

Agri-Inputs Advertising and Sales Promotion

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WHAT IS SALES PROMOTION

The use of different modes of communication, such as personal dialogue, advertisement & publicity, extension methods, and sales incentives, to increase the sale of specific products in the target market area.

Key Components

- Advertisement and publicity
- Sales incentives to dealers/customers
- Agri-extension methods

Agri-Inputs Products

- ❑ Relatively new and wide range of products
- ❑ Less educated and poor customers
- ❑ Fragmented markets with inadequate access to mass media
- ❑ Government controls and policy implication on distribution & pricing
- ❑ Products are not directly consumed by customers
- ❑ Product performance is dependent on several factors

Risk factors in sales promotion

- ❑ **Results may not correspond with claims made through advertisement**
- ❑ **Improper timings and use methods may affect the product performance .**
- ❑ **Customers may not agree/understand on what is stated in the advertisement considering it as a sales gimmick.**

Media Mix Approach to Sales Promotion

To minimize risks, adoption of a media mix approach is considered more effective. Allocation of adequate resources to radio and extension methods is necessary in developing markets.

Advertising

Paid communication through which a marketing enterprise informs the customers emphasizing the benefits and value of its products

Users of Advertising

- ❑ **Commercial companies**
- ❑ **Input Manufacturers & Marketers**
- ❑ **Non-commercial organizations**
- ❑ **Agro dealers trade associations**
- ❑ **Wholesale and retail dealers**
- ❑ **Individuals**

Commercial companies



Non Commercial Organizations



Individual advertisers

- **TV celebrities**
- **Physicians**
- **Lawyers**
- **Marketing consultants**
- **Management consultants**

Constraints in agri input advertisement

- ❑ Farmers have a restricted access to mass media.
- ❑ Messages are too brief or difficult to understand all relevant details.
- ❑ Ads mainly promote brand image.
- ❑ Needs to be consumer friendly



Logo & Brand Publicity

**Promotion of Corporate image
through company Logo**

**Promotion of product image
through brand name**

Company Logos



We bring good things to life.



Brands Names



HYDRO



Logos and Brands

Logos & brands Create;

Perception in minds of customers

Feelings and emotions

Desire and wants

Logos & brands should be;

Authentic and relevant

Uniform and consistent

Distinct yet simple

Easy to recognize and remember

What can build brand image:

- ❑ Freshness
- ❑ Appealing package
- ❑ Guaranteed analysis
- ❑ Correct weight
- ❑ Free-flowing product
- ❑ Easy availability
- ❑ Competitive pricing
- ❑ After sales service

Other Brand Image building factors

Slogans

Concise and simple statements about company's capabilities

Tunes and jingles

Catchy music/ jingles that can be identified with the company and its products:

Colors

Use of same colors for logos, brands, buntings, brochures:

Safe-Guarding Image

- **Registration**
- **Misuse by self**
- **Misuse by others**

***Corporate and Brand Images
Are Very Important
Assets of Any Organization***

Planning agri inputs Advertising

Basis

- ❖ New company
- ❖ Ongoing project
- ❖ Nature of market
- ❖ Type of products

Steps in Preparation

- ◆ Define objective
- ◆ Identify target audience
- ◆ Determine message to be communicated
- ◆ Determine timing
- ◆ Select media
- ◆ Develop budget
- ◆ Prepare the material
- ◆ Implement

Fertilizer Advertising

Objectives

- **Introduction of company and products/services**
- **Launching of new product**
- **Entering a new market**
- **Conducting special sales campaigns**
- **Constant reminders**
- **Recapturing markets/customers**
- **Improvement of market participation in specific areas**
- **Countering competitive activities**

Select target audience

- ❑ All farmers or opinion leaders only
- ❑ Farmers cultivating all crops or only particular crops
- ❑ Farmers all over the country or only in certain regions
- ❑ Extension department staff
- ❑ Who else

Select Message carefully

- Focus on the objective
- Must be simple
- Must have few topics or subjects

Time & frequency of advertisement

**In Agri business time & frequency is critical
Select one or both of the following**

- ❖ **Pre-season**
- ❖ **During season**

Selection of appropriate media

↓ List of available media

↓ TV

Cinema Slides

↓ Radio

↓ Print

↓ POP

↓ Billboards/hoardings

↓ Wall painting

↓ Direct mail

↓ Giveaways

Telemarketing,
Internet

Basis of Selection of Media

- ⋮
- ❑ Objective
- ❑ Target audience
- ❑ Cost effectiveness

Budget Allocation

Basis:

- As percent sales
- Industry average
- Meet competition
- Activity based
- Historicals plus

Preparation of Material

- Review objectives
- Select theme
- Allocate budget
- Preliminary discussions with agency
- Review of initial material
- “Canning” of final version
- Review before release

Use of Extension Methods

Agri-Extension Methods

- Create awareness
- Develop interest
- Help in evaluation & decision making

Consider Farmer Behavior

- ❑ Innovators
- ❑ Early adopters
- ❑ Early majority
- ❑ Late majority
- ❑ Late adopters

Field extension methods

- Field demonstrations
- Farmer meetings
- Farm visits
- Soil testing
- Radio/TV farm programs
- Farmers' training
- Printed material
- Field days

conclusion

Remember, even the best advertising and promotional effort will not be able to sustain a bad product or poor service for long.

The best advertising takes place when a satisfied customer talks with other people about how good the product or the service really is.



THE END

THANKS