10 Minutes

What Public Relations Can Do

- **Create a receptive environment**
-

How?

1. **Generates positive publicity (features; editorials; symposiums).**
 2. **Engages key publics (Advisory Councils or Informal help).**
-

Example:
Male Panel FOF Symposium
New OC Introduction

Morocco Protex Press Kit

Protex Press Kit Brochure

Protex Press Kit Brochure in French and Arabic

Protex Press Kit Contest Rules

Press Lift -- Working Mothers

What Public Relations Can Do

- ***Create a receptive environment***
 - ***Enhance message credibility***
-

How?

1. Credible advocates/endorsements

- **Media personalities**
- **Village leaders**
- **Members of medical/religious groups**

2. Special interest groups (e.g. mothers for family planning)

Example: Authority Figure Indonesia

Example: DuPont advocacy ad

What Public Relations Can Do

- **Create a receptive environment**
 - **Enhance message credibility**
 - **Communicate in-depth**
-

CSM Advertorial or Advice Column

Morocco Training Program

Direct Response Ad

VIDEO - Vasectomy Spot

What Public Relations Can Do

- ***Create a receptive environment***
 - ***Enhance message credibility***
 - ***Communicate in-depth***
 - ***Crisis Management***
-

***Be proactive, rather than reactive. But...
When crises occur***

***Example:
Crowd Scene, Press Conference***

How?

- ***Head to head negotiations***
 - ***Building coalitions***
 - ***Shift strategy***
-

What Public Relations Can Do

- **Create a receptive environment**
 - **Enhance message credibility**
 - **Communicate in-depth**
 - **Crisis Management**
 - **Influence complex behaviors**
-

How?

- **Creates social sanctions**
 - **Many informational vehicles**
-

Example:
"For a Better Life" Pamphlets

What Public Relations Can Do

- **Create a receptive environment**
 - **Enhance message credibility**
 - **Communicate in-depth**
 - **Crisis Management**
 - **Influence complex behaviors**
 - **Extends advertising ideas**
-

How?

Example: Brazil stork

- **at community fairs**
 - **interviewed on talk shows**
-

Illustration of Stork as Such

Blue Circle Launch Event at Stadium --

Hot Air Balloon/Majorettes

Blue Circle Dignitary

Video of Morocco News Coverage

What Public Relations Can Do

- **Create a receptive environment**
 - **Enhance message credibility**
 - **Communicate in-depth**
 - **Crisis Management**
 - **Influence complex behaviors**
 - **Extends advertising ideas**
 - **Access special audiences**
-

How?

Materials for:

- **Splinter groups**
Secondary audiences
-

What Public Relations Can Do

- **Create a receptive environment**
 - **Enhance message credibility**
 - **Communicate in-depth**
 - **Crisis Management**
 - **Influence complex behaviors**
 - **Extends advertising ideas**
 - **Accesses special audiences**
 - **Quick implementation**
-

How?

Example:
Letter to the Editor

CSM Example of Letter to the Editor

What Public Relations Can Do

- ***Create a receptive environment***
 - ***Enhance message credibility***
 - ***Communicate in-depth***
 - ***Crisis Management***
 - ***Influence complex behaviors***
 - ***Extends advertising ideas***
 - ***Accesses special audiences***
 - ***Quick implementation***
 - ***Influences public/private partnerships***
-

***Slide of Joint Public Private Event CSM or Otherwise --
e.g., Tang and MADD)***

VIDEO - Tang and MADD

Public Relations

Strengths

- ***Credibility***
- ***Element of Surprise***
- ***Dramatic***

Weaknesses

- ***Lack of Control***
-

It Pays to Plan Formally

Brazil

Stork campaign:

- **Unexpected critics (e.g. family planning institutions)**
 - **Research available to support our position**
 - **Media kit sent to press**
 - **Highlighted research**
 - **Noted Campaign goals**
 - **Results: no sensationalizing**
-

Feature Article from Media Kit

Morocco

Protex Launch

Public relations consultant and CSM group:

1. **Minister of Health engaged upfront (research leveraged)**
2. **Radio talk shows held and publicized:**
 - **Family planning**
 - **Male responsibility**
 - **Role of private sector**

All Key Opinion Groups Involved

Morocco (Continued)

- 3. Conferences held for pharmacists***
- 4. Press conference for launch with publicity***
- 5. Radio advertising***

Brochure From Morocco Press Kit

SESSION 4: PUBLIC RELATIONS

PART 2: Process

OBJECTIVES:

By the end of Part 2, participants should understand how to plan, implement, and evaluate public relations programs.

TIME: 4 hours

PREPARATION:

1. Review trainer's notes and visuals.
2. Review participant's manual, Section 4.D.
3. Review exercise #26.

MATERIALS:

Participants:

1. Workbooks.

Trainer's:

1. Easel and markers.
2. 63 slides.
3. Slide projector.
4. Handouts for exercise (2-page intro scenario and 2-page sustaining scenario).
5. Videotape
 - "Just Say No" PSA
 - Brazil Talk show
 - Educational video (Haiti)
 - TV show with family planning theme (Golden Girls and Family Ties)
6. VCR.

Slide Presentation
20 Minutes

Public Relations Process:

1. **Pre-planning Review**
 2. **Objectives, Strategies and Implementation**
 3. **Evaluation**
-

1. **Pre-planning Review**

- **Analyze business environment:**
 - **Direct factors (sales; usage; audiences)**
 - **Indirect factors (economic; social; cultural)**
 - **IMC pre-planning considerations (e.g., lifecycle, influences)**
 - **Ask questions and identify public relations issues**
 - **Generate potential public relations objectives**
-

Types of Questions
CSM Sustaining Scenario

Issue: OC Sales Decreasing Due to Adverse Side Effects

- **Who – everyone or specific group?**
 - **Nature of problem?**
 - **Improper usage?**
 - **Misinformed salespeople?**
 - **Brand switching?**
 - **Illiteracy?**
 - **How to reach?**
-

Types of Questions
CSM Introductory Scenario

Issue: Introduce New CSM Program

- **Population trends and dangers?**
 - **Economic impact of overpopulation?**
 - **Changing family structures?**
 - **Geography?**
 - **Contraceptive method myths?**
 - **Cultural and religious taboos?**
 - **Collaborative opportunities?**
-

2. Objectives, Strategies and implementation

Public Relations Plan

- 1. Marketing/CSM program objective**
 - 2. Public relations objective(s)**
 - 3. Target audience(s) description(s)**
 - 4. Geography**
 - 5. How p.r. fits with other IMC efforts**
 - 6. Strategies**
 - 7. Assessment criteria**
 - 8. Timetable**
-

1. Marketing/CSM Program Objective

Restate marketing goals and strategies to provide context.

2. Public Relations Objective(s)

- **Consistent with marketing goals**
- **Realistic**
- **Clear**
- **Measurable**
- **Often have multiple objectives**

Examples:

- **To create favorable attitudes towards CSM contraceptives among (government target audience) so they will support CSM programs.**
- **To inform and educate (medical target audience) about CSM products so they will advocate and recommend them.**

3. Target Audience(s)

- **Many audiences**
- **Segment and prioritize**

Medical/Trade

Doctors

Midwives

Pharmacists

Government
Ministers of Health
Population Officers
Ministers of Information

Religious
Evangelical Churches
Anglican Church
Muslims

Community
Village Leaders
Civic Associations
Women's Associations

Media
Censorship Boards
Editors

"Macro" and "Micro" Levels

Macro

Latin word for BIG

Micro

Little details

4. Geography

- **National vs. regional**
 - **Urban vs. rural**
-

5. Public Relations with Other IMC Efforts

- **Extending reach?**
 - **New audiences?**
 - **Leveraging common theme?**
-

6. Strategies (Graphic)

Marketing Objective

Public Relations Objective

Strategy 1:
PSA
Commun. Obj.
Copy Strategy

Strategy 2:
Press Conference
Objectives
Materials

Strategy 3:
Symposia
Commun. Obj.
Action Plan

How to Select?

a. Consider Broad Media Channels:

Mass Media
Newspapers
Broadcast
Magazines

Peer Organizations
Professional Associations
Community Groups
Civic Associations

Printed Materials
Brochures
Booklets

Face-to-Face Contact
Seminars
Symposiums
Counseling Programs

How to Select?

b. Identify Specific Strategies Within

- ***Conferences for associations***
 - ***Feature stories***
 - ***Radio talk shows***
-

7. Assessment Criteria

Test for:

- ***Clarity and communication of materials***
 - ***Progress against objectives***
-

8. Timetable/Flowchart

- ***Schedule of events***
 - ***Combined advertising and p.r. flowchart***
-

Strategies

- 1. Launch events**
 - 2. Advisory councils**
 - 3. News conferences**
 - 4. News releases**
 - 5. Major reports or studies**
 - 6. Newspaper articles**
 - 7. Feature stories**
 - 8. Advice columns**
 - 9. News stories with human interest**
 - 10. Endorsements by public figures**
-

Strategies

- 11. Public service announcements**
 - 12. Radio and TV talk shows**
 - 13. Feature programs**
 - 14. Books and brochures**
 - 15. Special events**
 - 16. Educational efforts**
 - 17. Joint partnerships**
 - 18. Sponsorships**
 - 19. Letters to the editor**
 - 20. Influencing radio and TV shows**
 - 21. Cultivating columnists and editorial writers**
 - 22. Cartoons**
 - 23. Newspaper advertising supplements**
-

Public Relations Exercise #26, Questions 1 - 3
40 Minutes

STOP HERE FOR 3-DAY SEMINAR

Slide Presentation (continued)

15 or 75 minutes

1. Launch Events

- ***Used to announce introductions***
 - ***High profile***
 - ***Sets the stage for life of program***
 - ***Must be well thought out, planned and executed***
-

Example from Protex - Morocco Kick-off that Shows Theme

Slide of Harry Ono Holding Dualima Product

For example: Blue Circle

- ***A helicopter carrying a BC van***
 - ***BC banners installed in major streets***
 - ***BC balloons***
 - ***Printed programs***
 - ***Mobil units carrying BC billboards***
 - ***BC stickers***
 - ***BC t-shirts and caps for participating officials***
-

Some of the Blue Circle Events - Unveiling of Tower

Some of the Blue Circle Events - Parade

2. Adviscry Councils

- **Members from diverse areas**
 - **All work toward CSM goal**
 - **Varied composition across CSM programs**
 - **Varied productivity across CSM programs**
-

Slide of Egypt's FOF Advisory Council

3. News Conferences

- **Assist media in important, complex stories**
 - **Various CSM uses**
 - **Kick-offs**
 - **New campaigns**
-

Slide of a News Conference

4. News Release

- **Written communication of a simple, newsworthy CSM event**
 - **Sent to reporters for publishing**
 - **Write as "ready to print" story**
 - **Lead with most important/interesting information**
 - **Details follow**
-

Slide of American News Release - NCI

5. Major Reports or Studies

- ***Plan with an eye toward publicity***
 - ***Draft news release***
 - ***Most impressive conclusion***
 - ***Appropriate quotes***
 - ***Cite source***
 - ***Comments from policy makers etc.***
 - ***Use in press kits***
-

Example of Morocco Survey that Became an Article

6. Newspaper Articles

- ***General sources of articles include wire services, local events, news releases and conversations***
 - ***CSM related stories probably "filler" material***
 - ***Note deadlines, holidays, writers interests in suggesting ideas***
-

7. Feature Stories

- ***Articles beyond current events to trends, new ideas***
 - ***Often combines information and human interest angles***
 - ***Suggest CSM topics, provide facts***
-

Slide of Cancer Feature Story

8. Advice Columns

- ***Problem solving, question and answer forum***
 - ***Popular and well-read***
 - ***Many papers might print such columns prepared by CSM staff***
-

CSM Example:

Blue Circle in Indonesia

- ***Column in leading women's magazines***
 - ***Managed by well-known family planning doctor and editor***
-

9. News Stories With Human Interest

- ***Feature stories, interviews and photos of people behind news stories interest public***
 - ***Provide background on CSM newsmakers, suggest story angles, create photo opportunities, schedule interviews***
-

Slide of "How a Local Playboy Became a Beggar" - Nigeria

10. Endorsements by Public Figures

- **Media likes covering public figures**
 - **Political leaders**
 - **Traditional chiefs**
 - **Celebrities**
 - **Sports heroes**
-

Claude Pepper and AARP

11. Public Service Announcements (PSA's)

- **Radio and TV announcements of a public spirited nature**
 - **Non-paid for media time**
 - **Often needed to "fill in" between music, programs, other commercials**
 - **Handled variously**
 - **Stories read over the air by announcer**
 - **"Ready to air" announcements**
-

Print of Cocaine PSA

VIDEO - "Just Say No" Campaign

12. Radio and TV Talk Shows

- **Promote informed discussion**
 - **Very popular**
 - **Used by CSM projects in Morocco and Jamaica**
 - **Talk show producers like new topics and guest ideas**
-

VIDEO - Brazil Talk Show

13. Feature Programs

- **Discussed under entertainment**
 - **CSM examples:**
 - **Radio drama in Jamaica**
 - **"Game shows" in Sri Lanka**
 - **Blue Circle plans TV feature program including Minister of Health, Chairman of BKKBN and others to discuss social marketing issues**
-

14. Books and Brochures

- **Good for communicating information**
 - **Good for generating publicity (e.g. media tours)**
-

Brazil Stork Brochure

15. Special Events: Contests, Symposia, Conferences)

- **Specifically designed CSM event**
 - **Good for communications information**
 - **Good for publicity**
 - **Good for sampling**
-

Dualima/Coke Event

Performance at Dualima/Coke Event

16. Educational Efforts

- **Many varieties**
 - **Training courses and materials**
 - **Scholarships**
 - **Technical assistance**
 - **Trainings widely used in CSM world**
 - **Marketing function**
 - **Publicity function (community service)**
 - **Examples:**
 - **Pharmacists in Brazil**
 - **Chemical sellers in Ghana**
-

Educational Video of Haiti

17. Joint Partnerships

- **Opportunities for special events and publicity**
 - **Many potential partners:**
 - **Formal associations (pharmacists, midwives)**
 - **Private sector**
 - **Broader coalitions (e.g. traditional healers and businessmen)**
-

Wyndham Hotels/US Trials

18. Sponsorships and Piggybacking

- **Event designed by someone else that you can participate in**
-

CSM Examples:

Indonesia

- **Exploring sponsoring women's conferences and medical practitioner organizations**
-

Liberia

- "Health Week"

- **Government sponsored program for information on social issues (e.g. immunization)**
 - **Many locations (schools, churches)**
 - **We met with coordinating committee to set up displays and sample at scheduled locations**
-

19. Letters to the Editor

- **Published forum in newspapers and magazines for opinions, reactions and rebuttals**
 - **Widely read**
 - **Opportunity to:**
 - **Set record straight if inaccurate or biased family planning/CSM article appears**
 - **Connect news items with CSM issues**
 - **Respond to differing points of view**
-

Example of Letter to the Editor

20. Influencing radio and TV Shows

- **Hard to do**
 - **Personal contact is essential**
 - **Utilize CSM contacts**
 - **Invite key contacts to CSM events to build relationships**
-

Video of Family Ties and Golden Girls

21. Cultivating Columnists and Editorial Writers

- **Identify those likely to be interested in CSM issues (see what they write about)**
 - **Generate story angles (e.g. a columnist who writes on problems of youth, might be interested in teen pregnancy)**
-

22. Cartoons

- **Influential and instructive**
 - **Powerful voice and loyal following**
 - **Cartoonists receptive to theme, good idea or story line**
-

Example of Cartoon

23. Newspaper Advertising Supplements

- **Special inserts on a topic containing related ads**
 - **Check with ad directors of newspapers to see if related supplement is planned (e.g. family planners, population, maternal child health)**
-

If Yes, Send:

- **News release**
- **Fact sheets**
- **Buy ads**

If No:

- **Suggest one**
-

Slide of Newspaper Supplement

Press List

Tells:

- **Where you want to be**
- **Who you need to know**

Identify Media Relations Specialist to:

- **Keep it comprehensive**
 - **Keep it current**
-

Typical Press List

- **National and international wire services -- typically news editors;**
 - **Local newspapers and news magazines -- news and feature editors, reporters on related issues (health and education);**
 - **Local radio and TV stations -- news or assignment editors, talk show hosts and producers, program directors and journalists;**
-

Typical Press List

- **Specialized newsletters and magazines -- medical journals, women's and men's magazines, health reports and youth newsletters;**
 - **Leaders of allied agencies, board members and key volunteers.**
-

P/N Press List for NCI

Public Relations Exercise #26, Questions 4-5
60 Minutes

SESSION 4: PUBLIC RELATIONS

PART 3: Crisis Management

OBJECTIVES:

By the end of Part 3, participants should understand how to develop contingency plans for managing crises.

TIME: 60 minutes

PREPARATION:

1. Review trainer's notes and visuals.
2. Review participant's manual, Section 4.D, Crisis Management.
3. Review exercise #27.

MATERIALS:

Participants:

1. Workbooks.

Trainer's:

1. 11 overheads.
2. Overhead projector.

Crisis Management
10 Minutes

CRISIS MANAGEMENT

Examples of Potential CSM Crises

1. External Program Factors

- Change in Policies for Population or Family Planning



- New Gov't Players

- Emergence of Hostile Group



2. Product Related Problems

- Product Tampering
- Product Destabilization



- Hostile or Erroneous Publicity
-

3. CSM Organizational Issues

- Employee Crimes and Graft
- Adversarial Picketing



● Proactive Vs Reactive:

- Avoids: Delays
- Rumors
- Misinformation



● Ask Yourself:

- What If?
- What Now?

What If?

Brainstorm With Senior Employees

1. Generate Crisis Ideas

Ex: Local Group Writes Articles
Condemning CSM Programs



2. Record Response
As Part of Plan

What If?

3. Determine How to Handle Internally

- Who Has Facts?
- Who Needs To Be Told?
- Who Alerts Employees?



4. Write Down Names
and Numbers

What Now?

A Crisis Occurs

Plan Goes Into Effect



Keep the Right Perspective

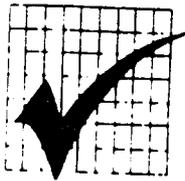
What Now?

1. Accept the Problem
2. Gather The Facts
3. Throw All Resources Against Crisis
4. Maintain Open Flow of Communication
5. Establish Pattern of Disclosure with Media



Crisis Management Checklist

- ✓ Determine Facts
- ✓ Alert Central Spokesperson, Employees & Relevant Groups
- ✓ Do Not Release Info Prematurely
- ✓ Do Not Speculate
- ✓ Correct False Info
- ✓ Keep Info Flowing
- ✓ Control Media As Necessary



Alligator Prop

Crisis Management Exercise #27
50 Minutes

SESSION 5: SALES PROMOTION

PART 1: *Overview*

PART 2: *Process*

**SUGGESTED
TIME:**

***1 1/2 hours for 3-Day Seminar
3 Hours for 5-Day Seminar***

SESSION 5: SALES PROMOTION

PART 1: Overview

OBJECTIVES:

By the end of Part 1, participants should be familiar with consumer and trade promotions' capabilities.

TIME: 30 minutes

PREPARATION:

1. Review trainer's notes and visuals.
2. Review participant's manual, Section 5.
3. Review exercises #28 and #29.

MATERIALS:

Trainers:

1. 36 slides.
2. Slide projector.
3. Examples of Premiums (Cracker Jacks)

Slide Presentation

20 minutes

Sales Promotion

**Sales Promotion
(Cog graphic)**

- **Consumer**
 - **Advertising**
 - **Entertainment**
 - **Public Relations**
 - **Sales Promotion**
-

Consumer Promotion

Any strategy that offers the target audience an outside incentive to use the product

Trade Promotion

Any strategy that directly offers middlemen and/or their sales staff an outside incentive to stock and/or promote product to consumers

Typical Consumer Strategies

- **Sampling**
-

Protector Sample

- **Displays**
-

Johnson & Johnson Display

Dualima Display

- **Premiums**
-

Dualima Lighter Premium

- **Point of Purchase**
-

Egypt Display Case by Cash Register

Typical Trade Strategies

- ***Buying allowances***
 - ***Free goods offers***
 - ***Push money***
 - ***Dealer loaders***
 - ***Sales contest***
-

Barbados Panther Contest – "Attn Retailers"

What Consumer Promotion Can Do

- ***Add value to product or practice
without a change in price***
-

Print Ad for Cuisinart Cookware

Snuggle Storybook ad Cassette

What Consumer Promotion Can Do

- ***Add value to product or practice without a change in price***
 - ***Create a reason to buy or try***
-

Lottery: Man with Mailbox

What Consumer Promotion Can Do

- ***Add value to product or practice without a change in price***
 - ***Create a reason to buy or try***
 - ***Change purchase patterns***
-

***Buy 3: Get one Free
Loading Example***

Pharmacy - Woman Purchasing in Mexico

What Consumer Promotion Can Do

- ***Add value to product or practice without a change in price***
 - ***Create a reason to buy or try***
 - ***Change purchase patterns***
 - ***Involve the community***
-

Barbados Panther Cricket Sponsorship

Consumer Promotion

Strengths

- ***Direct reward***
- ***Creates "pull"***

Weaknesses

- ***Short-term***
 - ***May erode image***
-

Consumer Strategies Exercise #28 ***5 Minutes***

What Trade Promotion Can Do

- **Increase distribution**
e.g., monetary deals
premiums
co-op deals
-

Picture of Trade Premium
e.g., pen; calculator

What Trade Promotion Can Do

- **Increase distribution -- e.g., monetary deals, premiums, co-op deals**
 - **Generate involvement or enthusiasm**
-

What Trade Promotion Can Do

- **Increase distribution -- e.g., monetary deals, premiums, co-op deals**
 - **Generate involvement or enthusiasm**
 - **Provide additional visibility**
-

Unusual Dualima Display

What Trade Promotion Can Do

- **Increase distribution -- e.g., monetary deals, premiums, co-op deals**
 - **Generate involvement or enthusiasm**
 - **Provide additional visibility**
 - **Increase incentives for "push"**
-

What Trade Promotion Can Do

- **Increase distribution -- e.g., monetary deals, premiums, co-op deals**
 - **Generate involvement or enthusiasm**
 - **Provide additional visibility**
 - **Increase incentives for "push"**
 - **Increase product stocking and volume orders**
-

Trade (Provider) Promotion

Strengths

- **Increase availability**
- **Increase visibility**
- **Increase involvement**
- **Creates push**

Weaknesses

- **Spotty support**
 - **'Deal only' mentality**
-

Keys to Effective Use of Promotion

- ***Use different strategies for different objectives -- e.g., sampling for launch; bundle pack for continuity***
 - ***Choose with positioning in mind
"Value added" vs discounting***
-

Keys to Effective Use of Promotion

- ***Choose with nature of product in mind
ethical vs O-T-C***
 - ***Integrate with other IMC tools
e.g., advertising platform = male responsibility;
promotion event = father of year contest***
-

Trade Strategies Exercise #29 5 Minutes

SESSION 5: SALES PROMOTION

PART 2: Process

OBJECTIVES:

By the end of Part 2, participants should have additional ideas for planning, implementing, and evaluating sales promotion.

TIME: 1-1/2 hours

PREPARATION:

1. Review trainer's notes and visuals.
2. Review participant's manual, Section 5.D.
3. Review exercises #30 and #31.

MATERIALS:

Trainers:

1. 61 slides.
2. Slide projector.
3. Easel and markers.
4. Handouts
 - Introductory promotion
 - Sustaining promotion
5. Props:
 - Samples
 - Trial Sizes
 - Games

Slide Presentation

5 Minutes

Sales Promotion Process

- 1. Pre-Planning Review and Establishing Objectives**
 - 2. Developing Strategies and Plans**
 - 3. Post-Evaluation**
-

1. Pre-Planning Review and Establishing Objectives

- **Analyze relevant marketing facts:**
 - **CSM sales and share history and trends**
 - **Category and competitive sales and share data**
 - **Distribution patterns and trends (CSM brands and competitors)**
-

1. Pre-Planning Review and Establishing Objectives

- **Analyze relevant marketing facts:**
 - **Selling chain and margin information**
 - **Product and consumer lifecycle data, Introductory vs. sustaining**
 - **Geography**
 - **Seasonality**
 - **Other IMC tools**
-

General Types of Objectives

Introductory Mode

Consumers

- **To generate initial product trial**
 - **To build trial among users of less effective methods**
 - **To build the new user base**
 - **To build in-store awareness**
-

General Types of Objectives

Sustaining Mode

Consumers

- **To increase continuity**
 - **To build usage**
 - **To load consumers**
 - **To decrease brand switching**
-

General Types of Objectives

Introductory Mode

Trade/Middlemen

- **To gain distribution**
 - **To expand into new distribution outlets**
 - **To generate professional recommendations**
 - **To build brand loyalty**
-

General Types of Objectives

Sustaining Mode

Trade/Middlemen

- **To increase in-store merchandising and featuring**
 - **To induce stocking of larger volumes**
 - **To gain shelf space and position**
 - **To increase professional recommendations**
-

Sales Promotion Exercise #31, Part 1 30 Minutes

Slide Presentation 30 Minutes

Sales Promotion Process

1. **Pre-Planning Review and Establishing Objectives**
2. **Developing Strategies and Plans**

Key Components:

- **Strategies with rationale to meet objectives**
 - **Budget**
 - **Flowchart (timing, continuity, interaction with media)**
-

Consumer Promotion

Strategic Goals

- **Trial (make first purchase easy)**
 - **Repeat (CSM purchase everytime)**
 - **Increase (more of CSM product every time)**
-

General Objectives

- | | |
|---|-----------------|
| • To generate initial product trial | Trial |
| • To increase continuity of purchase | Repeat |
| • To build trial among users of less effective methods | Trial |
| • To build usage | Increase |
-

General Objectives

- | | |
|--------------------------------------|----------------------|
| • To build new user base | Trial |
| • To load consumers | Increase |
| • To build in-store awareness | Trial/Repeat/ |
| | Increase |
| • To decrease brand switching | Repeat |
-

Strategies

Goals

Sampling
Trial sizes
Point-of-purchase advertising
Displays
Special events
Sweepstakes, lotteries, contests
Cooperative events
Premiums
Bundle pack
Collectibles
Buy-one-get-one-free

1. Sampling

- **Small size of free product**
- **Many ways to distribute**
- **Expensive but good incentive**

Consider:

- **Amount of product (two)**
- **Size of leaflet (pocket-sized)**

For ethical:

- **Sample to middlemen for consumer**
-

Dualma Sampling

2. Trial Sizes

- **Small, low-priced size of product**
 - **Sold in traditional outlets**
 - **Less expensive**
 - **Apply minimum size guideline**
-

Panther Trial Size

3. Point-of-Purchase

- ***Excellent in-store reminder***
 - ***Various forms (posters, shelf talkers, stickers, mobiles, decals, tin plates)***
-

Key Issues:

- ***Simplicity***
 - ***Placement***
 - ***Distinctiveness***
 - ***Longevity***
 - ***Integration***
-

Tin Plate In Nepal

Cash Register Display Cards In Egypt

Protector Integrated P-O-P Dispenser

Mexico Poster on Door

Mexico Poster Above Cash Register

Placard in front of Dispenser

4. Displays

- **Serve many functions**
 - **Awareness**
 - **Hold brochures; hold product**
 - **Come in many forms (hanging, counter, on floor)**
 - **Don't require consumer to ask for assistance**
-

Key Issues:

- **Simplicity**
 - **Integration**
 - **Size and shape**
 - **Clear copy**
-

Protector Display

5. Special Events

- **Taking advantage of an existing event**
 - **Many forms. e.g.,**
 - **Rally cars and Miami Sound Machine concert in Barbados**
 - **Calypso concert in Trinidad**
 - **Various sporting events (e.g., soccer in Ghana)**
-

- **Enhances image**
 - **Opportunities to sample**
 - **Less immediate sales impact -- informs, generates awareness**
-

Publicity from Rally Car Races in Barbados

Publicity from Calypso Concert in Trinidad

6. Sweepstakes, Lotteries, Contests

- **Various types of games requiring different skills**
 - **Add excitement and generate awareness**
 - **New and existing users**
-

Key Issues:

- **Design with objectives in mind**
- **Simple to play**
- **Can't violate "Informed choice"**

Happy Baby Lottery

Technics Sweepstakes

E.g., Kamal/Panther Lottery In Ghana

- **Event will be managed by distributor**
 - **Consumers to collect several box tops**
 - **Put in-store boxes or mail-in**
 - **Form with advertising slogan to be completed**
 - **Many levels of prizes**
 - **Advertising support**
-

7. Cooperative Tie-Ins

- **Events with another manufacturer**
 - **Many potential combinations**
 - **Helps expand user base**
 - **Helps defray costs**
-

Key Issues:

- **Choose right partner**
- **Clearly define logistics**

CSM examples:

Indonesia - Gillette/Dualima

Ghana - OC's and sanitary napkins (TBD)

8. Premiums

- **Desirable items given or sold for nominal cost**
- **Many potential structures**
 - **In packs**
 - **Shrink wrapped**
- **Should be some association with CSM product (e.g., personal care item)**
- **Cannot violate "Informed choice"**

9. Bundle Packs

- **Several packages, banded together at lower price than separate**
 - **"Loading" device to build CSM purchases and/or thwart competitors**
 - **Can be expensive**
-

Bundle Pack Example - Prop

10. Collectibles

- ***Various games or trading stamps***
 - ***Many forms***
 - ***On pack***
 - ***In pack***
e.g., P-A-N-T-H-E-R underneath box tops
 - ***Builds continuity***
 - ***Cannot violate "informed choice"***
-

Pan Am Collectible Game

11. Buy-one-get-one-free (B1G1F)

- ***Free product with specified purchase***
-

B1G1F - Johnson and Johnson

Promotion Goals Exercise #30
10 minutes

Strategies

Goals

Sampling
Trial sizes
Point-of-purchase advertising
Displays
Special events
Sweepstakes, lotteries, contests
Cooperative events
Premiums
Bundle pack
Collectibles
Buy-one-get-one-free

Slide Presentation
20 minutes

Trade Promotion

Trade Promotion

First, understand target audiences:

Manufacturer

Distributor

Medical

Physicians

Midwives

Non-Medical

Pharmacists

Shopkeepers

Clinic personnel

Community-based distribution

Outreach programs

Market women

Rum shops

Warungs

Chemical sellers

Sidewalk vendors

End consumer

Trade Strategy Categories

- 1. Deals or merchandise offers**
 - 2. Advertising and display allowances**
 - 3. Direct stimulants to retailers and their salespeople.**
-

1. Deals or Merchandise Offers

- **Encourage trade to buy and sell CSM products in exchange for additional money**
 - **Structure relates to objectives (e.g., specific product; specific size)**
 - **Value is critical (competitive)**
-

Free Goods

- **Additional merchandise for specified amount of goods**
- **Free inventory = pure profit**

e.g., Barbados 1/2 box of Panther offered if 5 boxes purchased instead of 3

2. Direct Stimulants

- **Compensation above salaries and commissions for sale/purchase of specified goods**
 - **Many forms:**
 - **buying loaders**
 - **consumer events with trade appeal**
 - **push money**
 - **sales contests**
 - **display loaders**
 - **sampling and p-o-p**
-

Buying loaders

- **Gifts to retailers for stocking/selling specified merchandise**

CSM examples:

Morocco - Protex - pens and lighters
Colombia - calculators
Brazil - prescription pads

Example of Premiums (Calculator, Key Chain and Pen)

Consumer events with trade appeal

- **Events structured with mutual appeal e.g., co-ops**
-

Example: Indonesia Dualima/Gillette razors

Objective: Gain distribution in "warungs"

Strategy: Free "Click" razor with purchase of three condoms

Test market: Few cities

Logistics: 16 Special "Task Force" Salesmen
Salesmen on bicycles
Radio advertising
Canvass warungs for 2 months
T-shirt worn
Dualima lighter to Warung owner to buy 3-Pack

Results: Excellent trade reorders of non-promoted Dualima
1 year later, 61% in-stock rate in associated warungs

Slide of Warung

Push Money

- Cash bonus or discount on merchandise offered to retail store employees (like commission)
-

Sales Contests

- **Can accomplish various sales objectives (e.g., display; promotion of specific products)**
- **Can reinforce education**

CSM examples:

Barbados/Trinidad: sales and display
Indonesia: Christmas display
Morocco/Brazil/Peru: mystery shopper

Barbados:
Attention Retailers...

Article In Local Newspaper on Winners

Indonesia

- **Retailers given one month to plan and set up displays**
 - **1st Prize winner received television**
 - **Many other small prizes**
-

Example of Duallma Display

Pre-Post Technique (Graphic)

Not all Promotions Follow This

DO
Premiums
Sweepstakes

DON'T
Sampling
Special events

Market Survey Technique

- **Used selectively**
 - **Good for less quantifiable strategies**
 - **Good for more in-depth knowledge**
-

How:

- **Sample of consumers:**
 - **Recall?**
 - **Did they try?**
 - **Long term behavior?**
-

Sales Promotion Exercise #31, Part 2
30 Minutes

Example of Dualima Display

Example of Dualima Display

Morocco: Mystery Shopper

Objective: To ensure CSM training is assimilated by pharmacists

Strategy and Structure:

- **Mystery shoppers visit stores, posing as consumers**
 - **Ask for condom recommendation**
-

- **Protex poster and p-o-p must be visible**
 - **Pharmacists must recommend: "Protex Condoms for Family Planning" (ad theme)**
 - **Names of qualifying pharmacists will be collected and winners drawn**
 - **Exciting prizes**
 - **Media coverage**
-

Example of Contest Materials

Contest Winner

Contest Winner

Sampling and Point-of-Purchase (Generally Consumer

- **Free samples encourage trade support**
 - **Effective p-o-p assists trade with consumer information**
-

**Example: Egypt Norminest Counter Display
or Ghana Colorful Store Poster**

Slide Presentation

5 minutes

Sales Promotion Process

- 1. Pre-planning Review and Establishing Objectives**
 - 2. Developing Strategies and Plans**
 - 3. Post Evaluation**
-

3. Post Evaluation

- **Ultimate promotion objective is to increase sales and/or build market share**
 - **Must have evaluative systems in place**
-

SERVICE

EFFICIENCY

COURTESY



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