

# Promotion agencies in Poland

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# Definition and meaning

Promotion agency -a company, that creates new promotional ideas, designs print, radio, television, and internet advertisements, books advertisement space and time, plans and conducts advertising campaigns, commissions research and surveys, and provides other such services that help a client in entering and succeeding in a chosen market.

Source:

<http://www.businessdictionary.com/definition/advertising-agency.html>

# What Is the Definition of Promotional Advertising?

- It is an activity or series of activities that boost the sales of a product or service, usually in the short-term. It is all about the actions a company can take to stimulate customers to buy right now.

Source

<http://smallbusiness.chron.com/definition-promotional-advertising-3565.htm>



# What does producer receive?

- ❖ An excellent method to increase particular product demand
- development of positive relationships with consumers
- More than average selling results
- Customer's interest in a product
- Increase of the company profit
- Motivation for company employees

## Advertising Goal

- Long run impact of Advertising
- For consumer goods, the effect of an advertising exposure can last up to nine months

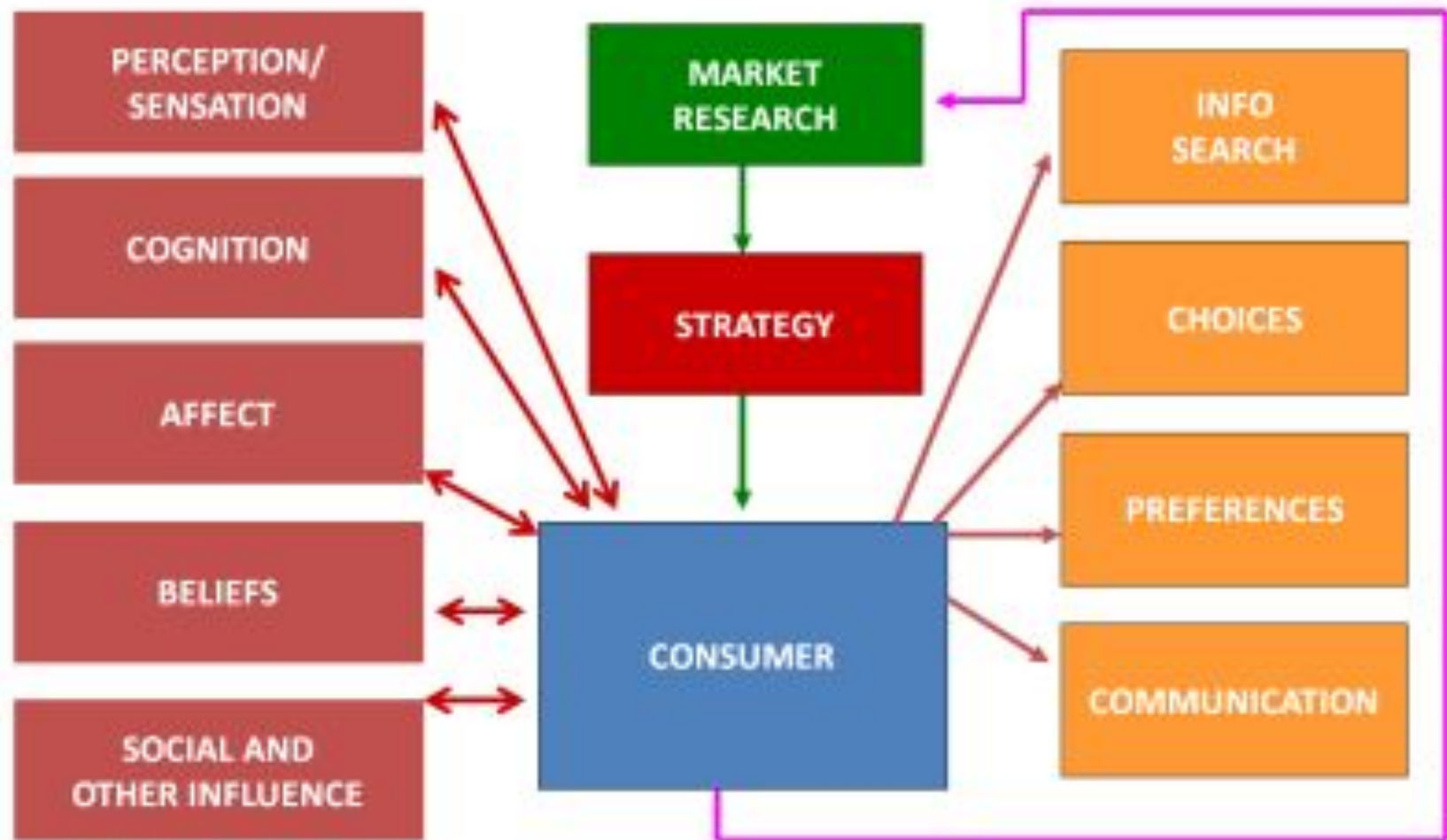


# What does the client receive?

- ❑ Lower price for particular product
- ❑ Gifts and presents
- ❑ More information about product
- ❑ An opportunity to change the preference
- ❑ customers can try out the product
- ❑ immediate sales
- ❑ direct advising



## INFLUENCES ON AND OF CONSUMER BEHAVIOR





# impact of advertising on consumer

## COLOR EMOTION GUIDE





**Promotion agency helps the company to achieve its goal in motivation the market to buy.**

**The company employs hostesses for to advertising particular product and for increase its profits.**

**Representatives they are also face company and tells about the product advantages and also in order to make it well-known.**

**Here are some pictures, how the promotion proces looks like....**

