



THE TIMES 100

BUSINESS CASE STUDIES

Teacher guide

Promotion – The National Trust

Where does the lesson fit?

This session could follow a general introduction to marketing and the marketing mix. Other sessions on product, price and place elements of the marketing mix may be beneficial.

Suggested resources & activities related to The National Trust and Promotion:

- Full National Trust case study
- Promotion PowerPoint
- Marketing mix lesson resources
- National Trust crossword
- National Trust word search
- National Trust quiz

Suggested timings for the session

10 mins	Starter e.g. National Trust crossword
5 mins	Use the Promotion PowerPoint to discuss the topic
5 mins	Read the case study
10 mins	Questions
20 mins	Task – AIDA activity
10 mins	What have you learned?

Answers to questions

1. What does AIDA stand for?

AIDA stands for:

- Awareness (attention)
- Interest
- Desire
- Action



THE TIMES 100

BUSINESS CASE STUDIES

2. Describe the purpose of promotion.
The aims of a promotion campaign may be to:
 - Raise awareness
 - Encourage sales
 - Create or change a brand image
 - Maintain market share

3. Explain above-the-line promotion, giving examples from the case study.
Above-the-line promotion uses mass media to get a message across to a large audience. For example, the National Trust may place an advert in Country Life magazine.

4. Analyse the reasons why the National Trust may prefer to use below-the-line promotion.
Reasons why the National Trust may prefer to use below-the-line methods may include:
 - The Trust has greater control over these promotional methods
 - Below-the-line promotional methods can be used to target more specific and relevant audiences e.g. a younger market
 - Below-the-line promotion tends to be less expensive than above-the-line methods
 - It is easier to track the success of below-the-line methods of promotion

What have you learned?

Expected learning is likely to include:

- Definition of promotion
- Purposes of promotion
- Definition, examples, advantages and drawbacks of above-the-line promotion
- Definition, examples, advantages and drawbacks of below-the-line promotion
- Meaning of AIDA