

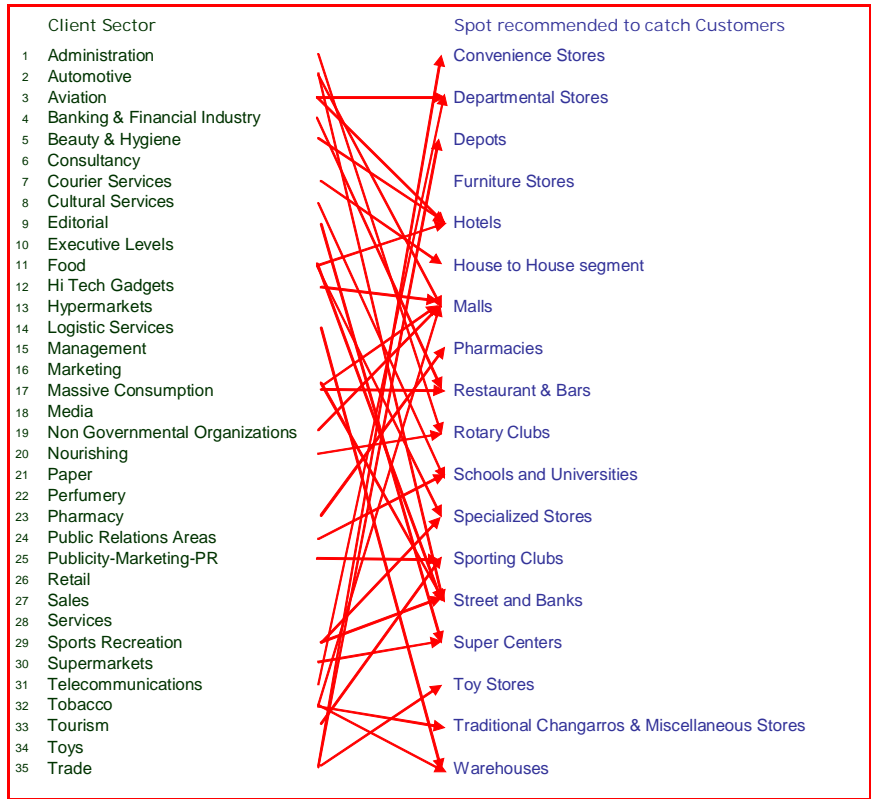


The more budget you have, the easiest it would be to make a gorgeous implementation, the creativity won't be limited and the benefits for the consumer would be more and more. In the promotional designs, the worst enemy is a limited budget, because as much as you want to can be done, but as nothing is for free, there comes the challenge for the promotional agencies in order to satisfy a growing and strict demand from their clients to make incredible promotions without money.

Let's make some examples, just from some insight we have to consider before making any promotional effort or activity:

- First we have to take a Client Sector, because that is our Client,
- Then a Spot recommended catching Customers, where the clientele will be somehow captive,
- Then it is needed to determine what kind of promotional approach are we interested to follow,
- Of course the approach must be made with people, what kind of people or disguise do we want to use to provoke that special reaction on the customer and what kind of result are we pretending from it,
- Of course we would have to define what kind of promotion are we going to do, if it is cash made, with credit card, 2 in 1, by email, if it is a loyalty plan, if it is a transactional one, if it is going to add some points and give volume, etc.

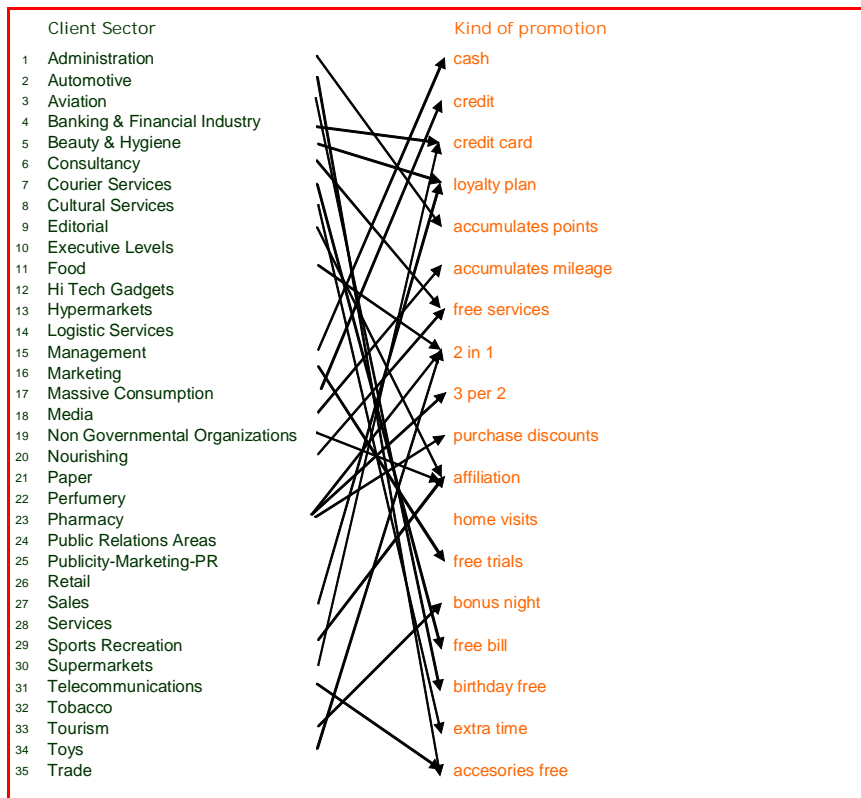
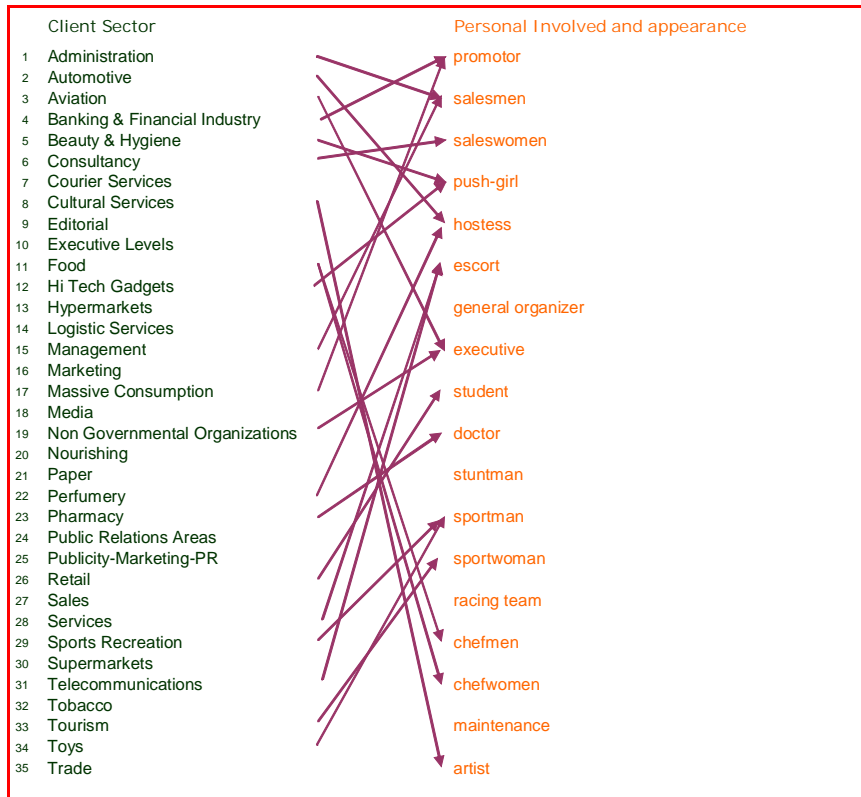
CLIENT SECTOR AND SPOT RECOMMENDATION



PROMOTIONAL APPROACH



PERSONAL AND PROMOTIONAL RECOMMENDATION TYPE





1. PROMOTIONAL AGENCIES TYPES

Let's start with the basic... What is an Agency?

- EMPLOYMENT AGENCY

An employment agency is a company that matches workers to open jobs. The first employment agency in the United States was opened by Fred Winslow who opened Engineering Agency in 1893. It later became part of General Employment Enterprises who also owned Businessmen's Clearing House (est. 1902). Another of the oldest agencies was developed by Katharine Felton as a response to the problems brought on by the 1906 San Francisco earthquake and fire.



- EXECUTIVE RECRUITMENT

A third party recruiter can work on their own or through an agency, and acts as an independent contact between their client companies and the candidates they recruit for a position. They can specialize in client relationships only (sales or business development), in finding candidates (recruiting or sourcing), or in both areas. Most recruiters tend to specialize in permanent or full-time, direct hire positions or contract positions, but occasionally in both.



- TEMPORARY STAFFING FIRM

A temporary agency may be distinct from a recruitment firm, which seeks to place permanent employees, but there is often a large overlap: temporary workers may go on to become permanent employees; or workers a company intends to hire as a permanent employee may start out as trial temporary worker.



In the UK the temporary worker is technically self employed & introduced by the recruitment agency to working on site for the client who pays the bills. The agency is responsible for paying the temporary worker plus paying employers national insurance to the government and setting aside holiday pay (working time directive or WTR (regulations)). This total cost then has a profit margin added and is charged per hour to the client. The temporary worker fills in timesheets (often online) and is paid by BACS on a weekly basis. Some industries in the UK are more heavily regulated by the gangmaster regulations. Many temporary agencies specialize in a particular profession or field of business, such as accounting, health care, technical, or secretarial.



- STUDENT EMPLOYMENT OFFICE

These offices are usually located in many colleges and universities worldwide.

As we can see, all the different kinds of workers are indeed susceptible to be recruited by a Promotions Agency in order to fulfill the requirements of any brand, mark, company or specific customer to achieve the commercial results.

Promotion involves disseminating information about a product, product line, brand, or company. It is one of the four key aspects of the marketing mix. The other three elements are product management, pricing, and distribution. Promotion is generally sub-divided in the textbooks into two parts:

1. Above the line promotion: Promotion in the media (e.g. TV, radio, newspapers, Internet) in which the advertiser pays an advertising agency to place the ad
2. Below the line promotion: All other promotion. Much of this is intended to be subtle enough that the consumer is unaware that promotion is taking place. E.g. Sponsorship, product placement, endorsements, sales promotion, merchandising, direct mail, personal selling, public relations and trade shows.

The specification of these four variables creates a promotional mix or promotional plan. A promotional mix specifies how much attention to pay to each of the four subcategories, and how much money to budget for each. A promotional plan can have a



wide range of objectives, including: sales increases, new product acceptance, creation of brand equity, positioning, competitive retaliations, or creation of a corporate image.

Two examples of a fully integrated, long-term, large-scale promotion are: My Coke Rewards and Pepsi Stuff.

- ADVERTISING CAMPAIGN

An advertising campaign is a series of advertisement messages that share a single idea and theme which make up an integrated marketing communication (IMC). Advertising campaigns appear in different media across a specific time frame.

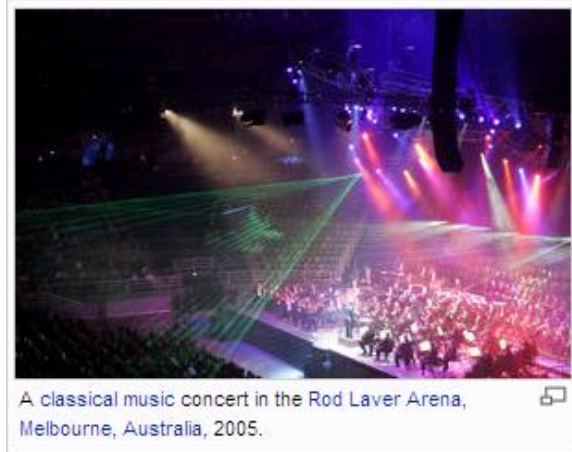
The critical part of making an advertising campaign is determining a campaign theme, as it sets the tone for the individual advertisements and other forms of marketing communications that will be used. The campaign theme is the central message that will be communicated in the promotional activities. The campaign themes are usually developed with the intention of being used for a substantial period but many of them are short lived due to factors such as being ineffective or market conditions and/or competition in the marketplace and marketing mix.

- PROMOTER (ENTERTAINMENT)

An entertainment promoter is a person or company in the business of marketing and promoting concerts, festivals, raves, nightclubs or other live events.

- DESCRIPTION BUSINESS MODEL

Promoters are typically hired on contract by entertainment venues, earning an agreed-to fee or a royalty (colloquially known as a "cut"). The royalty structure is often a simple percentage of admission fees (called "the door") and/or food and drink sales, but like other royalty arrangements many variations are possible such as minimums or maximums, allowances for various expenses, or limitations (e.g. only drink sales after midnight).



Other promoters operate independently, renting venues for a fixed fee or under a revenue sharing arrangement with the building owner or tenant, and keeping all of the additional profits from a successful event. One common arrangement for small venues is for the promoter to earn all of the admissions fees, while the venue earns all of the food and drink revenue.

Some venues have exclusive arrangements with a single promotion company; others work with multiple promoters on a rotating schedule (one night per week, for example) or on an event-by-event basis. Promoters often work together, either as equal partners or as subcontractors to each other's events. Several promoters may work together for a



large special event, e.g. a New Year's Eve party in a hotel ballroom. They may also deputize "hosts", who are essentially socially influential or desirable non-promoters who will market the events to their circle of friends in exchange for special treatment or free admission to the event.

At a minimum the event promoter manages publicity and advertising. Depending on the arrangement they may also handle security, ticket sales, door policies, decorations, and booking of entertainers. Many promoters are DJs or musicians themselves, and perform at their own event. Conversely, many musicians act as de facto promoters for their own concerts, either directly or through their manager or booking company. Historically, promotion has been a cottage industry, with companies operated by one or several well-connected charismatic individuals, often working part-time.

However, with the rise of corporate ownership of live entertainment assets several large companies have emerged in the field, most notably Live Nation via its acquisition (indirectly, via Clear Channel), of Bill Graham Presents. The larger companies tend to promote more traditional mainstream music in exclusive contracts with concert halls. Alternative music and events and nightclubs remain in the hands of independent promoters.

If the existence of the scheme, or the relationship between the parties, is undisclosed this may become a form of bribery. Another opportunity for misunderstanding are the various "lists" of guests who will be admitted for free or with VIP treatment, and the "door policy" used by bouncers to decide who will be admitted and at what price. To deal with these complexities event contracts can become quite long and detailed.

Whether written or not, these arrangements tend to favor the party with the greater sophistication or the more control over the production of the event.

Even the most detailed, professionally written and negotiated contracts can become the subject of lawsuits over interpretation. Because nightclubs are often associated with drug and alcohol consumption, rowdiness, and other late-night behavior, promoters may become entangled in various criminal disputes as well.

- PROMOTIONAL METHODS

Promoters bring crowds through a variety of methods. The most direct are guerrilla marketing techniques such as plastering posters on outdoor walls and distributing handbills on windows of cars parked in entertainment districts. Promoters also keep mailing lists, usually email lists, of their preferred guests and their wider list of potential customers. Recently, many promoters have taken advantage of online technology such as online social networks and event listing sites to handle publicity, invitations, mailing lists, and so on.

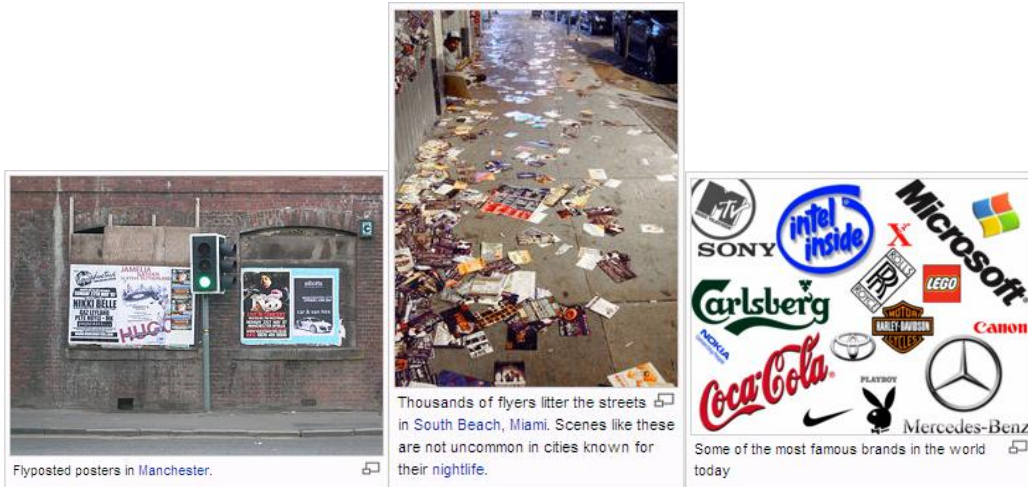
Promoters often build a brand out of their own personalities and the parties they host, marketing the events under a consistent name, style, type of program, and social experience that downplays the branding of the venue or artist.

They may develop a loyal clientele that will follow them from one location to another. Some agencies offer complete marketing solutions for a range of clients throughout their city or nationwide, helping clients to build awareness and recognition for their organization and as a result become more profitable.



Others specialize in delivering impact Internet marketing, creative design, branding and advertising solutions to deliver quantifiable results.

Create marketing solutions for forward-thinking brands who understand the importance of extending their online reach as well as the significance of maintaining an intensive approach in the creation of new customers. Some offer online marketing and advertising solutions utilizing and pushing forward online marketing technology and applications.



As web 2.0 continues to shape and define itself, marketing and promotions agencies must remain actively committed to delivering the latest technology to a variety of industries, build and deploy applications that include: content management, widget development, online video production, blogging, RSS, custom development solutions.

In addition to the core services, agencies must take care of the following elements:

- Web Design,
- Application Development,
- Print Design,
- Identity Design,
- SEM/SEO,
- E-mail marketing,
- Sports Marketing,
- Political Marketing.



The evolution of the online medium moves at an incredible speed and this is oftentimes too much for companies to keep up with. By constructing marketing initiatives that are



built on fundamental marketing principles and effectively utilize proven online channels, agencies must deliver marketing and advertising programs that work.

Some agencies offer Multimedia marketing services, basically fully utilizing the power of the Web. At the core, interactive multimedia marketing involves using technology to build awareness of a company based on how customers interact with a brand. A good interactive marketing agency will enrich customer's online experience and convert them to buyers by combining video, podcasts, interactive games and Web technology.

It is very important to rationalize the use of an agency. While some are specialized in personal and product management, others are focused to modern technology possibilities and services, but none takes it all. Some agencies, as we have said are specialized in online Brand Consulting. Online Branding Strategies Can Be Complex. But they know how to make value offers to the companies. For example in this service lets remember the two rules of online branding: The customer is in control and there are just several seconds to communicate the brand to the customer. The most critical element of crafting successful online branding strategies is the immediate user experience - the first impression.

The online branding consultant agencies help to translate the attributes of a company into an online experience that reinforces the brand. A powerful brand defines a customer's experience with a company, whether that experience is online or offline. Other Agencies offer a full-service marketing service specializing in affiliate marketing, search engine marketing, media buying, and ad sales.

They outsource these services and give consultation about how can companies improve their performance in any of these areas. Other agencies are involved with sweepstakes administration and contest management.

They work with strong regional clients as well as nimble entrepreneurial companies to create award-winning B2C and B2B sweepstakes and contests that drive customers to their websites, generate leads, increase sales and create databases for clients to use in ongoing marketing programs. In addition to working with a vast array of clients in a great many industries, Agencies also provide sweepstakes management and contest administration services to advertising, marketing and graphic design agencies to help provide clients the expertise they need in a seamless manner.

Sweepstakes and contest agencies can also provide:

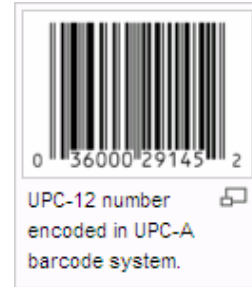
- Consulting on the best Game strategy to accomplish objectives
- A seamless extension to web sites to capture registration information
- Databases for contests and sweepstakes registration
- Viral marketing components
- Scratch-Off Game Pieces
- Sitestakes™ off-line to on-line promotions
- Scannermania™ on-site promotions
- The ability to run essay, photo and video contests, etc.

A person who enjoys entering sweepstakes as a hobby is often referred to as a "sweeper". While the majority of sweepstakes promotions are open to sweepers who



are eighteen years of age or older, there are many sweepstakes open to entry by children of younger ages.

Sweepstakes are generally easier and quicker to enter than contests, and sweepstakes are also legally different from contests in the United States as sweepstakes promotions are prohibited from requiring a purchase to enter. Consumer promotions advertised as contests, however, can require an entry fee or proof of purchase (usually in the form of submitting an original proof-of-purchase label or UPC code found on the sponsor's product packaging along with a mail entry). The reason why contests are treated differently is that the winners are not chosen by chance but by an element of skill. Although some sweepstakes ask for a proof of purchase or UPC code, the sponsors must provide an alternate method of entry if they do so. Sweepstakes official rules can specify daily, weekly, monthly, one-time, or unlimited entry by sweepers.



As we described long enough, agencies give a wide variety of services and their specialization flows around:

- Brand agencies,
- PR Agencies,
- PR Agencies and Advertising Agencies,
- Advertising Agencies find Field Marketing,
- Experiential Marketing and
- Brand Experience Agencies.

That Manage:

- Promotions & promotional campaigns,
- Field marketing,
- Brand experience needs,
- Event staff to hospitality,
- Models to leafleting,
- Sampling to merchandising,
- Hostesses to grid girls,
- Street teams to road shows and
- Exhibition model or exhibition staff for all face to face results.

