

## IN-CLASS PROJECT: JOINT PROMOTION WEEK 14



Please:

1. Select two (or more) brands that can both benefit from doing a *joint* promotion—that is, a promotion in which (1) **both brands are involved** and (2) **each brand gets more out of the deal than it would get by using the same resources on an independent promotion**. You may want to consider an idea that addresses the current quarantine situation, but you can also propose an idea for more ordinary times. Some potential ways this type of synergy could come about:
  - a. Resources available by pooling contributions allows for a *larger scale campaign* that promotes both brands, each getting more attention than it would get from a smaller, independent campaign. For example, more expensive celebrities could be engaged or an event could be made to accommodate more people.
  - b. The *combination* of the two brands creates an interest among potential customers, bringing about greater attention to advertising and/or other aspects of the campaign, with possible viral and word of mouth (WOM) effects.
  - c. Each brand gains access from the other brand to a *group of customers it has not widely accessed before*.
  - d. Both brands *benefit from a “rub-off” effect from the other* (e.g., Apple benefits from an association with an upscale hotel chain catering primarily to business travelers; the hotel chain takes on a “hip” association with Apple).
  - e. One firm benefits from being *associated with a well known and/or highly regarded brand* as it gives away samples of its product and the other brand benefits *from being able to provide these valuable samples to its customers as a gift*.
  - f. The *combination helps one or both brands reduce a reputational problem* (e.g., Barbie joins forces with a university to get girls to think about college early. Barbie benefits from an emphasis on achievement rather than just looks and the university benefits from getting potential future students to form an attachment to the institution at an earlier age, providing for better planning and sustained interest over time)
  - g. When customers are induced to use two complementary products together, they will be *more frequently used* (for disposable goods—e.g., food and beverage products) or get *more favorable word of mouth* (for durable products—e.g., two computer hardware products).

- h. The combination of the two brands will make them *stand out from competing brands* in their respective categories, resulting in greater “*top of mind*” awareness and potentially serving as a trigger on purchase occasions.
2. Identify a *form* of or approach to the joint promotion:
    - a. One brand being advertised as an *ingredient* or *component* in the other (e.g., limited time Hershey’s ice cream pie at special price at Burger King)
    - b. One brand being given as a *premium*, or bonus, when the other is bought (e.g., free Dell notebook computer with the purchase of a qualifying Toyota automobile)
    - c. A *coupon* or *other incentive* for the other brand is given when the first brand is sold (e.g., coupon for free admission to Disneyland with the purchase of any United Airlines ticket priced at \$499 or more)
    - d. One brand uses the other brand’s products or services in its operations (e.g., GEICO insurance advertises that all its information technology needs are filled by Dell products)
    - e. One brand temporarily distributes the other brand (or a promotion is associated with a lasting distribution arrangement)
    - f. The two brands join forces in creating an *event* where one or both brands’ products may (or may not) be used or featured.
    - g. Other
  3. Identify some reasons why this promotion would *make sense*. E.g.,
    - a. The products are *complementary* (e.g., a gym promotes a high protein shake for muscle growth)
    - b. The products, although not strictly complementary, are likely to *appeal to similar segments* of customers. Here, a popular brand may help move consumer preference to a partnered brand in a different category—e.g., where:
      - i. Consumers already use the partner brand’s product category but now develop a preference for the partner brand (e.g., an association with Apple helps increase Evian’s market share in the bottled water category)
      - ii. An association with the partnered brand may help increase consumption of the other brand’s product (e.g., an association with Nike gets teenage girls interested in using Revlon cosmetics products on more occasions)
    - c. The brands—if not their actual products—are, in the minds of consumers, are psychologically *complementary* (e.g., Starbucks and Apple are both “hip” brands; Google and Ben & Jerry’s both emphasize social responsibility)
    - d. Other benefits illustrated in section 1 above.
    - e. The joint promotion would be otherwise “cool” and/or likely to gain attention from both individual consumers and/or the media—possibly because of the sheer incongruity of the combination (e.g., a carpet manufacturer partners with Jenny Craig).
  4. Identify what each side:
    - a. *Puts into the deal* (e.g., advertising spending, providing free or reduced price product, or money spent on special retail display space).
    - b. *Gets out of the deal* (e.g., if the benefit is primarily advertising exposure, is this exposure likely to be useful for specific purposes such as increased brand awareness, perceived brand quality, or brand image? **Please try to be as specific as possible in identifying the benefits that each side receives.**
  5. (*If time permits.*) Identify some specifics of the campaign—e.g.,
    - a. Specific advertising messages (if applicable) and media used (either generally as in “TV advertising” or ideally, more specifically such as “TV advertising on *American Idol*” or “advertising in *Men’s Health*”)
    - b. Distribution of premium (if applicable)
    - c. Target market
  6. Prepare a brief, 1-2 minute talk to the class. The whole group, one individual, or a subset of the group can speak depending on your preference. Please be prepared to go immediately when your team is called. To ensure that all teams get a chance to talk, please be concise and mindful of the time limit.