

Evaluating Meteor's Promotional Methods

Personal Selling

Sales people in stores
Experts
Advice
Price Plans

Evaluation:

Excellent
Knowledgeable people help sell
Increase profits

Advertising

TV & billboards
Amusing
Feature young people
Emphasising price

Evaluation

Works well
Humorous ads attracts youth
Emphasising price attracts teens seeking value

Public Relations

Sponsors Irish Music Awards.

Evaluation:

Excellent PR strategy
Reaches its target market
Creates a "cool image" for Meteor