



CHAPTER 1: OVERVIEW

TRADE MARKETING

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OBJECTIVES

- 1 An understanding of trade marketing definition and role.
- 2 The difference between Brand Marketing & Trade Marketing
- 3 4Cs model of Trade Marketing



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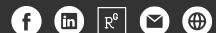


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1 DEFINITION OF TRADE MARKETING

Trade marketing is **the process of organizing, managing and controlling activities** in order to create the ability and achieve the goal of most effective consumption of **an organization's products** on the basis of satisfying the needs in the best way of **producers, traders and consumers**.

(PGS.TS Nguyễn Xuân Quang, 2007, 8)



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THE IMPORTANCE OF TRADE MARKETING

“

**HOW MANY TRADITIONAL MARKETS,
GROCERIES, SUPERMARKETS,
CONVENIENCE STORES AND MALLS
ARE THERE IN VIETNAM?**



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THE IMPORTANCE OF TRADE MARKETING

~9,000

TRADITIONAL MARKETS

1,4 MILLIONS

GROCERIES

1,167

SUPERMARKETS

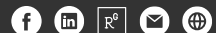
6,735

CONVENIENCE STORES

254

MALLS

(According to the statistics of Nielsen, Ministry of Industry
and Trade and Q&Me, 2021)



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2 THE IMPORTANCE OF TRADE MARKETING

#4

Shows intent to commit to success.

#1

Creates a strong relationship between manufacturer and retailer.

#3

Compliments above the line marketing, therefore reinforcing the brand message with the consumer.

#2

Allows the product to have a loud voice to customers, which may or may not match other brands in the category.

THE
IMPORTANCE



According to Ceuta Healthcare, 2021



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3 THE DIFFERENCE BETWEEN TRADE MARKETING & BRAND MARKETING

Trade Marketing

WIN IN **STORE**

- Trade Marketing performs activities related to Shoppers (buyers).
- For example: product promotion, discount, display,

Brand Marketing

WIN IN **MIND**

- Brand Marketing are activities that are usually focused on consumers.
- For example: TVC advertising, event, PR, social,...



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WHO PARTICIPATES IN TRADE MARKETING?

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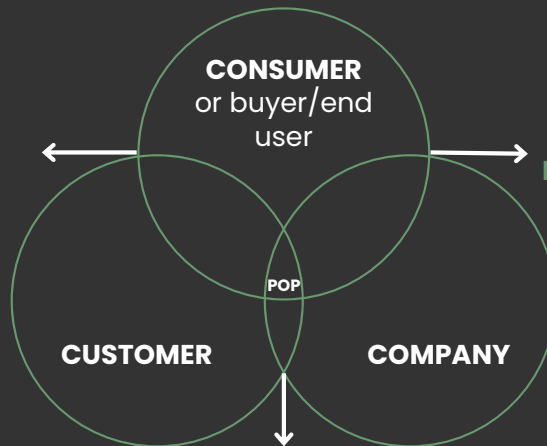
**DISTINGUISH THE FOLLOWING CONCEPTS:
CONSUMER, SHOPPER, CUSTOMER, END-USER**



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**SHOPPER
MARKETING**

**BRAND
MARKETING**



**TRADE
MARKETING**

**CUSTOMER
MARKETING**



According to Guide, S. (2019, November 26). 4Cs Model of Trade Marketing | Marketing & Sales | Startup Founder & Entrepreneur | RBNC. YouTube.



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4Cs MODEL OF TRADE MARKETING

Customer Development

Channel Development
Trade Discount Policy
Loyalty Program
Customer Events

C1

C2

Category Development

Penetration Strategy
Portfolio Strategy
Pack-size strategy
Pricing Strategy

Company Engagement

Sales forecast, target
Sales brief
Visibility/Display Contest
Penetration Contest

C4

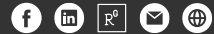
C3

Consumer Engagement

Consumer Promotion
Merchandising
Point of Sales Material (POSM)
Point of Purchase (POP) Activation



According to Guide, S. (2019, November 26). 4Cs Model of Trade Marketing | Marketing & Sales | Startup Founder & Entrepreneur | RBNC. YouTube.

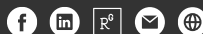


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THE END



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