



SALES PROMOTIONS

Consumer Influence Tactics

CONTACTS FOR CONFIDENTIAL INTEGRATED MARKETING DISCUSSIONS:

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TARGET, ATTRACT, TRANSACT™

HUMANISTIC DECISION PROCESS:

"PROBLEM RECOGNITION"

"INFORMATION SEARCH"

"EVALUATION OF ALTERNATIVES"

"PURCHASE DECISION"

"POST PURCHASE BEHAVIOR"

OVERVIEW: SALES PROMOTIONS

Chimaera provide manufacturers with a unique "one stop shop" for sales promotions that can be executed in the channel. Specifically, we can design, deliver, and manage turnkey promotion offers with the following fulfillment options:

- (1) Free gift bundled in-pack with manufacturer's product
- (2) Free gift distributed at retail point-of-sale
- (3) Free gift shipped direct to customer's address
- (4) Free gift delivered via Internet (in case of electronic games or other intellectual property)

Whilst there are advantages and disadvantages of each approach, the ability to provide a wide range of promotion delivery options is what distinguishes us - hence, helps our clients differentiate themselves from their competition.

Definition:

A sales promotion is an offer that rewards a customer who purchases a targeted product or service.

Benefits:

Sales promotions are an essential part of any channel marketing strategy and critical to influencing customers at the point of sale. Whilst sales promotions cannot necessarily compensate for poorly configured products at uncompetitive prices, sales promotions can be a "tie breaker" that influence consumers in favour of a manufacturer's product when brand, features, and price of competing alternatives are viewed largely the same.

Importance:

In situations where a customer is evaluating purchase alternatives and perceives brand and product quality to be similar, something additional must be present to influence their decision. In the absence of added value through a promotional offer, customers will pick the lowest price. Thus, promotions are an option to lowest price to win the sale.

Case Study

Key Promotional and "Emotional" Elements:

- 1 - Competitive Price
- 2 - Free Product
- 3 - Free Competition
- 4 - Brand Awareness
- 5 - High Perceived Values
- 6 - Brand Advocacy



We work closely with both our manufacturer clients and their advertising/communications agencies to ensure that promotional themes, transaction collateral, on-pack artwork, and all other aspects of the merchandising and POS materials are carefully developed to be consistent with the manufacturer's ad/message strategy.

Creativity ("Ideation"): Having personnel with creative minds, it is always our aim to keep ahead of the market in reviewing new creative sales promotions/incentives, and we have been the first to deploy new sales incentive approaches based on proven sales and marketing principals. The essence of a good sales promotion/incentive partner is that they can address accepted proven ideas, yet still have the ability to think outside the box, challenge pre-conceived conventions, and yet still deliver a consumer rich incentive experience. Whether it's interactive embedded competitions, "cool" gadget or service incentives, free films or music, financial redemptions, sweepstake incentives, multi-component or statistical redemption "risk insured" high value models - you won't be short of sales promotion/incentive options that are conceived from our creative flair that spawns incentives with have that unique "wow" factor.

Transaction Management (Technology, Graphic Design, Localisation): Consumers want ease of use - not just from the products they buy, but from the marketing offers presented to them. A great promotion that is clumsy to redeem will not drive results. Our international, cross-cultural promotion experience gives us an advantage when designing collateral, web micro-sites, or related materials as we strive to design to a lowest common denominator in terms of ease-of-use and then customize the mechanical designs with localized text, graphics, and positioning that are relevant to consumers in a local market. It's all about engendering an emotional response that drives people to action.

Deployment (Logistics & Programme Management): Chimaera systems can deploy financial based incentives through to a full logistical deployment of multi vendor multi sector product incentives. For a review of our infrastructure, both technical and physical please review our "Capabilities Overview Study".

Legal (Licensing, Consumer Trade Laws, Privacy, Import/Export): A vital and important process in sales promotions, is the protection of our clients when using 3rd party intellectual property. Our IP legal team guide, advise and negotiate for our clients, on all aspects of IP considerations.

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