



Sales Promotion

Incentives
Short-term gimmicks
Encourage to buy more/sooner

Loyalty Cards

Points with every purchase
Trade for vouchers
Spend more for more points
Loyalty cards keep customers loyal

Competitions

Prize - holiday, car, money
Attention for company and product
Motivated to buy and take part

Merchandising

Displays and lays out in eye-catching way
Promote impulse buying
Bread and milk to back of satire
Sweets at checkout

Free samples

Free trial
Removes fear
Like, motivates to buy
Free shampoo sample
Effective but expensive

Money-off Voucher

Coupon entitling you to discount
Price-conscious
€0.50 off next shop
Tesco

Free Gifts

Attractive to consumers
Like the company
Free
McDonalds - Free toy