

PROMOTION

Questions

- a) Rank the selling points that may be attributed to your product. Then choose the "Unique selling point" that is best to:
 - I. attract your target audiences' attention
 - II. distinguish your product from your competitors' and from substitute products that, even if different, offer a similar solution to a specific need (e.g. different fruits can be a source of fiber and of C vitamin...)
 - III. justify your price policy
- b) How will you communicate your message? With which linguistic style (elegant, confidential...)? With which tone (serious, happy, funny ...)? With whom will you be speaking (buyers, mothers, children, singles ...)? Will you choose different communication styles for different targets? How?
- c) Where will you communicate? On the packaging, in store, with leaflets, on the radio, on TV, on the press, through special events, by hiring a testimonial, by sponsoring events, on the web, on social networks ...
- d) Which budget will you assign to communication in the first 3 years of activity of the project (this is useful also for business planning tables). Have you gathered and compared different quotations and offers, in order to be able to choose well, or have you just accepted the first offers you have received?
- e) Do you have a brand, or do you intend to start a branding strategy? Which values will be linked to your brand? What will your logo be? Which colors, images, letters will you use, so that your brand will be noticed and remembered? Are you going to assess different proposals before choosing a brand? Have you prepared a detailed briefing for graphic studies, in order to have a small contest, and see which study better interprets your message? Will your logo be registered? In which countries?
- f) Will you adhere to some collective branding initiative (e.g. associations, consortia, quality marks...?)