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**PLANNER**  
**2020 AGENCY**  
**JOVMACHINE.TYPEPAD.COM**

**WHY PROMOTIONS ARE LIKE  
AN ADDICTION  
..AND HOW TO BREAK THE  
HABIT**



**WE'RE HERE TO TALK ABOUT PROMOTIONS  
ONE OF THE MOST POPULAR TOOLS OF THE MARKETER  
BECAUSE THEY INSTANTLY BUILD SALES VOLUME  
BUT THAT 'HIT' QUICKLY FADES  
THEN YOU NEED ANOTHER  
AND ANOTHER  
AND ANOTHER  
UNTIL THEY BECOME AN UNBREAKABLE HABIT**

**THE ADDICTION COMES IN TWO FORMS:  
EXHIBIT A - THE PRICE PROMOTION  
EXHIBIT B - THE ADDED VALUE PROMOTION**





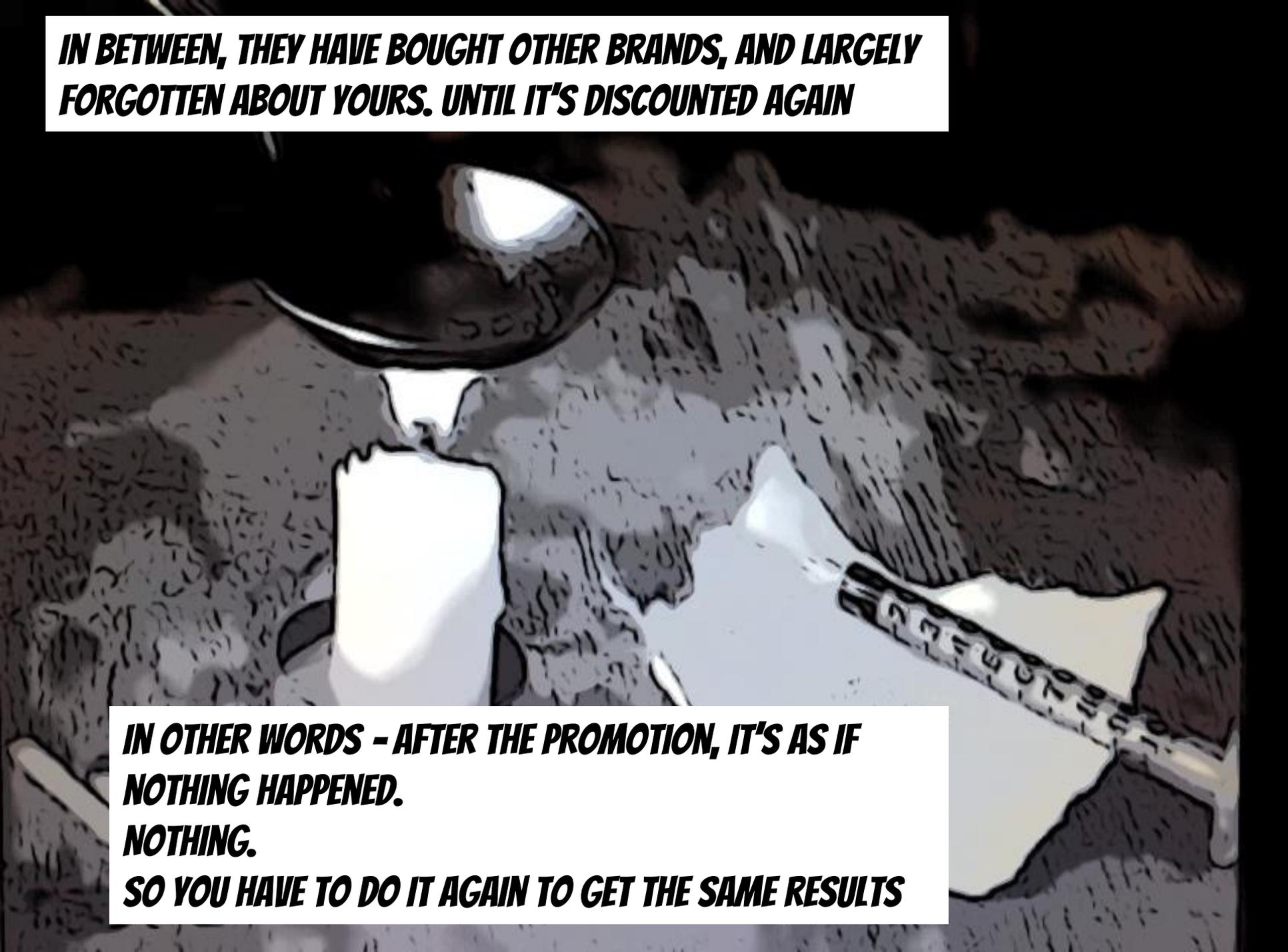
**EXHIBIT A- THE PRICE PROMOTION**

**THE RECEIVED WISDOM IS THAT PRICE CUTS ATTRACT NEW CUSTOMERS TO A BRAND - IN THE HOPE THAT THEY MIGHT BUY AGAIN AT FULL PRICE IF THEY LIKE IT**

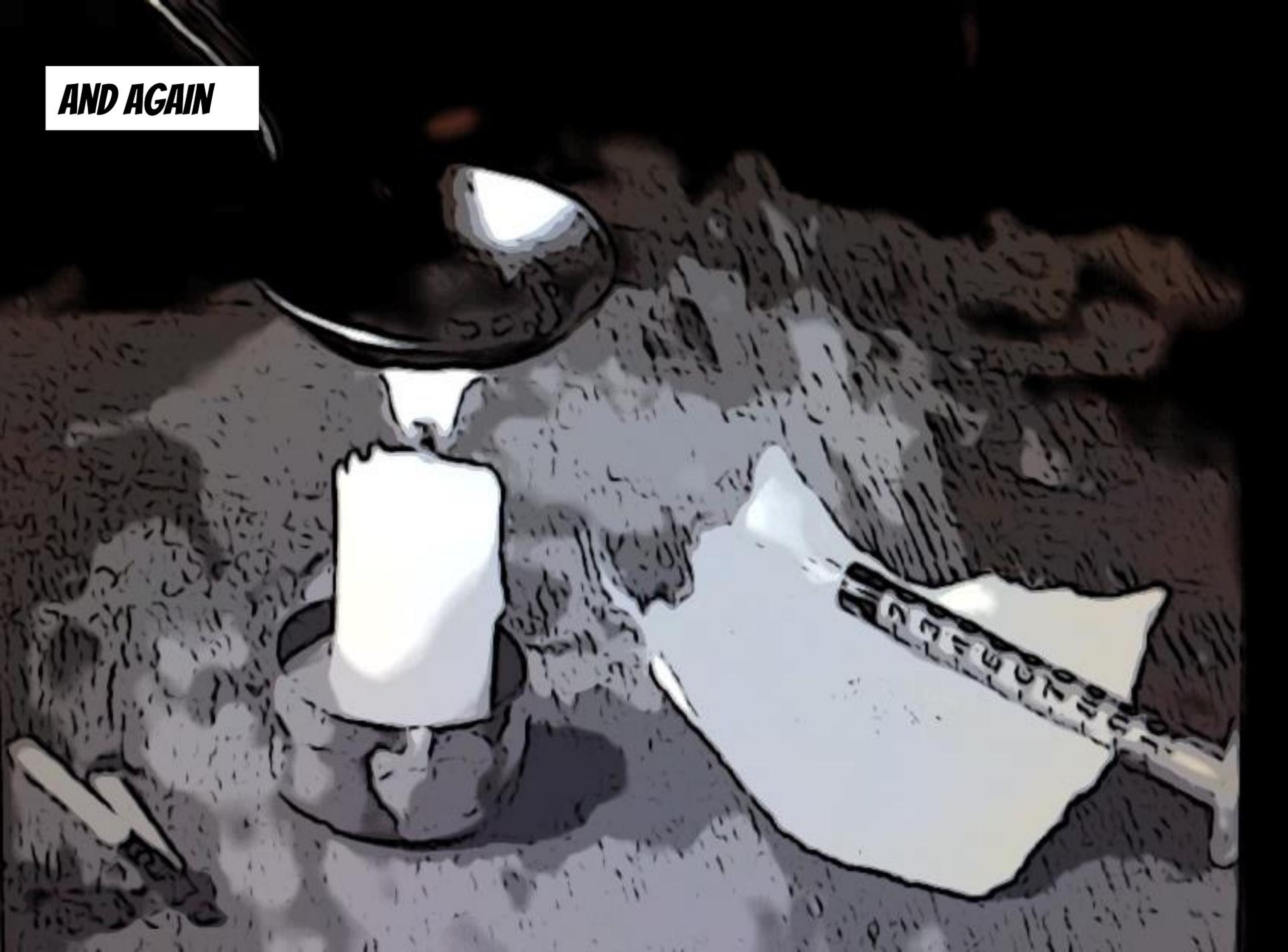
**BUT THERE'S LITTLE EVIDENCE THIS ACTUALLY HAPPENS. IN FACT, ALMOST EVERYONE WHO BUYS A BRAND DURING A PRICE PROMOTION HAS BOUGHT THE BRAND BEFORE SPECIFICALLY, THOSE WHO BOUGHT IT WHEN IT WAS LAST DISCOUNTED**

***IN BETWEEN, THEY HAVE BOUGHT OTHER BRANDS, AND LARGELY FORGOTTEN ABOUT YOURS. UNTIL IT'S DISCOUNTED AGAIN***

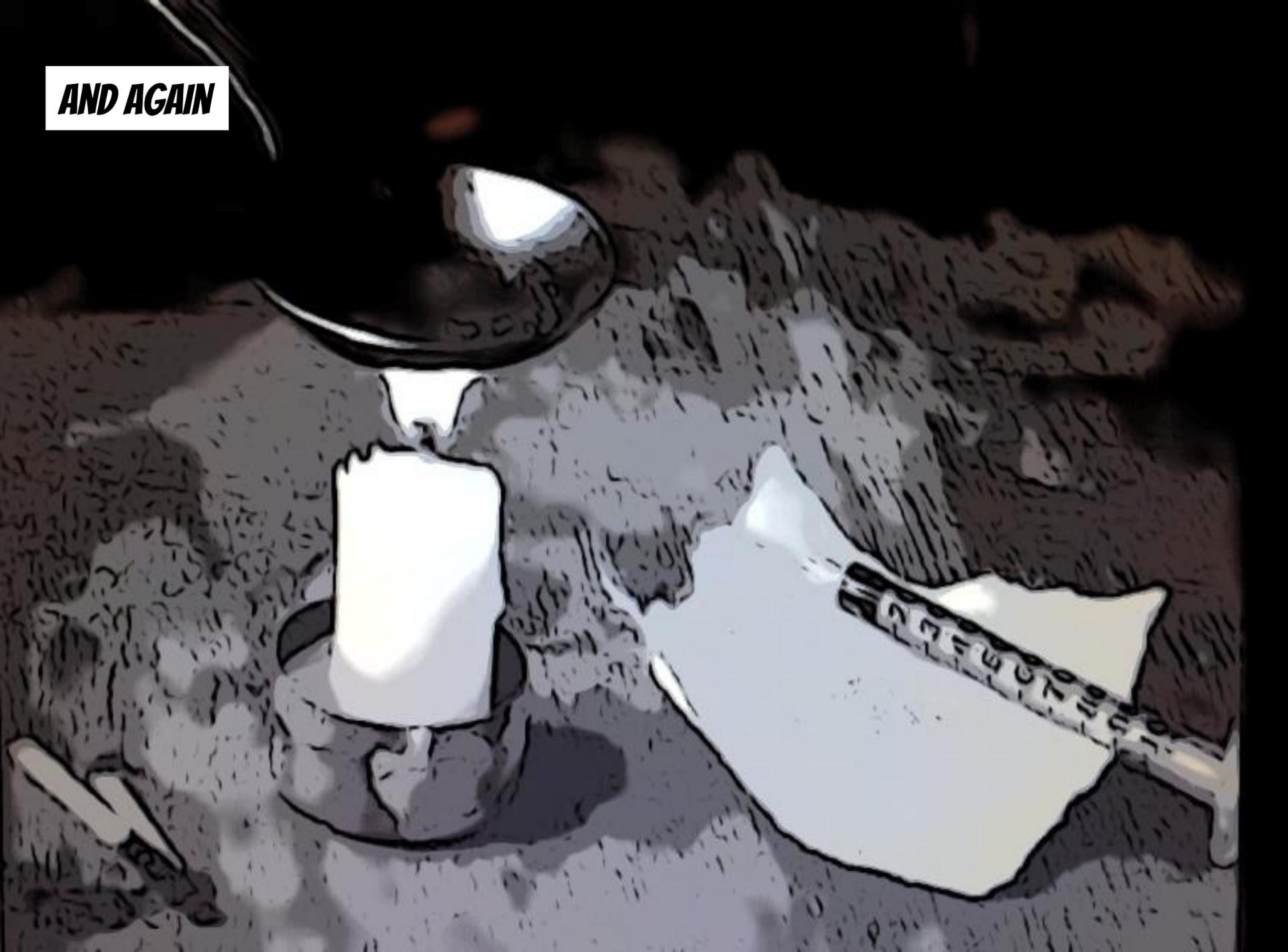
***IN OTHER WORDS - AFTER THE PROMOTION, IT'S AS IF NOTHING HAPPENED.  
NOTHING.  
SO YOU HAVE TO DO IT AGAIN TO GET THE SAME RESULTS***



**AND AGAIN**



**AND AGAIN**



A stylized illustration featuring a red, jagged, torn surface that resembles a piece of paper or fabric being cut. A diagonal streak of blue and white cuts through the red area, suggesting a sharp edge or a deep cut. The background is dark, and the overall style is graphic and dramatic.

***ALL THE WHILE, CUTTING DEEPLY INTO PRECIOUS PROFIT MARGINS***

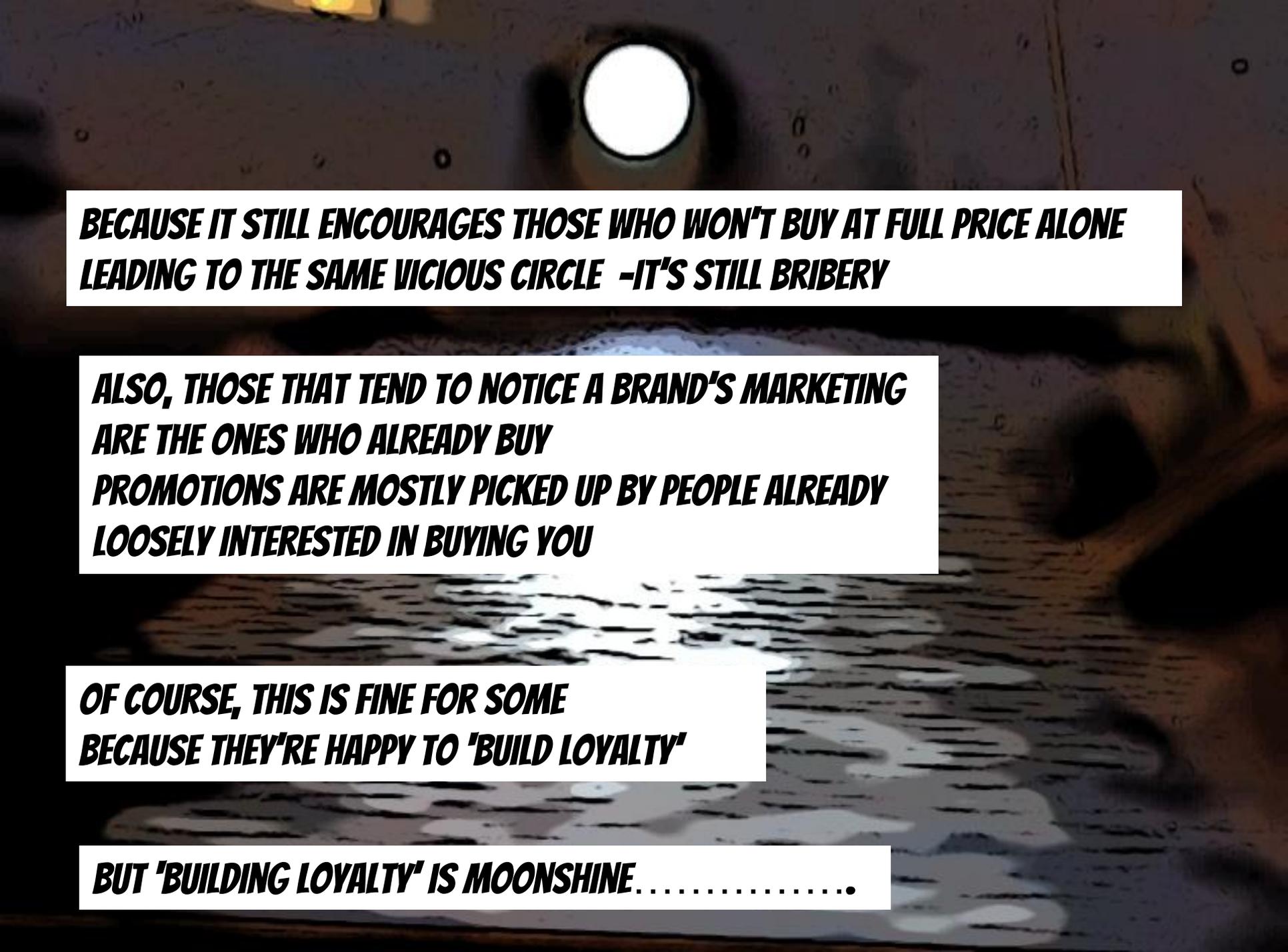
***BRIBERY IS NOT THE ROUTE TO BRAND GROWTH.....***

# ESTÉE LAUDER GIFT FOR YOU

Free with any \$29.50  
Estée Lauder purchase.  
Worth over \$80.00

**EXHIBIT B -THE ADDED VALUE  
PROMOTION  
YOU KNOW, WHERE YOU  
SPONSOR SOMETHING, RUN A  
COMPETITION OR GIVE AWAY  
SOMETHING FREE WITH  
PURCHASE, OR REPEAT  
PURCHASE**

**BUT LIKE MOST RECEIVED WISDOM  
THIS IS NOT THAT WISE  
AND DOESN'T STAND UP TO WHAT HAPPENS IN REAL LIFE**



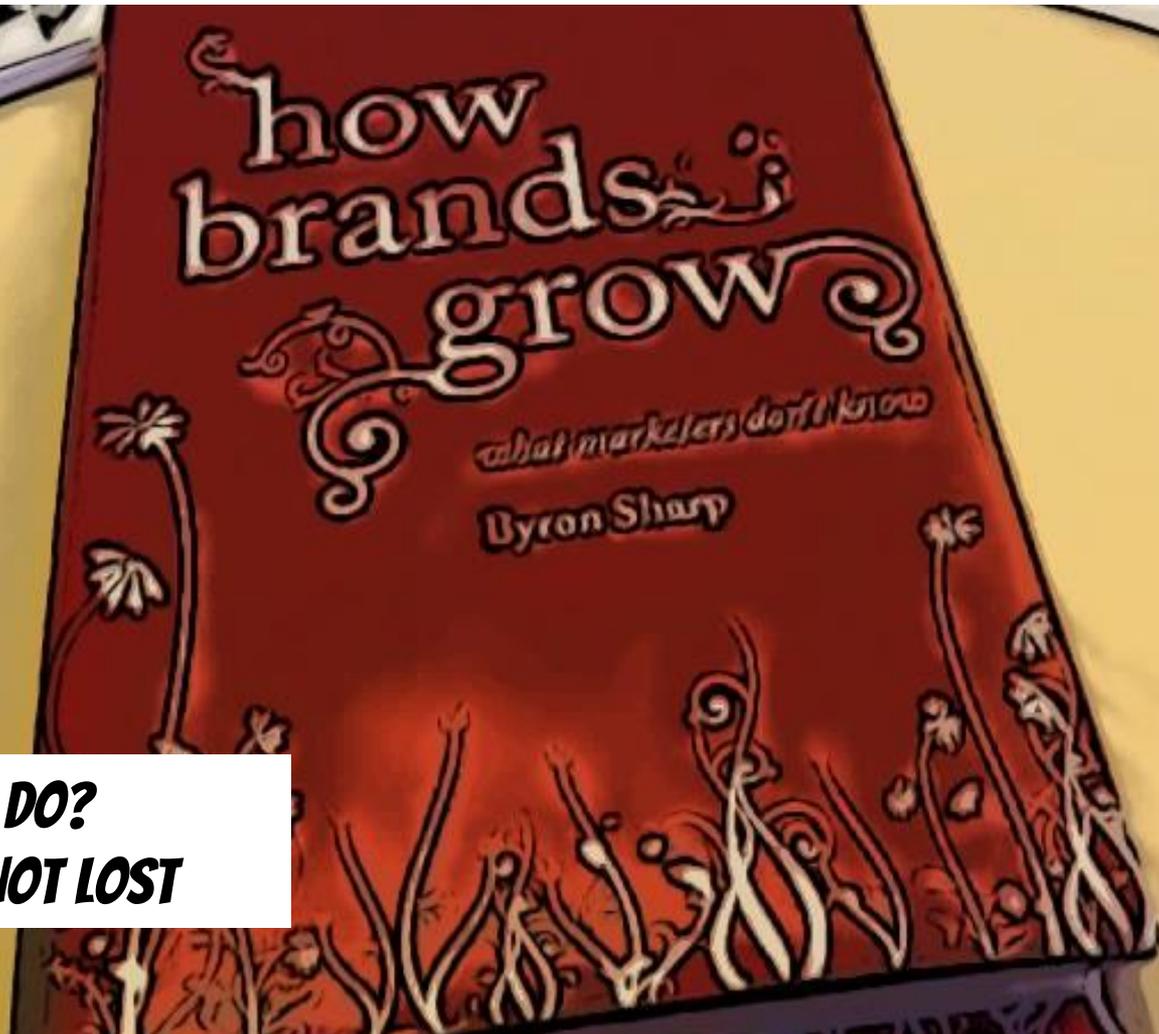
**BECAUSE IT STILL ENCOURAGES THOSE WHO WON'T BUY AT FULL PRICE ALONE  
LEADING TO THE SAME VICIOUS CIRCLE -IT'S STILL BRIBERY**

**ALSO, THOSE THAT TEND TO NOTICE A BRAND'S MARKETING  
ARE THE ONES WHO ALREADY BUY  
PROMOTIONS ARE MOSTLY PICKED UP BY PEOPLE ALREADY  
LOOSELY INTERESTED IN BUYING YOU**

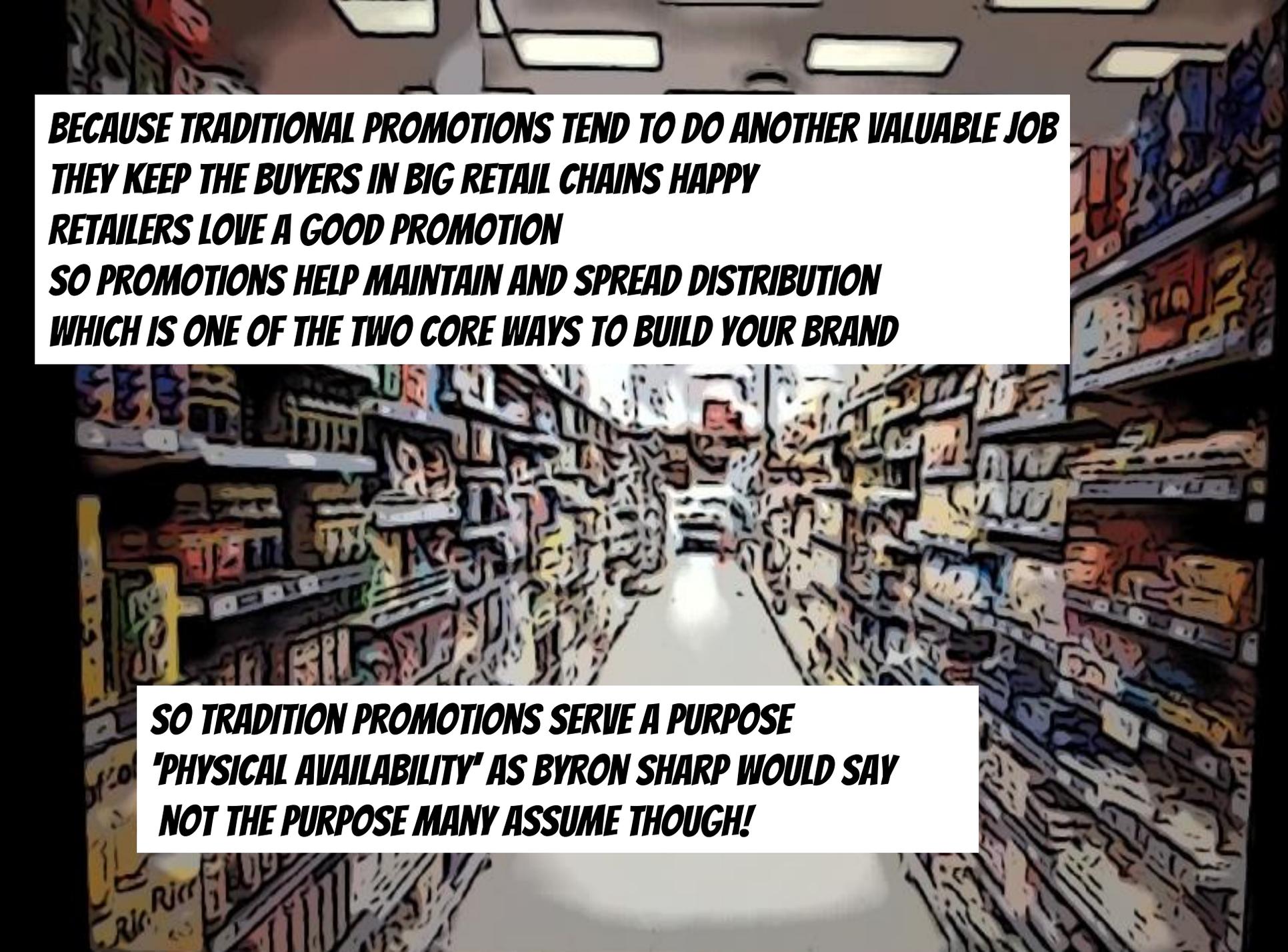
**OF COURSE, THIS IS FINE FOR SOME  
BECAUSE THEY'RE HAPPY TO 'BUILD LOYALTY'**

**BUT 'BUILDING LOYALTY' IS MOONSHINE.....**

**BECAUSE THE ROUTE TO BRAND GROWTH IS NOT LOYALTY  
ITS PENETRATION. ATTRACTING NEW BUYERS  
THERE ISN'T TIME TO GO THROUGH THE CONSIDERABLE EVIDENCE HERE  
JUST READ BYRON SHARP'S 'HOW BRANDS GROW' - IT'S AN EYE OPENER  
AND SUPPORTS THE WIDER ARGUMENTS IN THIS PRESENTATION TOO**



**SO WHAT TO DO?  
WELL ALL IS NOT LOST**



**BECAUSE TRADITIONAL PROMOTIONS TEND TO DO ANOTHER VALUABLE JOB  
THEY KEEP THE BUYERS IN BIG RETAIL CHAINS HAPPY  
RETAILERS LOVE A GOOD PROMOTION  
SO PROMOTIONS HELP MAINTAIN AND SPREAD DISTRIBUTION  
WHICH IS ONE OF THE TWO CORE WAYS TO BUILD YOUR BRAND**

**SO TRADITION PROMOTIONS SERVE A PURPOSE  
'PHYSICAL AVAILABILITY' AS BYRON SHARP WOULD SAY  
NOT THE PURPOSE MANY ASSUME THOUGH!**

**BUT WE CAN DO MORE - BY LOOKING AT THE OTHER ROUTE TO GROWTH TOO  
'MENTAL AVAILABILITY' - BEING THE BRAND PEOPLE EASILY REMEMBER AND  
FEEL GOOD ABOUT, WITHOUT THINKING TOO HARD**

**NOT SHORT TERM SALES,; LONG TERM GROWTH BY ATTRACTING NEW BUYERS  
BY PUNCTURING THEIR INDIFFERENCE  
THROUGH NOT JUST 'SAYING' SOMETHING INTERESTING  
BUT DOING SOMETHING INTERESTING**





***AND THE IPA DATABANK TELLS US THAT CAMPAIGNS BUILT ON 'FAME' STRATEGY  
ARE THE MOST EFFECTIVE***

***THEY RAISE QUALITY PERCEPTIONS***

***BY MAKING THE BRAND BE SEEN TO LEAD THE CATEGORY***

***BY GETTING TO THOSE PEOPLE WHO JUST DON'T CARE***

**HOW?**

**FIND THE CONNECTION BETWEEN:**

- 1. WHAT THE PEOPLE YOU'RE SELLING TO CARE ABOUT**
- 2. AND WHAT THE BRAND CARES ABOUT**

WHAT  
THE  
BRAND  
CARES  
ABOUT

X

WHAT  
CUSTOMERS  
CARE  
ABOUT

**RATHER THAN FOUNDING YOUR ACTIVITY ON A 'JUST A MECHANIC'  
FOUND IT ON A PROVOCATIVE POINT OF VIEW ABOUT WHAT YOU BOTH CARE ABOUT  
THAT THEY CAN GET INVOLVED IN. THAT WILL BE INFECTIOUS  
THAT WILL GET THEM TALKING. THAT ADDS TO THE EXPERIENCE  
THAT AMPLIFIES THE BRAND'S ROLE IN THEIR LIVES**



**SO THEY WANT TO SHARE IT WITH EVERYONE THEY KNOW  
AND MAKE SURE YOU GIVE THEM THE TOOLS TO DO THAT  
IN OTHER WORDS, MOBILISE FANS TO REACH NEW BUYERS**

**THIS IS IMPORTANT, THIS MATTERS  
PEOPLE ARE GETTING WISE TO MARKETING- BRANDS NEED TO DO WHAT THEY SAY  
PROMOTIONS DONE WELL BUILD CREDIBILITY**

**AND SOCIAL MEDIA IS POINTLESS UNLESS WE USE THE PARTICIPATION OF THE  
ENGAGED FEW TO CAPTURE THE IMAGINATION OF THE INDIFFERENT MANY  
BECAUSE 'LOYALTY IS A FALSE GOD'  
PENETRATION IS THE ONLY STRATEGY IN TOWN**

***FOR EXAMPLE.....***

**HELP MUMS, WHO ARE ANXIOUS ABOUT KIDS PLAYING TOO MANY VIDEO GAMES, TO GET THEIR KIDS OUTSIDE**



**CONQUER  
MT ROCKY**

**CLIMB THE GIANT ROCKY BAR AND  
TACKLE THE CHOCOLATE WATERFALL**

**10AM - 11TH APRIL, 10AM - 6PM, PRE-BOOK ESSENTIAL**

**ADVENTURERS MUST BE 6+, TALLER THAN 1.1M  
NO HEELED OR OPEN TOE SHOES  
UNDER 16; MUST BE ACCOMPANIED BY AN ADULT**



**CREDIBLY  
DEMONSTRATE, TO  
PEOPLE WHO WOULD  
RATHER BE OUTSIDE,  
THAT ORIGINAL SOURCE  
IS WORTH GETTING  
DIRTY FOR**



**ORIGINAL SOURCE**

**ONE... TWO... THREE... GO!**

**HH**  
ADVENTURE CHALLENGE SERIES 2009/10

**WIN!**  
WHAT A LOVELY WORD!  
FREE ENTRY FOR YOUR TEAM,  
AND THE TOP PRIZES ARE...  
FREE ENTRY FOR ONE LUCKY TEAM OF 3 PER RACE - PLUS WE'LL GIFT EACH TEAM MEMBER GUY WITH A GLASSING OS RUNNING TOP AND SOME ORIGINAL SOURCE GOODIES  
RUNNER-UP PRIZES...  
THREE ORIGINAL SOURCE RUNNING TOPS PER RACE ALONG WITH A GENEROUS CLUTCH OF OS STUFF TO KEEP YOU GOING.  
ENTER THE COMPETITION

**EVENT DATES**  
SUN 18<sup>TH</sup> OCT - HAMPSHIRE  
SUN 6<sup>TH</sup> DEC - HEMLEY SURREY  
SUN 23<sup>RD</sup> JAN 2010 - FIBERGLASS SLABBY  
SUN 23<sup>RD</sup> MAR 2010 - CLUNDA

Quick! Ring round your mates and rellies - you're going to need a team of three for this mad and muddy caper.

Think of people who don't mind getting their hands, face, arms, legs, feet and torso dirty. The types who are up for off-road running, mountain biking, kayaks canoeing and a right good giggle.

They can be male, female or even a bit a both - don't! And while none of you need be Olympians, you'll have enough puff to run 10km and, between you, cover 20km in the saddle and about 1.5km on the water. (We'll also be chucking in another couple of challenges. But we'll tell you about those on the day!)

Finally, your fellow team members will need a serious appreciation of breath-taking countryside and a dispoor! good sense of humour. Oh, and they'll need to be free at some point between 19th October 2009 and 21st March 2010 (depending on which of the four stunning locations you choose to take the challenge in.)

So, who's as crazy as you?!





LOG IN WITH FACEBOOK

**SIGN UP**

HOME **HOW TO PLAY**

# LONDON IS YOUR GAMEBOARD

GRID GOES LIVE AT  
**6PM FRIDAY 22 OCTOBER**  
48 POSTCODES  
12 NORTH, 12 SOUTH, 12 EAST, 12 WEST.

YOU WILL HAVE  
**15 DAYS**  
TO RUN YOUR CITY

**READ THE FAQs** ▶



**GET RUNN**  
No walking. No  
Cheat and you'l



**RUN BETWEEN PHONE BOXES**

There are Grid phone boxes in every postcode. Find one. Dial **08000 141312** and enter your unique game code to start a run.



**START AND END IN THE SAME POSTCODE**

Get to another Grid phone box and dial in to end your run.  
EC1 to EC1 counts. EC1 to EC2 doesn't count.

n6 n19 n4  
nw3 nw5 n7 n5 n16 E5



Orange Film Studios

### Mr Dresden

"I urge you to check back hourly, in anticipation of the single greatest event ever to grace this tiny, jeweled orb we call Earth. Burn the 27th of March in to your eyeballs. I did."



**INCREASE PENETRATION AMONGST A YOUNGER DEMOGRAPHIC, BY CREDIBLY TAPPING INTO THEIR INTEREST IN CINEMA**

2 cinema tickets for the price of 1, every Wednesday



Text: film to 241  
[www.orange.co.uk/film](http://www.orange.co.uk/film)



The background of the slide is a stylized, high-contrast illustration. It depicts a hand holding a pen, with a barcode visible in the background. The style is reminiscent of a graphic novel or a digital art piece, with bold lines and a limited color palette of reds, browns, and greys.

## ***IN CONCLUSION***

***TRADITIONAL PROMOTIONS ONLY BUILD SHORT TERM SALES  
WITH PEOPLE WHO ALREADY BUY YOU  
AT BEST, THEY HELP WITH DISTRIBUTION***

***HOWEVER, THEY CAN GET THE BRAND NOTICED  
FOR WHAT IT DOES, RATHER THAN WHAT IT SAYS  
AND INSPIRE THOSE ALREADY ENGAGED TO PARTICIPATE  
TO HELP US REACH INDIFFERENT MANY  
THE LIFEBLOOD OF BRAND GROWTH***



***THAT'S ALL FOLKS***

# ***FURTHER READING***

***HOW BRANDS GROW , BYRON SHARP***

***[HTTP://WWW.THINKBOX.TV/SERVER/SHOW/NAV.1005](http://www.thinkbox.tv/server/show/nav.1005)***