

## Teacher guide

### The marketing mix - adidas

#### Where does the lesson fit?

This session would fit in a marketing module following a general introduction to marketing, when the separate elements of the marketing mix are being explored in more detail

#### Suggested resources & activities related to promotion and adidas

- Full adidas case study
- adidas MP3 of case study
- The marketing mix PowerPoint
- adidas crossword
- adidas word search

#### Suggested timings for the session

5 mins Starter e.g. adidas crossword

5 mins Use the marketing mix PowerPoint to discuss the topic

5 mins Read the case study

10 mins Questions

25 mins Task – below-the-line promotion

10 mins What have you learned?

#### Answers to questions

1. Promotion is only one element of the marketing mix. What are the other three?  
The other three Ps in the marketing mix are:
  - Product
  - Price
  - Place
2. What does AIDA stand for?  
AIDA stands for
  - Attention
  - Interest
  - Desire
  - Action





## **THE TIMES 100**

### **BUSINESS CASE STUDIES**

3. Explain the purpose of promotion.

The purposes of promotion is to communicate with consumers:

- To increase awareness of a product or business
- To raise brand recognition
- To increase demand
- To change or improve brand perception
- To increase sales
- To increase or maintain market share
- To highlight the superiority of a product.

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

On one hand...

- Below-the-line promotion allows specific segments of customers to be targeted
- Below-the-line is usually less expensive than above-the-line promotion
- It is generally easier to track the success of below-the-line promotion

However...

- Above-the-line promotion reaches a very large audience
- Above-the-line promotion can act to maintain awareness of a product or brand

Both types of promotion can support each other.

### **What have you learned?**

Expected learning is likely to include:

- Definition of marketing, sponsorship and sports marketing
- The elements of the marketing mix
- The purpose of promotion
- Above-the-line promotion – definition, examples, advantages and disadvantages
- Below-the-line promotion - definition, examples, advantages and disadvantages
- Meaning and use of AIDA