



Teacher guide

Above-the-line promotion - UNISON

Where does the lesson fit?

This session could be used after a general introduction to promotion, in a marketing module. It could be followed by a session looking at below-the-line methods of promotion

Suggested resources & activities related to

Above-the-line promotion and UNISON:

- Full UNISON case study
- Above-the-line promotion PowerPoint
- Below-the-line lesson resources
- UNISON crossword
- UNISON word search
- UNISON quiz

Suggested timings for the session

10 mins	Starter e.g. UNISON word search
5 mins	Use the PowerPoint to discuss the subject
5 mins	Read the case study
10 mins	Answer the questions
20 mins	Task . small groups critique a television commercial
10 mins	What have you learned?

Answers to questions

1. What is above-the-line promotion?
Above-the-line promotion uses mass-media, such as TV, press and radio, to communicate to a large audience. It is generally out of the control of the organisation.
2. Describe the benefits of above-the-line promotion.
 - Reaches a very large audience
 - The message can be repeated to keep a product/brand in the public awareness
 - Can have an immediate impact
 - Is good at attracting people's attention (AIDA)





THE TIMES 100

BUSINESS CASE STUDIES

3. Explain why above-the-line methods were appropriate for the Million Voices campaign.
Above-the-line methods were appropriate because the aim was to get the message to as many people as possible. Mass media advertising can reach a very large audience.
4. Analyse drawbacks of using above-the-line promotion for an organisation like UNISON
 - As UNISON is a trade union rather than a profit making business, it may not have the necessary budget required for extensive above-the-line promotional activities.
 - Public relations, and other below-the-line methods, might have been better to win the support of the public

What have you learned?

Expected learning would include:

- Promotion is concerned with communicating a message
- Promotion is one of the elements of the marketing mix (4Ps)
- Promotion is not only needed by businesses selling products and services
- Above-the-line and below-the-line methods of promotion can be used by organisations
- Promotion can be used to raise awareness, increase demand, change opinion and gain competitive advantage
- Above-the-line methods can reach a wide audience, have immediate impact and help to keep a brand/organisation/issue in the public eye
- Above-the-line methods can be expensive and reach people beyond the target audience
- Above-the-line methods use mass media advertising such as television, radio and newspapers