



Promo Index

(Demo version)

March, 2009




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2. Methodology and limitations

3. Key charts on:

-  Promo-environment
-  Detailed analysis of largest promo-actions
-  Promo - agencies and their clients

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Objective of the project



**TO COLLECT REGULAR AND INDEPENDENT INFORMATION ON
PROMO-ACTIVITIES RUN BY DIFFERENT PRODUCERS/AGENCIES**



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Methodology



297 sales points in 7 key Ukrainian cities were audited.

Types of promo-activities described in the research are:

Material motivations:

- 📄 Premiums: gifts for purchasing, additional product quantity
- 📄 Lottery, competitions
- 📄 Price reduction

Non-material motivations:

- 📄 Degustation, sampling
- 📄 Consultation at Point-of-Purchase

Limitations



The following promo activities were not covered:

- ❧ Promo-actions conducted in the street
- ❧ Short - term actions (1- 4 days)

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1. Objective of the project

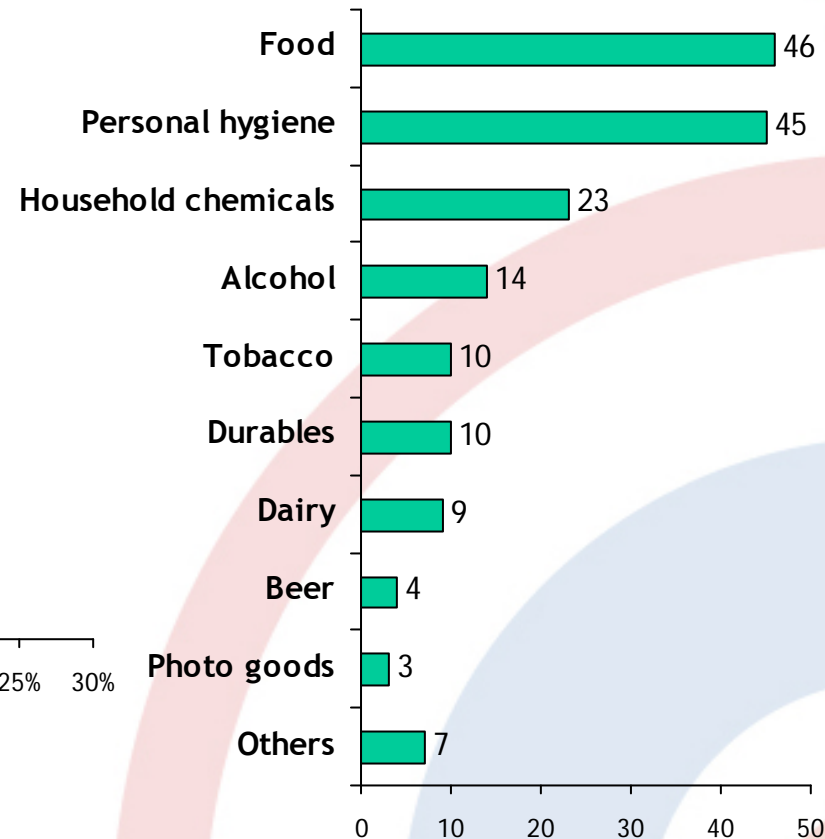
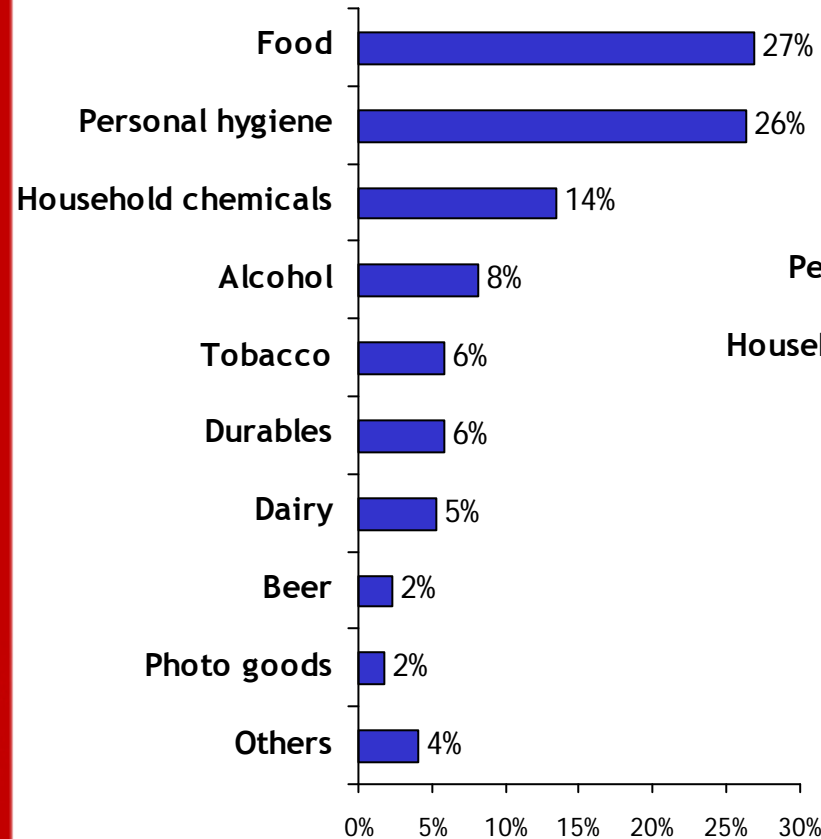
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Number of promo-actions by product category (national scale)



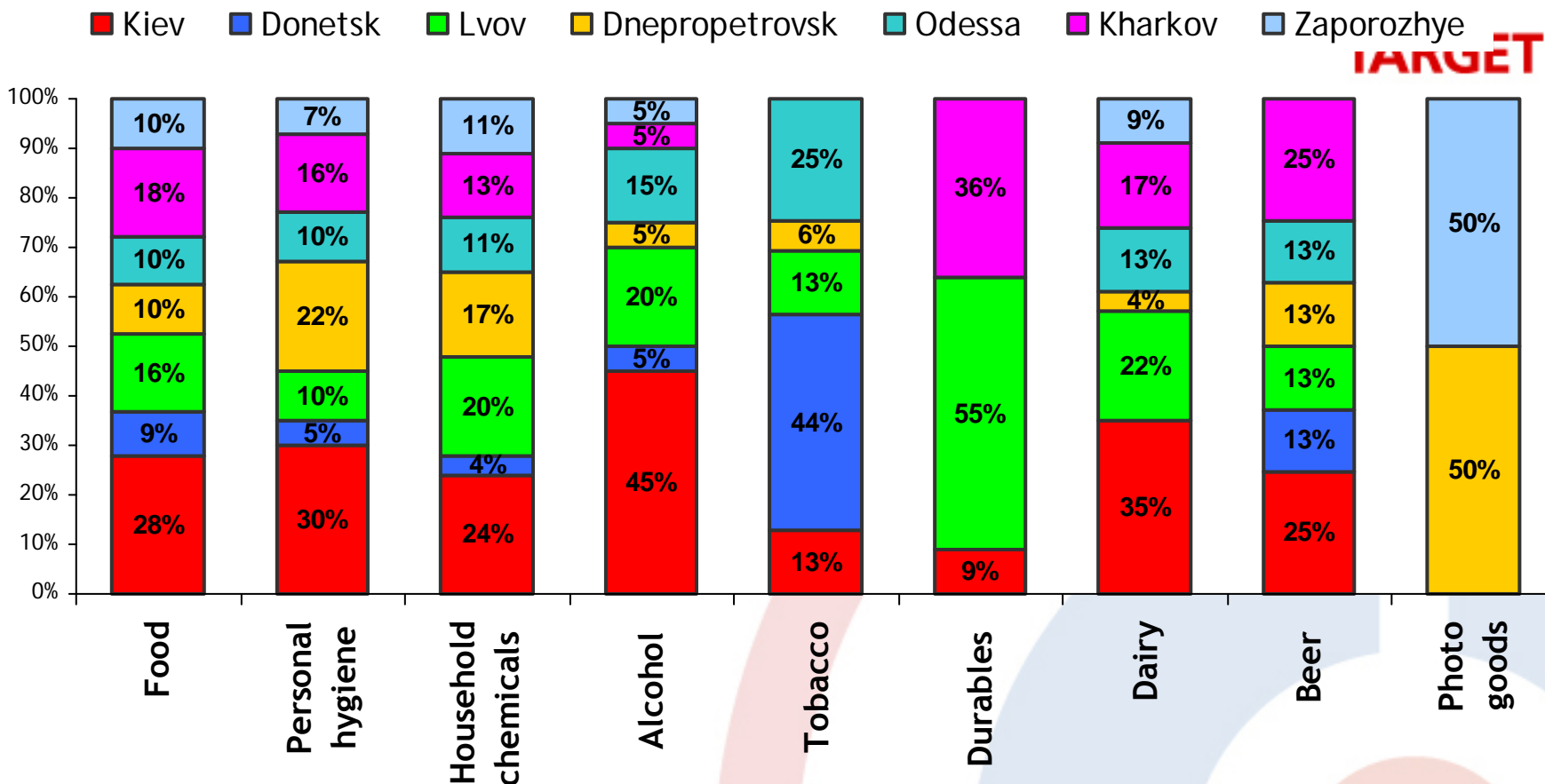
Most intensive promo activity that accounted for more than forth part of all actions was observed in Food and Personal Hygiene categories.

Number of promo- actions by product category (key cities)



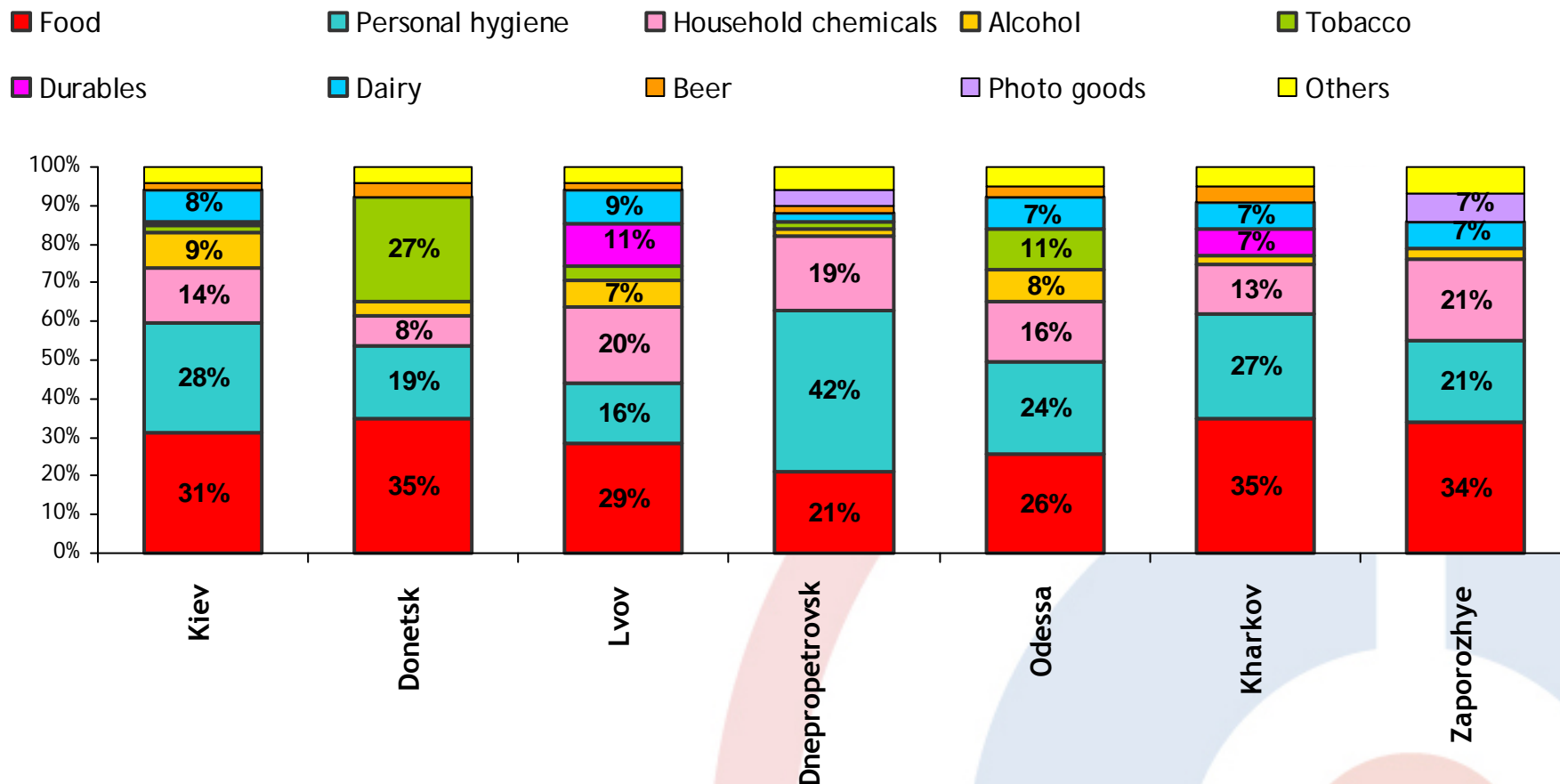
City / Category	Kiev	Donetsk	Lvov	Dnepropet-rovsk	Odessa	Kharkov	Zaporozhye
Food	29	9	16	10	10	19	10
Personal hygiene	27	5	9	20	9	15	6
Household chemicals	13	2	11	9	6	7	6
Alcohol	9	1	4	1	3	1	1
Tobacco	2	7	2	1	4	0	0
Durables	1	0	6	0	0	4	0
Dairy	8	0	5	1	3	4	2
Beer	2	1	1	1	1	2	0
Photo goods	0	0	0	2	0	0	2
Others	4	1	2	3	2	3	2

Number of promo-actions by product category (key cities)



Three categories stand out from the rest by the limited number of cities covered by promo-activity: Tobacco products (mainly Donetsk and Odessa), Durables (mainly Lvov and Kharkov) and Film products (Dnepropetrovsk and Zaporozhye).

Number of promo-actions by product category (key cities)

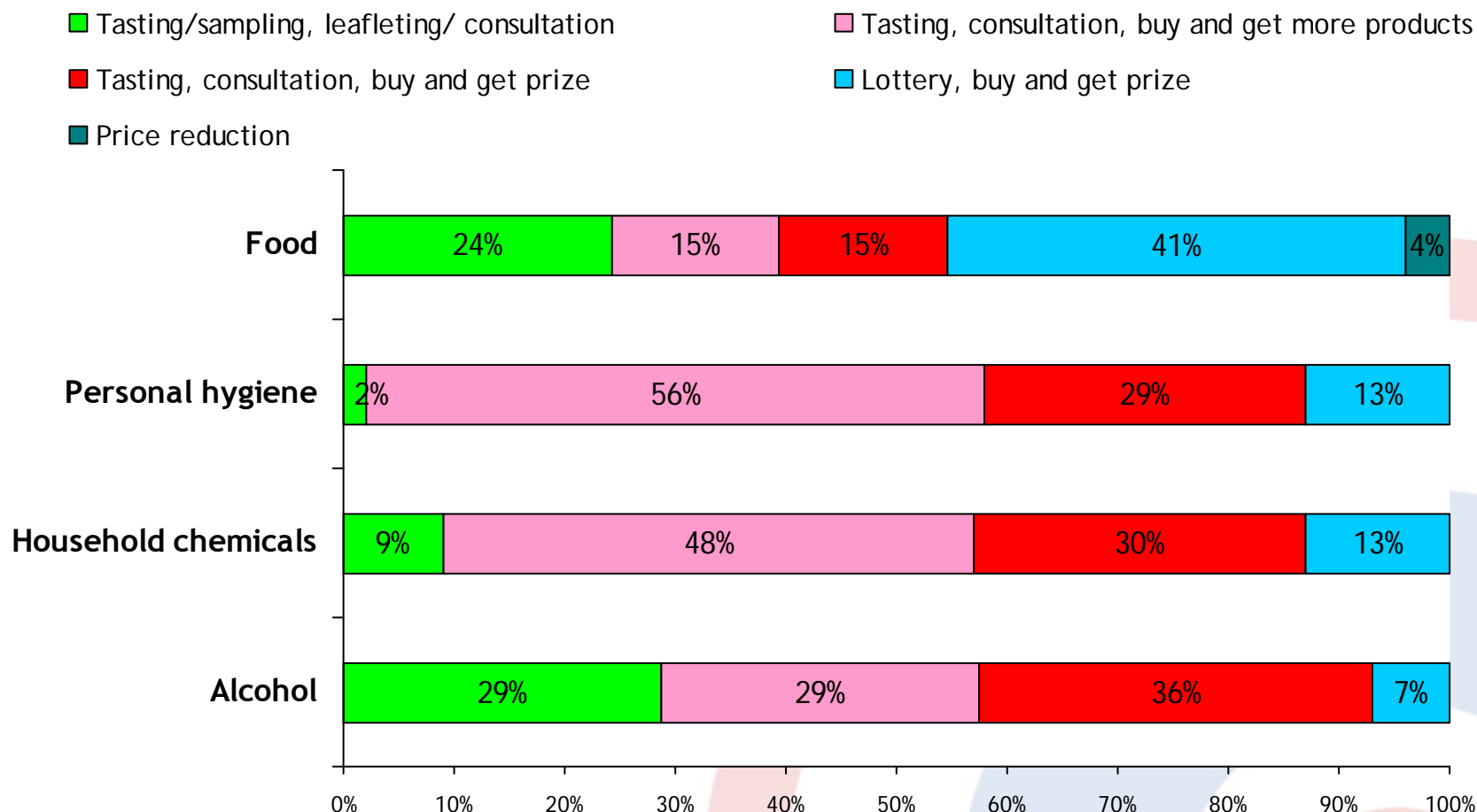


Different product categories are differently promoted by city, e.g. tobacco products are mainly promoted in Donetsk and Odessa, durables - in Lvov and Kharkov. Personal Hygiene products are heavily promoted in Dnepropetrovsk.

Product category by type of promotion (national scale)



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When organizing promo-actions, Food producers use lotteries and “buy-get prize” schemes; producers of Personal hygiene, Household chemical goods apply “buy-get more products” mechanics supported by tasting/consultation; Distillery companies use tasting/sampling, leafleting/consultation, “buy-get prize”, “buy-get more products” almost equally.

Number of promo - actions by producer/ brand within product category



Product category	Number of producers	Most active* producers	Number of brands	Most intensively promoted brands
Food	42	AVK (3)**, Fores (2), Kraft Foods (2)	45	Fores- mayonnaise (2)
Personal hygiene	24	Procter and Gamble (15), Colgate-Palmolive (4), Kimberly Clark (4), Unilever (3)	39	Blend-a-med (2), Pantene Pro V (2), Huggies (2), Always (2), Venus (2), Only you (2)
Household chemicals	8	Henkel (6), Procter & Gamble (6)	21	Ariel (2), Bref (2), Persil (2)
Alcohol	12	Knyzhiy Grad (2), Koblevo (2)	15	-

* Producer had been conducting 2 or more promotions during the researched period.

** Number of actions

The most intensive competition is in Food products and Personal hygiene categories.

Producer name vs. type of promotion by product category (national scale)



TARGET

Household chemical goods

Type of promo / Producer name	Consultation	Sampling	Consultation, buy and get prize	Buy and get more products
HENKEL	•		•	•
PROCTER AND GAMBLE		•	•	•

Personal hygiene products

Type of promo / Producer name	Consultation	Sampling	Consultation, buy and get prize	Buy and get more products	Lottery
PROCTER AND GAMBLE	•		•	•	•
COLGATE- PALMOLIVE				•	
KIMBERLY CLARK		•	•	•	
UNILEVER				•	

Producer name vs. type of promotion by product category (national scale)



TARGET

Food products

Type of promo / Producer name	Degustation	Buy and get more products	Lottery
AVK		•	•
FORES	•	•	
KRAFT FOODS			•

Alcoholic beverages

Type of promo / Producer name	Consultation	Degustation, buy and get prize	Buy and get more products
KNYAZHIY GRAD	•		•
KOBLEVO		•	•

Brand name vs. type of promotion by product category (national scale)



Household chemical goods

Type of promo / Brand name	Consultation, buy and get prize	Buy and get more products
Bref	•	
Persil	•	•

Food products

Type of promo/ Brand name	Degustation	Buy and get prize
Fores	•	•

Personal hygiene products

Type of promo / Brand name	Buy and get prize	Buy and get more products	Lottery
Blend-a-med	•		
Pantene Pro V	•		
Huggies	•		
Always	•	•	
Venus			•

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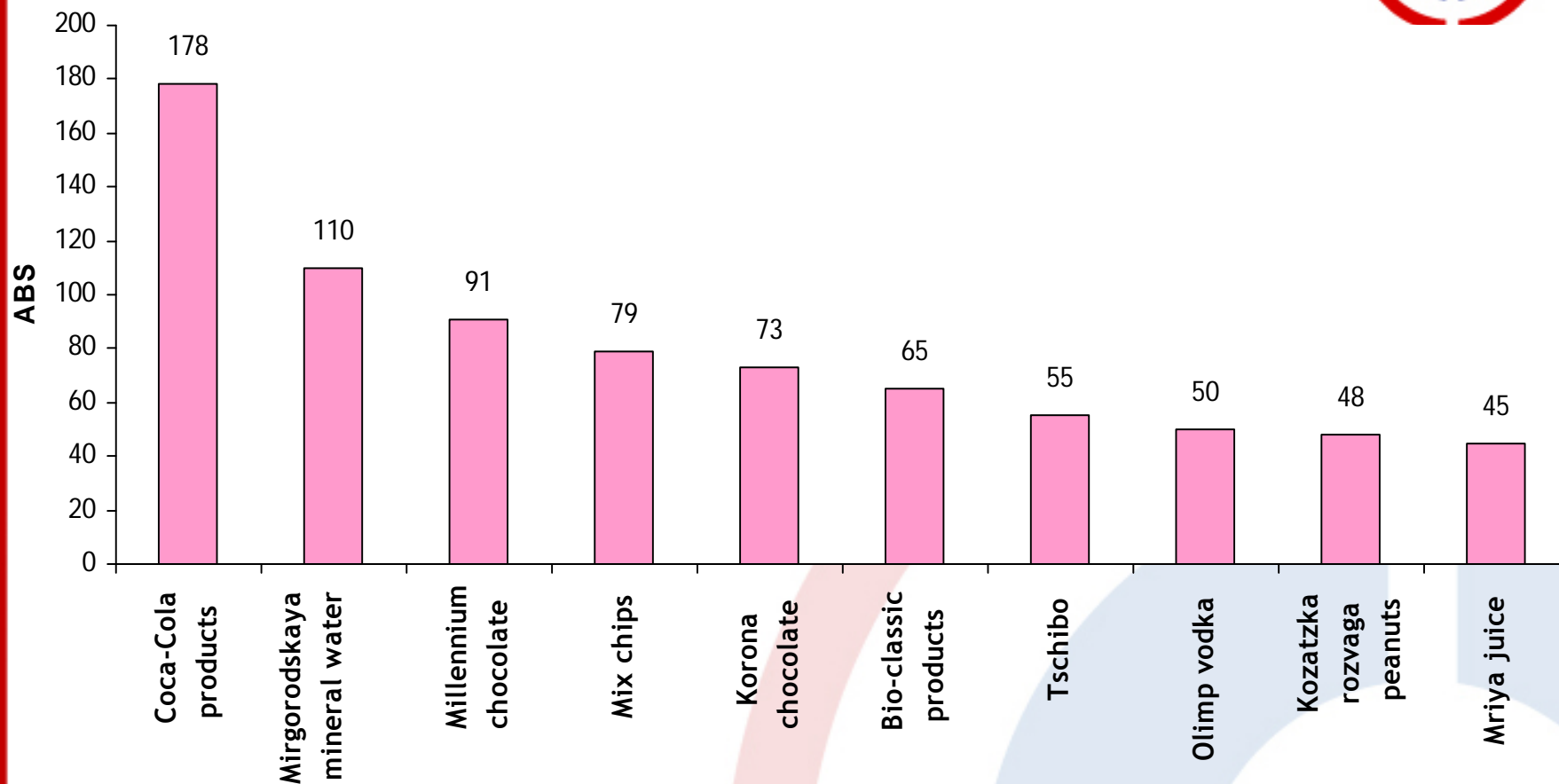
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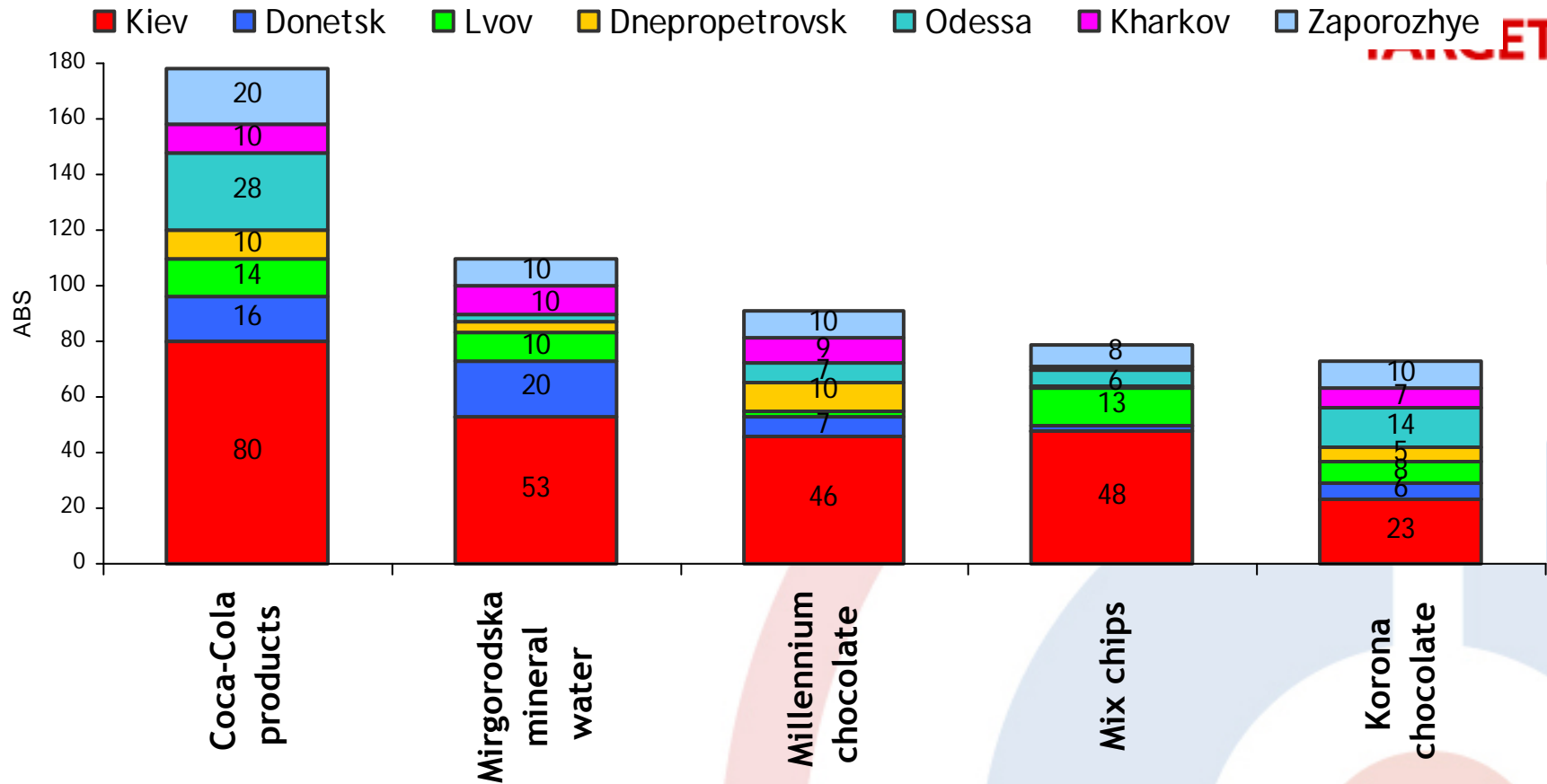
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Number of outlets covered by largest promotional actions. Top 10 (national scale)



Coca-Cola is the leader by the number of outlets covered.

Top 5 promo-actions: number of outlets covered by city (key cities)



When conducting promo-actions, the main emphasis is on Kiev.

Most intensively promoted products: Coca-Cola



- Action slogan:** Cars and millions of bottles!
- Mechanics:** Buy plastic bottle of Coca-Cola, Fanta or Sprite and check what is in the cover. You can win one of three mini-cars or one more bottle of Cola-Cola, Fanta or Sprite. Every sixth cover gives a chance to win a 0.5 L bottle.
- Duration:** July, 1- August, 1
- Coverage:** National

Most intensively promoted products: Mirgorodska mineral water



Action slogan: Collect 1,000,000 hryvnias with Mirgorodska!

Mechanics: Collect two types of covers: 1st type with numbers from 1 to 10, 2nd type - with zeros - 0, 00, 000, 0000. Make a set of two covers of different types to get the desired reward in hryvnias.

Duration: May, 20- September, 1

Coverage: National

Most intensively promoted products: Millennium chocolate bar



Action slogan: Prizes from Millennium!

Mechanics: Buy one of Millennium or Millennium Gold bar, fill in the participant's card (on the back cover) and send it onto the stated address. You can win one of 140 jewels or a mini-car.

Duration: May, 20- July, 20

Coverage: National

Most intensively promoted products: Mix chips



Action slogan: Mix - win every instant!

Mechanics: Buy three Miks packs, cut out pictures with presents and send onto the stated address. You can win one of 3672 backpacks, one of 153 calculators, one of 20 mobiles, one of 5 video cameras or one automobile.

Duration: April, 1- September, 1

Coverage: Kiev, Donetsk, Lvov, Odessa, Zaporozhye



Most intensively promoted products: Korona chocolate bar



Action logo: Win a trip to Buenos Aires with Korona!

Mechanics: Buy a bar of Korona and win the momentary prize or one of five trips to Buenos Aires. To win a trip one should send the Korona chocolate cover with one's filled in name and address onto the stated address.

Duration: June, 20- August, 20

Coverage: National

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Types of promo by agency



Agency name/ Type of promo	Degustation	Consultation	Leafleting	Buy and get more products	Buy and get prize	Lottery
Pulse	•	•		•		•
KAV Service		•			•	
Market news						•
Center of Europe	•	•				
NRG	•					
New point marketing		•			•	
Seriy kardinal	•	•	•			
TBWA/ AVA						•
TMA		•			•	
B.I.T.A.						•



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Conclusions



- Producers of products with short life cycle conduct promo-actions more often than producers of production with longer life cycle.
- Kiev is considered as the main priority in defining the coverage of a promo-activity.
- The choice of promo-mechanics depends on the product category and is product specific.
- Five out of the number of agencies providing BTL services registered in the research, namely TMA, NRG, Pulse, TBWA/AVA and New Point Marketing, work with the product categories most actively promoted.



TARGET

a l w a y s o n t a r g e t



a l w a y s o n t a r g e t