



Business Virtual Learning

Course: Intro to Business

Lesson: Promotional Mix- Sponsorship and Publicity

May 19, 2020



Lesson: **May 19, 2020**

Objective/Learning Target: Students will be able to:

- (1) analyze the publicity strategies of a product/service and design a publicity campaign for a product launch.**



Lesson Starter

Can you name any athlete or celebrity sponsorships?



Lesson Starter

Can you name any athlete or celebrity sponsorships?



Why do marketers use sponsorships and publicity?

Marketing professionals have long used below the line promotions to augment customer awareness, knowledge, liking, preference and sales of products and brands. Unlike advertising (which customers know is directly trying to influence their purchase decisions), sponsorship and publicity work subtly, and sometimes even more powerfully than advertising. Newspaper articles, TV talk show spots, write-ups and placed testimonials create a supplementary communication chain that seems to provide authentic, objective information. In this lesson, sponsorship and publicity are analyzed as two elements of the promotional mix.



Why do marketers use sponsorships and publicity? Continued.

Advertising is a useful tool but marketing also uses complementary tools like sponsorship and public relations. For example, Nike, which spends a huge portion of its marketing budget on sponsorship, counts on this element of the promotional mix as much as, or even more than, advertising particular products. Additionally, many companies use Public Relations activities like newspaper articles, etc., to remind consumers of their market presence.



Article Reading

Directions: Please read the article linked here (only need to read the section about Nike):

<https://knowledge.wharton.upenn.edu/article/secrets-of-successful-ad-campaigns-lessons-from-absolut-nike-and-nascar/>

You may also need to do additional research on Nike's sponsorship strategy to complete the analysis on the following slide.



Activity- Nike Sponsorship Analysis

As you read the article and researched online, I want you to think of how to evaluate Nike's strategy and provide your analysis:

- 1) Analysis of current situation: What opportunities were present?
- (2) Objectives of the campaign-
- (3) The campaign as an element of a larger promotional mix-



Activity: Nike Sponsorship Analysis-Continued

(4) The design of the campaign-

(5) The target customer-

(6) The impact of the campaign on sales/profit-



Practice Outside the Lesson

Sponsorship and publicity are two elements of the promotional mix that have been used extensively and successfully by many companies to achieve marketing objectives.

The next time you read “objective” reports about products and brands, consider how this could/may have been part of a promotional campaign.