



Teacher guide

Above-the-line promotion – Hi-Tec

Where does the lesson fit?

This session would follow a general introduction to promotion and its purpose within a Marketing Scheme of Work. Learning about Below-the-line promotion could follow on from here.



Suggested resources & activities related to above-the-line promotion and Hi-Tec

- Full Hi-Tec case study
- Below-the-line Hi-Tec lesson resources
- Hi-Tec crossword
- Hi-Tec word search

Suggested timings for the session

10 mins	Starter, e.g. Hi-Tec word search
5 mins	Read the case study
15 mins	Questions
15 mins	Task . paired activity suggesting appropriate advertising media for different products
15 mins	Review - what have you learned?

Answers to questions

1. What is meant by above-the-line promotion?

Above the line promotion uses mass media to advertise products and services.

2. Other than the methods listed in the case study, what other above-the-line advertising media could Hi-Tec use to promote its products?

Other media include:

- Newspapers
- Magazines
- Cinema advertising
- Bus and bus stop advertising
- Radio



THE TIMES 100

BUSINESS CASE STUDIES

3. Explain why above-the-line promotion would be suitable for an organisation like Hi-Tec.

Reasons include:

- A large organisation like Hi-Tec is more likely to be able to afford above-the-line promotion than smaller organisations.
- Above-the-line promotion reaches a large audience. Since Hi-Tec sells in 100 countries worldwide and is the second largest outdoor brand, it has to reach a wide audience with its promotional activities.
- Above-the-line promotion is good to raise awareness, inform potential customers and persuade them to buy the products.

4. Analyse the reasons why Hi-Tec analyses the impact of its different advertising campaigns.

- There is an opportunity cost of spending money on advertising. Hi-Tec must make sure that resources are used to the greatest effect.
- Above-the-line promotion is very costly and will therefore impact on profit.
- There are many methods of promotion, so Hi-Tec will only want to choose the methods that are having the greatest impact on sales (or other relevant objectives).

What have you learned?

Expected learning would include:

- Above-the-line promotion uses mass media.
- Above-the-line promotion reaches a large audience, often beyond the target market.
- Above-the-line promotion can be very expensive.
- This type of promotion is useful to *inform* and *persuade*.
- Examples of methods of above-the-line advertising include e.g. TV, radio, newspaper, internet, billboards.
- Different advertising media can be chosen to reach different target markets.
- Firms should assess the impact of their advertising campaigns, although sometimes it is difficult to assess their impact.