

The marketing mix – adidas

Every organisation must look at its marketing in relation to the marketing mix. The marketing mix, often referred to as the 4Ps, is a means of assessing how to balance the elements of the mix in order to meet customers' needs. The elements include; the right *product*, sold at the right *price*, in the right *place*, using the most suitable form of *promotion*. All elements of the marketing mix are important. However, in increasingly competitive markets innovative methods of promotion can create a competitive advantage. Promotional activity is used to communicate with consumers about the brand and its products. A key challenge for adidas' marketing strategies is finding innovative ways to inspire and engage its 14-19 year old target audience. Sponsorship of London 2012 gave adidas a platform to target this audience but with a global reach. It aimed to create national support for Team GB through its 'Take the Stage' campaign.



The acronym AIDA is useful when planning promotional activity, promotion should aim to:

- initiate *awareness* amongst consumers
- generate *interest* for and *desire* to have the product
- ensure *action* to purchase.

There are many different methods of promotion. Above-the-line promotion refers to traditional methods of advertising, such as, print adverts in magazines and newspapers, billboards or online and TV advertisements. This form of promotion is expensive. As mass audiences become harder to reach through advertising, for example, an increasing number of people record TV and fast-forward the adverts, innovative methods of below-the-line activity is becoming increasingly important to engage the audience. Above-the-line activity for adidas' campaign included TV adverts that showcased the best UK talent across sport, street and style. In addition adidas featured artist impressions of athletes on 17 London Metro front pages.

In contrast, below-the-line promotion aims to reach more targeted groups of consumers. For example, through sponsorship deals, direct marketing, public relations and social media. Below-the-line promotion targeted at the youth audience was a key method for adidas to achieve its marketing objectives. It used a wide range of promotional activities to create deeper engagement with its audience, mixing traditional media with an innovative use of social and digital channels. The scale of the activation of this campaign was an industry first. Social media played an integral part in adidas' campaign. For example, on Twitter #takethestage became the summer trend for supporting Team GB. Videos on YouTube created hundreds of millions of views, including a video of Team GB athletes singing along to Queen's 'Don't stop me now'. In addition, a large photo booth was set up at Westfield shopping centre in Stratford. Members of the public then entered the booth to show support for Team GB. Videos of peoples' reactions to David Beckham making a surprise appearance received 3.2 million views, as well as international TV coverage.

Questions

1. Promotion is only one element of the marketing mix. What are the other three?

2. What does AIDA stand for?

3. Explain the purpose of promotion.

4. Evaluate whether below-the-line promotion is better than above-the-line promotion for adidas.

Task

For the three products below, recommend a type of below-the-line promotion that could be used. Justify your decisions.

- A new shampoo that is being launched
- A well-known brand of toothpaste that is losing market share to a rival brand
- A fashion range at the end of the season

What have you learned?

Paper planes – Everyone in the group should make a paper plane from a piece of scrap paper. They write one thing about promotion on the plane then fly it across to someone else in the class. When each person has a different plane, they then write a different piece of information on that plane. Do this another four times, so there are six different pieces of information about promotion of every plane. Share the ‘plane points’ with the group or a partner.