

Promotional Mix Elements

Name: _____

Determine what element of the promotional mix each example is below. (a) advertising, (p) publicity, (sp) sales promotion, (ps) personal selling

- A 1. AT&T runs a commercial during the Super Bowl
- SP 2. Kroger offers a buy one get one free coupon for pizza
- PS 3. A retail store has a worker greeting customers at the door
- P 4. An article is written in the Courier Journal about McDonald's new hamburger
- A 5. Kohl's runs an ad in the Courier Journal about a sale it is having
- PS 6. Wal-Mart provides a sales clerk in every dept. to answer questions
- SP 7. Best Buy has free financing for 12 months on all purchases over \$500.
- P 8. A story is run about a men's store on the eleven o'clock news
- PS 9. Cashiers are instructed to ask how each customer is feeling
- A 10. Nextel broadcasts a radio ad during afternoon rush hour
- SP 11. A store has a contest for a free vacation to draw in customers.
- P 12. A talk show host says something bad about Denny's
- A or DM 13. A company sends out flyers in the mail to customers *** Advertising, if DM was an option -*
- SP 14. Maurice's sets up a window display promoting their spring dresses
- SP 15. Mountain Dew has a Final Four under the cap give away contest
- SP 16. Small plastic toys are placed inside Cracker Jack Boxes
- A 17. Jeep/Eagle introduces a new product on t.v. during the Super Bowl.
- P 18. A local business is recognized for its achievements in a newsletter.
- SP 19. Visa and Ford combine resources to sponsor a credit card.
- A 20. A local company buys a 1/2 page ad in the John Hardin Football Program.