





- Channel Marketing
- Trade Promotion
- Co-Marketing
- Tools & Objectives



Distribution Channels" for consumer goods

4Ps' Place...

Producer -→ Consumer

Producer
Retailer
Consumer

























If they don't buy, consumer never have a chance to access our product



Common Channel Members

Wholesalers: Companies that move goods from manufacturers to retailers

Bottlers: In the soft drink industry, local companies who buy ingredients then mix it, bottle it, and sell it to local stores

Dealers: In the automotive industry, they buy cars from the manufacturer, and display models on their lots/showrooms

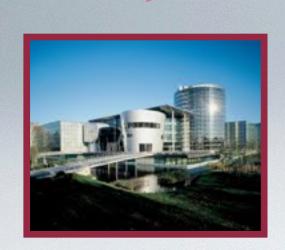
Retailers: The stores that sell products and services to consumers



Channel Marketing

Channel Marketing: The process where manufacturers build relationships with their distributors in order to get their products to end users.









Producer •

Retailer

Consumer

GROWING POWER!





Trade Promotion

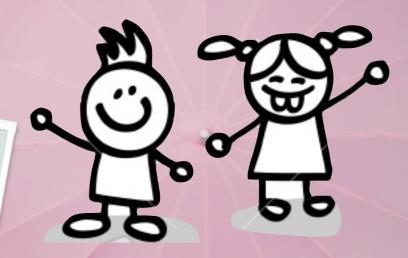
trade promotions: a marketing technique aimed at increasing demand for products in retail stores

include...

- persuading retailers to authorize a brand in their store
- persuading retailers to display the product in a positive manner and promote it to consumers

trend: producers are spending more of their marketing budget on trade promotions, and less on consumer promotion than in the past!









It's about environment



Trade Promotion Objectives



Increase distribution

Balance demand

Control Inventory Levels

Respond to Competitive Programs

Provide promotional support to channel members



Trade Promotion Tools

Volume discounts

Allowances

Dealer Contests

Point-of-purchase

Dealer Loader

Sales Training

Dealer contest



Sales training and awarding- dealer contest







Sales training and awarding









Product demonstration



An Example of Dealer Loader Rack













POP



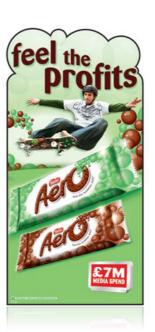












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POP and Store Decoration





Shelf Hanger



Shelf Divider



Floor Display







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Distribution





Shelf Management



Por 1st



Trade Promotion Main Strategies





Complement consumer promotions

Counter new competitive introductions



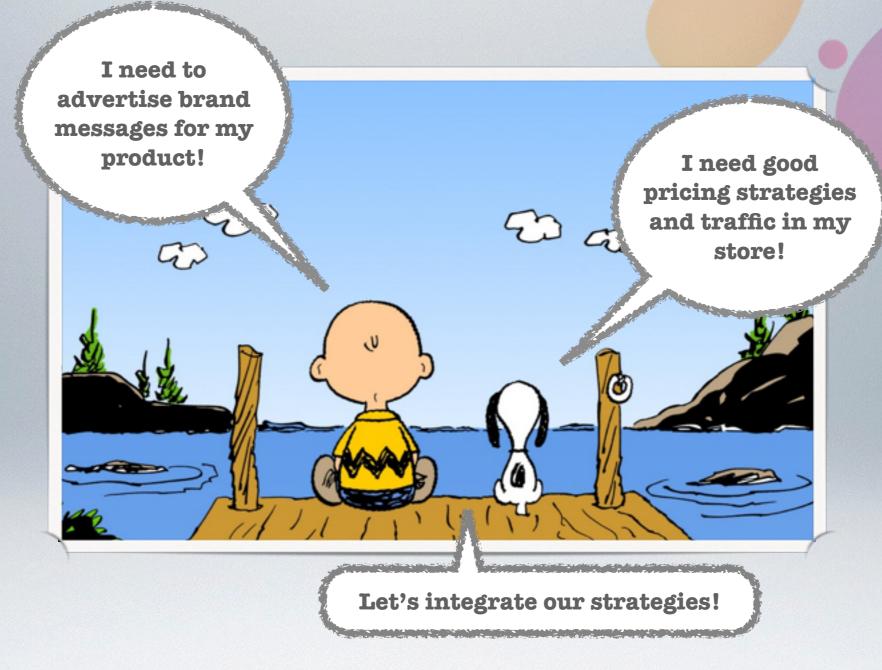
Motivate trade support with allowances







Co-Marketing



Co-marketing: a customized **joint effort** by a manufacturer & retailer to establish a mutual balance between **price & image** in local retail advertising of the manufacturers' brand









Co-Marketing Objectives

by making leading brands loss leaders

Build Traffic

Encourage Integration

Maintain Brand Consistency

retailers vs manufacturers
retailers want to...
build store brand
build traffic
maximize overall profitability
enhance their own brand image



Co-Marketing Objectives

Build Traffic

Encourage Integration

Maintain Brand Consistency

Manufacturers may provide special packaging, in-store sampling, events, displays, and loyalty programs specific to retailers while maintaining brand image.

