



Abstract

The nature of promotion The unicist ontology of a commercial catalyst

Peter Belohlavek

To promote is to manage to make an individual experience a product in such a way that he/she would desire it and be able to close a sales process.

It is usual to see how a promotion is used to open a sales process, as a means of communicating the advertising.

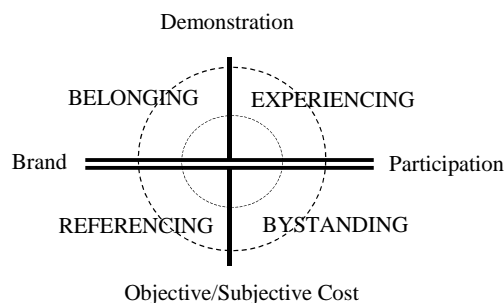
Even when that is evidently useful, especially when addressing highly segmented publics where the cost of traditional means of advertising is too high or inefficient to use.

Promotion of this kind responds to the rules and the logic of advertising.

Promotion, itself, is the process within which an individual experiences a given demonstration of a product, within a high level of participation, with a low risk of personal commitment and backed by a brand functional to the product.

The explicit objective of such promotion is that of making that the prospect becomes, even if temporarily, an actual customer.

We have modeled promotion in logical terms as follows:



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Bystanding Activity

Bystanding is the least committed method of promotion and one of the most used ones especially in fairs and exhibitions.



It allows for a development without commitment on behalf of the bystander so that any action is made, participating, clapping, whistling, shouting, or being silent, without it implying any obligation whatsoever.

It is the natural path for those products for external use whose benefits may be appreciated just by looking. It is the necessary path as well in those cultures fearful of making themselves a nuisance.

The greater difficulty lies in that there is no experiencing of the utopic aspects functional to the product or service.

Reference Activity

Another path for demonstration is the use of reference activities to get a product associated with its values.

The key to these promotion activities is the synergy of brands between one's own and that of the reference activity.

These (brands) need to be antithetic so that the objectives of associating both activities are fulfilled.

In the reference activity, since it is not natural to the participant, the individual mostly acts as an observer. Here brands potentate one another.

Belonging Activity

As with all the reference activities, but when the power of one's own brand is great, the activity of belonging makes the individual experience as of his active participation.

In activities of "belonging" the product or service is of outmost importance. If this is not possible then there is no promotion.

Experiential Activity

The experiential activity is promotion at its maximum. It is the promotion per excellence, where the individual participates in experiencing the product, which makes him, temporarily, the user of such product.

When this level of promotion is reached, a high percentage of sales closings may be achieved in the promotion itself. It requires a brand with a high ethical content (utopia) and a very pleasant experience.

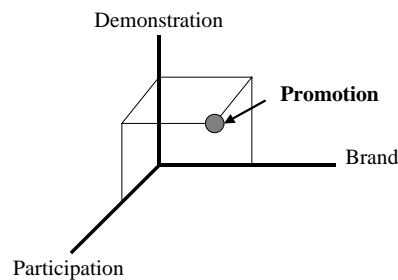
Logic of the promotion in action

The well-achieved promotion is an incidental activity and is therefore an activity that is set within a high degree of freedom, which poses great difficulties to operate with "minimum strategies".



The “minimum” (one) depends on the individual experiencing the promotion and therefore, the only thing the organizer can do is to do it right and lie waiting for the opportunity to close a deal.

Promotion, in expansive terms, implies:



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That is to say that the promotion is a demonstration, backed by a brand with a high degree of participation on behalf of the individual.

Promotion implies experience and participation so that the individual becomes the user of such product or service.

Synthesis

It may be inferred from what was stated before that there are four different types of promotions:

The Demonstration

It is the least committed of all promotions in which an individual participates in an activity developed by a third party and in which the former attends as a participating observer. The demonstration also includes the participation as a “passenger” of a given activity though never as a driver. The demonstration works well when the brand is a very powerful one and the credibility that the product enjoys is very high.

The Event Party

The event party is a demonstration element in which an event is generated for people to participate in an atmosphere of a low objective commitment but with a high subjective content.

The event party implies a very subjective experiencing of a product or service that is being promoted, as well as a very powerful link situation. It is the relationship with the most subjective elements of a brand.



The Experience

When the brand has a mean value and does not determine a purchasing action, the experience is the natural path for the individual to prioritize the product or service functional aspects.

There is no way to achieve that individuals with a high preconception dose participate in experiences. It is fundamental that the experience be the result of an individual's need.

Therefore, the experience strategy is fundamental for products of a mean brand and for innovating products (where the brand, regardless of its power, is not enough)

Experience implies the scale repetition of the product benefits in such a way that the prospect "takes it with him/her".

The Show

When the brand is not very powerful and natural participation of a given culture is low there is no alternative left but to organize a "Product-Show" as a way to promote.

The show is, no doubt, the most expensive and inefficient of all promotions, since it turns the prospect into a mere spectator, not even a bystander.

That is why an organization of this type of promotion poses the establishment of an intermediate stage for the final demonstration.

When there are only shows the results are but merely ephemeral. An additional path is required that makes those who have enjoyed the show participate in promotion or demonstration activities calling for larger commitment.

Conclusion

Much like advertising subjectively opens the marketing process, promotion closes it. But at the same time promotion is "the" commercial catalyst. Therefore promotion must be developed based on a higher level of ethic than the ethic implicit in the product.

It is fundamental in all cases to manage to make both processes, advertising and promotion, respond to a same communicational structure of brand and product values.

When this is so and the two subjective ends are covered the product becomes the main actor. If the product works and the communicational tasks are well carried out, success is secured.