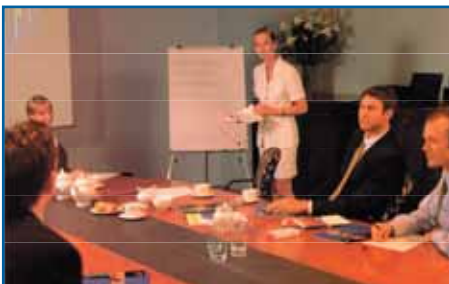


## “Improving Effectiveness of Consumer Promotions” Course

### PROGRAMME OBJECTIVES:

- To improve the strategic and tactical effectiveness of consumer promotions and their cost efficiency.
- To show and discuss many examples of consumer promotional strategies and tactics to maximise the learning process.
- To help develop a common marketing culture, a shared sense of purpose and to gain a more international marketing perspective.
- To have a beneficial, challenging and enjoyable marketing training and development experience for your team.



## RSA VISION STATEMENT

*“To be the most valued by those who most value high quality marketing training.”*

### YOUR QUESTIONS ANSWERED

#### Who will Benefit?

- All your marketing team - up to and including Marketing Manager level - plus Marketing Services, Export Marketing, Trade Marketing and Promotions Agency counterparts.
- Course is ideally suitable for marketers who are relatively new to their jobs.

#### Attendance Numbers?

- From 6 up to a maximum of 18.

#### Length of Programme?

- The content, as outlined, is covered over one full day, but the Programme is of a modular design to meet client's Objectives.

#### Programme Venue?

- Client's decision and cost, but RSA will provide suitable advice, a Course Planning Guidelines Checklist of training requirements and a suggested participant's Joining Instructions Letter.

#### What learning methods are used?

All RSA marketing training is delivered on a confidential in-company basis. This results in the content being covered in greater depth than “open” courses, with the marketing training geared to a client's specific objectives, culture and budget. Frequent showing of many consumer promotions examples (including from client), relevant case studies, inter-active open discussion and working in syndicate groups/teams are used.

Full summary handouts of all presentation slides (on Power Point) are issued after each training session. Printed documentation in RSA binders, Glossary of Marketing Terms, Reading List and Attendance Certificates are also issued. Participant evaluations are completed at end of the programme. Full de-brief feedback analysis meeting is held with client after Programme is fully completed.

### WHO WILL LEAD AND DELIVER THE MARKETING TRAINING?



Richard Suthons

All RSA marketing training is devised, produced and delivered by Richard Suthons, Managing Consultant of Richard Suthons Associates.

Richard founded RSA in August 1994, following over 25 years senior marketing experience with Cadbury Schweppes, Kenco Coffee, Premier Brands, General Foods, Kraft Foods and Maxpax International.

Richard is a highly experienced and skilled marketing training consultant, who has now delivered 400+ marketing Workshops in the UK, USA, Europe, Asia, Middle East and Africa, to 3,500+ marketers, from 78 countries. This equates to 8,500+ delegate-training days, from 60+ major companies, with an average 93%+ “Very Good” participant evaluation return.

Richard is a Chartered Marketer of the Chartered Institute of Marketing, Member of the Institute of Directors, and Member of the Chamber of Commerce.



# WHAT WILL PARTICIPANTS LEARN FROM THIS PROGRAMME?

## STAGE 1:

- What makes an effective promotion?
- Effective promotions - both Strategic and Executional
- Marketing Principle of effective Promotion
- Main reasons for Promotions
- Definition of Promotion
- History of Promotions
- Why Promotions are so popular today
- Why consumers like Promotions
- Five Key Promotional Strategies
- Trial; Loading; Continuity; Usage; Image
- What Tactics & Techniques can we choose?
- Immediate vs. Delayed reward technique timings

- Examples of Coupons; Special Packs; Sampling & Trial; Sweep stakes & Competitions; Refunds; Price Offs; Through Mail Premiums; Intangible Promotions; Trade Deals
- Matching Strategies to Tactics - Syndicate Exercise
- Five Purchase Behaviour Categories
- Loyal Users; Competitive Loyals; Switchers; Price Buyers; Non Users
- Purchase Behaviour - Strategies vs. Tactics Matrix

## STAGE 2:

- Product Lifecycle Model
- Promotional strategy to fit Product Lifecycle position
- Assessing your brand strength
- Adding permanent and temporary value
- Promotions Purpose in Marketing Mix
- Do we need to Attack, Defend or Brake?
- What should be included in the Promotions Briefs?
- Situation Analysis; Purpose; Objectives; Strategy; Tactics; Timing; Budget
- Syndicate exercises on devising an effective Promotions Brief, based on four different Case Studies

## STAGE 3:

- What should be included in Promotion Evaluation process?
- RSA Consumer Promotion Evaluation Form
- Different Promotion Objectives of Retail Trade and Manufacturers
- Promotions - Critical Success Factors
- CSF - Substance; Emotional Appeal; Awareness
- Promotions - Critical Failure Factors
- Code of Promotion Practice
- Pan European Promotions
- Golden Rules of Promotions
- Questions on effective Promotions
- Summary of Critical Success Factors
- Give your Promotions SMILE



## WHAT DO SOME CLIENTS SAY ABOUT RSA? . . .

"Thank you again for everything - it really was a very good two days. The feedback, which I received, was all very good. Everyone liked very much to get some deeper marketing thinking and to hear your outside opinions. You were able to make it interesting for all. Thank you again."  
EUROPEAN BRANDS MANAGER - for leading global petcare and snackfood company

"Over the last year Richard has devised, developed and delivered twenty "Profitable Promotions" Workshops throughout the UK. We have been very pleased and satisfied with Richard's overall management and delivery of these Workshops. The successful rating well reflects his preparation, organisation, delivery and professionalism to each Workshop, as well as his ability to successfully adapt each Workshop to contrasting and challenging audiences."  
COMMERCIAL MANAGER - of one of the UK's leading (4000+) pub leasing companies

"For over six years RSA have provided training services for us. During this time over 1,150 marketing participants have attended Richard's courses. Richard's on-course written evaluations averaged +93% "Very Useful" and verbal delegate feedback has always been highly positive. We recommend his company to you."  
INTERNATIONAL MARKETING TRAINING DIRECTOR - of biggest packaged goods company in the world

"Thank you very much for the excellent presentation you gave the Sales Promotion delegates. It was really interesting and I learned a lot."  
SALES PROMOTION MANAGER - of leading global optical company

"We train the marketing teams to meet the challenges of tomorrow - your success is our success."  
- RICHARD SUTHONS

For more information - on a totally non-commitment and confidential basis - contact Richard or:



**RICHARD SUTHONS ASSOCIATES**  
MARKETING TRAINING & CONSULTANCY SOLUTIONS



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