

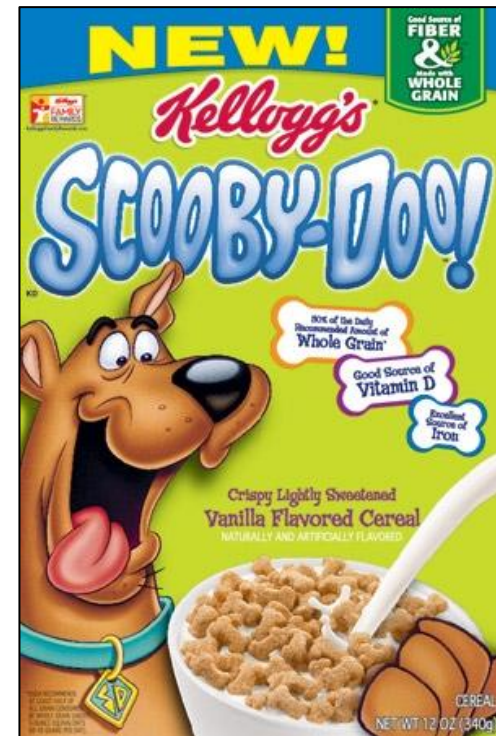
PROMOTIONAL TECHNIQUES

A crucial part of the success of new food products

Advertising

Advertising is used to tell consumers about a new product and to convince them to purchase it. Promotion is planned to gain the attention of those consumers most likely to buy the product.

For Example; a breakfast cereal that is more suited to a woman or family is often advertised in a women's magazine and many children's breakfast cereals are advertised using fun TV characters.



Advertising Techniques

Using Jingles and Slogans

Product	Jingle/ Slogan
Red Bull	Gives you wings
Vegemite	We're happy little Vegemites
Coca Cola	Real taste, uplifting refreshment
Streets Cornetto	No boring bits

Why is this an effective advertising technique?

Advertising Techniques

Celebrity Endorsements

When an actor, sports star or other celebrity advertises a product or brand.

https://www.youtube.com/watch?v=_2smYVI0zrk

Why is this an effective advertising technique?



Children & Advertising

Children are very impressionable (easily influenced), and most children under 8 years old believe what advertisements tell them. They can get the wrong meaning from an advertisement, such as 'good to eat' or 'fruit flavoured' means 'good for me'. When celebrities sell products, children often want what is advertised and will pester their parents to spend money buying the product.

Food companies take advantage of children by placing items that are attractive to children on the lower shelves in supermarkets.

They also advertise at times when children are most likely to be watching television.