**NAME(S):………………………………………………………………………………………**

1. **TOOLS OF MARKETING COMMUNICATION MIX IN SERVICES**

**ACTIVITY/TASK**

In this activity, you need to help a bank decide the most appropriate IMC tools mix for a major launch of a new innovative credit card.

There are many possible promotional tools to choose from. Try to integrate the campaign across the various elements.

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| --- | --- | --- |
| **ADVERTISING TOOLS** | | |
| Prime time TV | Local newspapers | Buses |
| Daytime TV | Specialist newspapers | Bus shelters |
| Late night TV | National magazines | Cinemas |
| Radio | Specialist magazines | Supermarket trolleys |
| Billboards | Pop-up internet ads | National newspaper |
| **CORPORATE COMMUNICATION TOOLS** | | |
| Newsletter | Launch party | Media releases |
| Media conference | Web site information | Shopping bags |
| Brochure | Annual Report | Sponsorships |
| Work with influencers |  |  |
| **PERSONAL SELLING** | | |
| Door-to-door canvassing | Trade show booth | Special branch staff |
| Shopping mall booth | Approach customer in queue | Professional promotions team |

|  |  |  |
| --- | --- | --- |
| **IN-BRANCH MERCHANDISING TOOLS** | | |
| Posters | Staff dress | Free gifts (in-store) |
| Kid’s activities/coloring-in | Entertainment | Special day/events |
| Balloons/stickers/magnets | Free coffee/cake | In-branch radio |
| **SALES PROMOTION TOOLS** | | |
| Discount – first 6 months | Free gift (with sales) | Donation to charity |
| Extra loyalty points | Holiday/restaurant discount | Double warranty (on purchases) |
| Discount on other products |  |  |
| **DIRECT MARKETING TOOLS** | | |
| Email offer | Flyer inserted into post box | Message with phone banking |
| Telemarketing |  |  |

**QUESTIONS**

1. Outline the choice of IMC tools that you would use to structure this new product launch.
2. What role does each of your promotional tools play in the overall campaign?