



CHAPTER 3: CONSUMER ENGAGEMENT

TRADE MARKETING

DINH Tien Minh (Ph.D.)



1



OBJECTIVES

- 1 An understanding of components of consumer engagement strategy
- 2 Applying knowledge to practical situations



2



TABLE OF CONTENTS

- 1 Consumer Promotion
- 2 Merchandising
- 3 Point of Sales Material (POSM)
- 4 Point of Purchase (POP) Activation



3



COMPONENTS OF CONSUMER ENGAGEMENT STRATEGY

This strategy is also known as **Point of Sale Marketing for shoppers**. These are the in-store activations that drive/change purchasing decisions including:

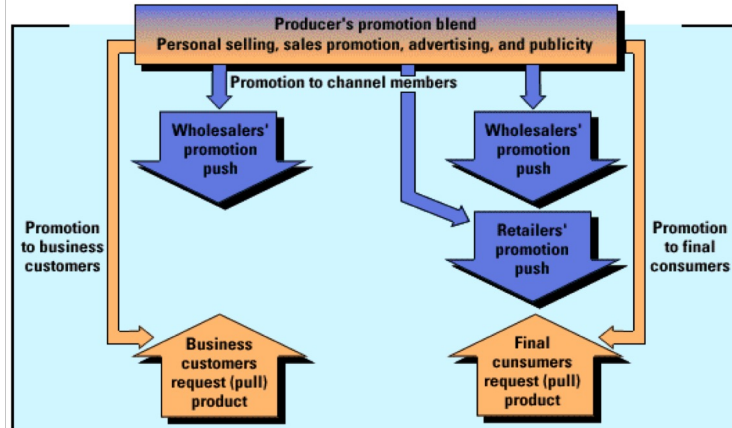
- Shopper/Consumer Promotion
- Merchandising/Physical displays
- Point of Sales Material (POSM)
- Point of Purchase (POP) Activation



4

1 PUSH AND PULL STRATEGY

EXHIBIT 14-8 Promotion May Encourage Pushing in the Channel, Pulling by Customers, or Both



5

INSIGHT

Definition: Shopper Insight is the inner thoughts and motivations of shoppers – things that will directly affect their behavior at the point of sale.

Understanding these insights will help brands optimize sales promotion activities.



6

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CONSUMER PROMOTION

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LIST THE TYPES OF CONSUMER PROMOTION YOU'VE KNOWN?



7

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CONSUMER PROMOTION



SAMPLES ARE OFFERS OF A TRIAL AMOUNT OF A PRODUCT. **SAMPLING IS THE MOST EFFECTIVE** – BUT MOST EXPENSIVE – WAY TO INTRODUCE A NEW PRODUCT OR CREATE NEW EXCITEMENT FOR AN EXISTING ONE.



8

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CONSUMER PROMOTION



COUPONS ARE CERTIFICATES THAT SAVE BUYERS MONEY WHEN THEY PURCHASE SPECIFIED PRODUCTS.



9

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CONSUMER PROMOTION

CASH → **BACK**

REBATES (OR CASH REFUNDS) ARE LIKE COUPONS EXCEPT THAT THE PRICE REDUCTION OCCURS AFTER THE PURCHASE RATHER THAN AT THE RETAIL OUTLET. THE CUSTOMER SENDS PROOF OF PURCHASE TO THE MANUFACTURER, WHICH THEN REFUNDS PART OF THE PURCHASE PRICE BY MAIL



10

1 CONSUMER PROMOTION



ADVERTISING SPECIALITIES, ALSO CALLED PROMOTIONAL PRODUCTS, ARE USEFUL ARTICLES IMPRINTED WITH AN ADVERTISER'S NAME, LOGO OR MESSAGE THAT ARE GIVEN AS GIFTS TO CONSUMERS.



11

1 CONSUMER PROMOTION



CONTESTS, SWEEPSTAKES AND GAMES GIVE CONSUMERS THE CHANCE TO WIN SOMETHING, SUCH AS CASH, TRIPS OR GOODS, BY LUCK OR THROUGH EXTRA EFFORT.



12

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CONSUMER PROMOTION



EVENT MARKETING MAY BE **THE FASTEST-GROWING AREA OF PROMOTION**. EFFECTIVE EVENT MARKETING LINKS EVENTS AND SPONSORSHIPS TO A BRAND'S VALUE PROPOSITION.



13

2

MERCHANDISING

Retail merchandise planning is **a way to select, manage, purchase, display, and price merchandise** in an efficient way that ensures you have the right products available at the right time. By doing so, you **increase your potential for a maximum return on investment (ROI)**. You also cut down on excess inventory, and maintain — and build — goodwill and your reputation with customers who know you'll have what they want when they want it.



14

2

MERCHANDISING

The benefits of retail merchandise planning include:

- Fewer markdowns of excess/outdated/depreciated stock and increased revenue due to the right products being available
- Increased inventory turnover and decreased inventory carrying costs in the warehouse due to a reduction in unwanted inventory
- Fewer out-of-stock situations and unsatisfied customers
- Increased ROI due to strategically ordering the products that generate the most revenue



15

STEPS INVOLVED IN RETAIL MERCHANDISE PLANNING

1

PERFORM A POST-SEASON ANALYSIS

2

FORECAST SALES

3

PLAN AND IMPLEMENT THE ASSORTMENT

4

CONTROL MERCHANDISE



16

3

POP & POS

POS Point of sale	POP Point of purchase
where the producer will introduce, display and sell the product to the buyer.	is a place for consumers to learn, choose products and buy.

In the retail environment, **this point is likened to the side of a coin**. POP is said from the buyer's point of view, POS is said from the seller's point of view. They differ in needs and purposes when standing from the perspective of two objects, the buyer and the seller.



17

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CAN YOU NAME IT?



18

3

5 COMMON TYPES OF POSM



Standee is **one of the most popular types of POSM** because of its ease of use. The standees are usually designed in the form of a "tripod tripod" and a sheet (tarpaulin, fabric, paper... showing advertising information). Standee is often placed at the entrance of stores, showrooms, or next to booths, in events... **Standee content often refers to a promotion, sale off, certain event.**



19

3

5 COMMON TYPES OF POSM



What **the wobblers** have in common is that there is always a support underneath the advertising faces. They are also often placed on display shelves at points of sale, to **help customers easily identify the product locations** they are looking for, as well as **contribute to increasing brand awareness.**



20

3 5 COMMON TYPES OF POSM



Booth is a special form of POSM, structured like a booth and designed with the characteristics of a certain brand. In addition to the function of **providing a sales and display space for a POS**, the booth also **supports in advertising images**, brands of brands, products... We can easily see booths at fairs. Exhibitions, events, amusement parks, supermarkets, commercial centers...



21

3 5 COMMON TYPES OF POSM



Hangers and items are used to hang on display shelves. The design of the hanger is also quite diverse, some hangers are also designed in the form of bags that can hold products.



22

3

5 COMMON TYPES OF POSM



Tester (also known as sampling, sample) is a sample of a certain product, usually found at supermarkets or commercial centers. Generally, tester is a kind of POSM that complements local consumer products such as food, drink, perfume, essential oil...



23



DINH Tien Minh (Ph.D.)

THE END



24