



THE TIMES 100

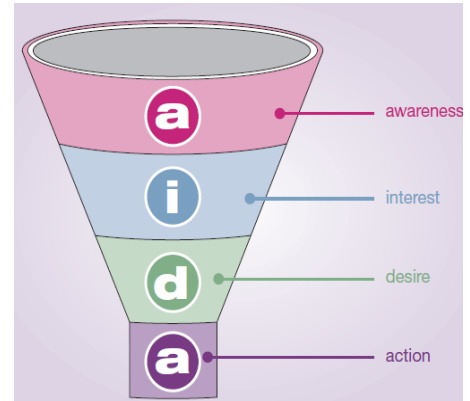
BUSINESS CASE STUDIES

Promotion – National Trust

The National Trust is a registered charity that looks after special places. The National Trust is now adopting a new strategy and modern marketing techniques to excite a younger audience, generate new members and enhance its position as an employer with young people. Promotion may have a number of purposes depending on the needs of an organisation. For example, it can raise awareness of a brand or business, highlight the benefits or value of its products to attract sales or help to change the image of a firm. Promotion covers a variety of techniques by which an organisation communicates with its customers and potential customers. These communications may have different forms and content to ensure that the target audience can understand and receive the messages properly. The AIDA model demonstrates the stages of promotion.

- Initiating **awareness** (attention) amongst non-customers or increasing knowledge of new offers for existing customers
- Generating **interest** for and creating **desire** to have the product
- Finally ensuring **action** to purchase.

The ultimate aim is to keep customers loyal so that over time they become 'advocates' and promote the product to other consumers. Customer recommendation is a very strong form of promotion. As a business, the National Trust has few direct competitors, but there are many alternative ways for the public to spend their leisure time and money.



Above-the-line promotion is typically associated with traditional forms of advertising media.

These might be through newspapers, magazines, TV, cinema, radio, billboards or internet poster ads. This type of advertising is useful for promoting a product or service to large audiences, but will reach interested and non-interested consumers alike. In addition, these forms of advertising are generally very expensive. It is also more difficult to measure the level of effectiveness of the message. The National Trust uses radio and places advertisements in magazines and press which are relevant to its different audiences. For example, an advert in Country Life magazine would appeal to its traditional members. National Trust's advertising is turning to new technology in order to reach younger potential members. Its use of 'augmented reality' featuring the characters Wallace and Gromit is a groundbreaking example of how the National Trust is reaching new audiences in surprising ways. Augmented reality allows mini animations of the characters to 'hide' in the Trust's newspaper adverts, which readers unlock with their Smartphones and tablets.

Below-the-line promotion uses methods over which organisations have greater control. It covers many activities, which are more easily tailored and targeted to selected and relevant audiences. These might typically include news articles and press releases, direct mail, sales promotions, exhibitions, sponsorship or events. In order to achieve its new strategy, the National Trust is focusing on delivering an integrated promotion campaign to send its messages to clearly defined target audiences. The National Trust devised a promotion around the Wallace and Gromit characters. An exclusive film – *A Jubilee Bunt-a-thon* – was created in partnership with Aardman Films. It led to Wallace and Gromit parties at Trust properties, has inspired Gromit workshops for children at its sites and helped to develop special merchandise in Trust shops. This type of exclusive activity has generated considerable press coverage for the National Trust, which in itself is a key below-the-line form of promotion. The National Trust has embraced social media and new technologically-inspired below-the-line activities. For example:

- use of Twitter helps the National Trust to engage more flexibly and informally with the public and members and both receive and capture their ideas
- Facebook updates and employee profiles help to demonstrate the Trust's job opportunities and widen the pool of possible applicants for jobs.

Drawing on Smartphone technology, the National Trust has launched an iPhone app so that users can always have its handbook in their pocket.

Questions

1. What does AIDA stand for?

2. Describe the purpose of promotion.

3. Explain above-the-line promotion, giving examples from the case study.

4. Analyse the reasons why the National Trust may prefer to use below-the-line promotion.

Task

Using the case study, your prior knowledge and any other research, write a report explaining how the promotional strategy adopted by the National Trust allows the organisation to meet all of the AIDA criteria:

- Increase **awareness**
- Gain **interest**
- Generate **desire**
- Encourage **action**

What have you learned?

60 second challenge – pair up with someone else in your group. One of the pair has to talk about promotion for 60 seconds without referring to their notes or hesitating. At the end of the 60 seconds, the second person has to talk for 30 seconds without referring to their notes, hesitating or repeating something the first person has said.