

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

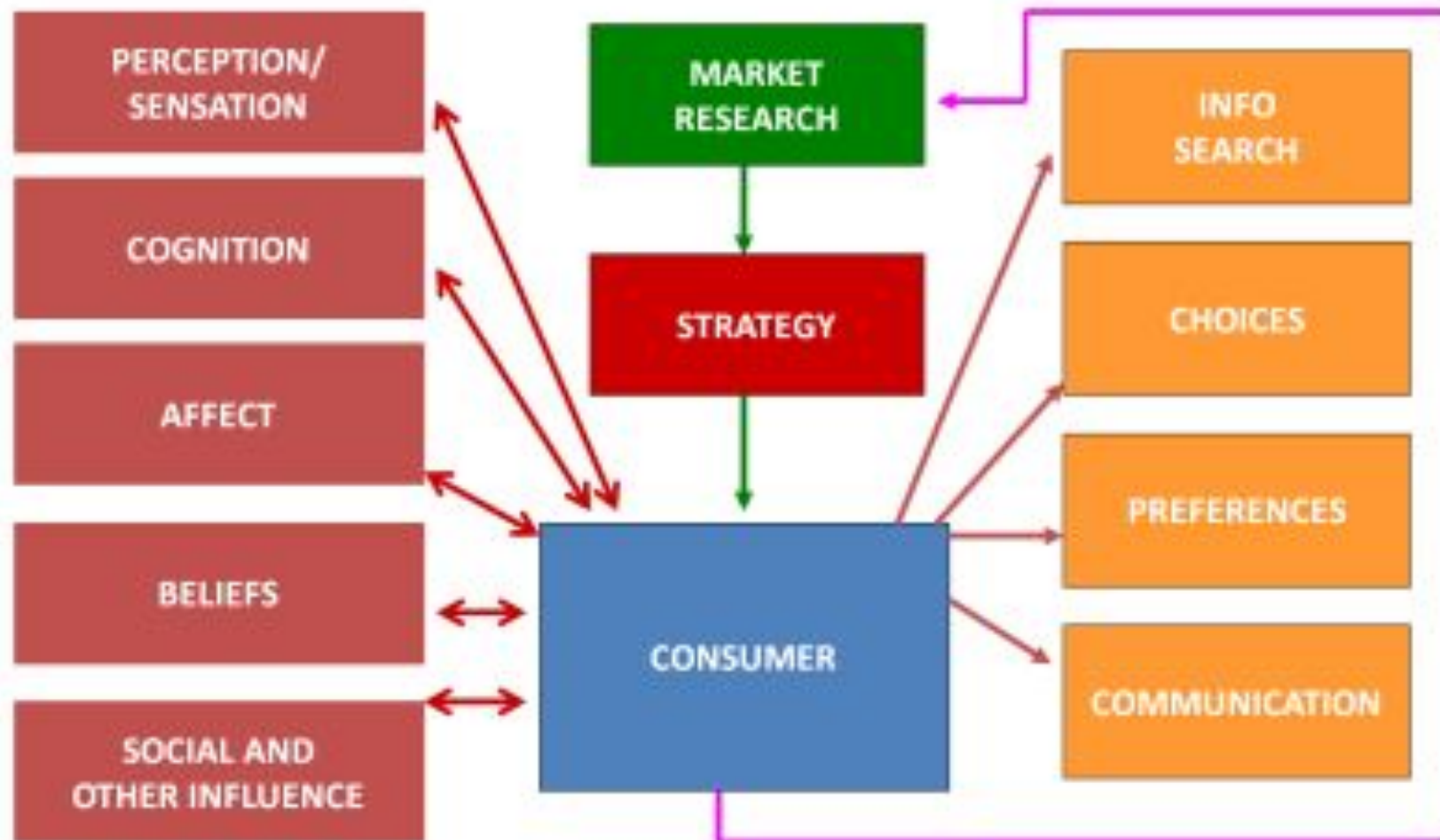
- Long run impact of Advertising
- For consumer goods, the effect of an advertising exposure can last up to nine months



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

The infographic is a funnel-shaped graphic with a color gradient from yellow at the top to purple at the bottom. It is divided into horizontal bands, each representing a color and its associated emotions. The bands are:

- Yellow:** OPTIMISM, CLARITY, WARMTH
- Orange:** FRIENDLY, CHEERFUL, CONFIDENCE
- Red:** EXCITEMENT, YOUTHFUL, BOLD
- Pink:** CREATIVE, IMAGINATIVE, WISE
- Blue:** TRUST, DEPENDABLE, STRENGTH
- Green:** PEACEFUL, GROWTH, HEALTH
- Grey:** BALANCE, NEUTRAL, CALM

Below the funnel, a large megaphone icon is shown on the left, with a splash of colorful paint behind it. To the right of the megaphone, a dense collection of brand logos is arranged in a funnel shape, corresponding to the color bands. The logos include:

- Yellow:** Nikon, UPS, Denny's, NBC, Google
- Orange:** Nickelodeon, Hooters, Amazon, Sprint, IMDb, National Geographic Channel, CAT, Chevrolet
- Red:** Kellogg's, Nintendo, Kmart, Coca-Cola, Oracle, Payless, Pennzoil, Subway
- Pink:** Syfy, Monster, YouTube, Barbie, Virgin, Exxon, Shell, eBay
- Blue:** Dell, JPMorgan, Flickr, Mobile, ACE, Fanta, IKEA, Best Buy
- Green:** Whole Foods, HP, Intel, Orkut, Target, Harley-Davidson, DHL
- Grey:** Apple, CNN, Aniplex, Spotify, Oreo, Welch's, Erito Lay, Gush, Goodyear, Hetz

At the bottom of the infographic, a row of icons represents various concepts: Yin-Yang, Peace, Arm raised, Lightbulb, Lightning bolt, Smiley face, and Thumbs up.



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....

