



Teacher guide

Below-the-line promotion – Hi-Tec

Where does the lesson fit?

This session could either fit before or after a session on above-the-line promotion, following a general introduction to promotion and its purpose.

Suggested resources & activities related to below-the-line promotion and Hi-Tec

- Full Hi-Tec case study
- Above-the-line Hi-Tec lesson resources
- Hi-Tec crossword
- Hi-Tec word search



Suggested timings for the session

10 mins	Starter, e.g. Hi-Tec crossword
5 mins	Read the case study
15 mins	Questions
15 mins	Task . recommend and justify different below-the-line methods of promotion for the given scenarios
15 mins	Review - what have you learned?

Answers to questions

1. What is meant by below-the-line promotion?

Below-the-line promotion uses methods other than mass media over which the organisation has greater control e.g. sales promotions and sponsorship.

2. Why do you think Hi-Tec now uses social networking sites, like Facebook, for promotion?

- As the number of users of Facebook is so large, by using this medium Hi-Tec is able to reach a very large audience of potential customers for its products.
- The types of people that use Facebook are also likely to fit with the target market for Hi-Tec products.



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3. Explain how the methods of sales promotion Hi-Tec uses with retailers might differ from the methods used with consumers.
 - Hi-Tec will want to sell large quantities to retailers, whereas consumers are only likely to buy small numbers. The methods of sales promotion employed will therefore have to reflect this. For example, discounts for bulk purchases will be suitable for retailers, whereas a money-off coupon would be more suitable for an individual consumer.
 - In addition to this, the sales promotion must have value to the customer, whether that is a retailer or consumer. For example, the chance to win in a competition is likely to have more value to a consumer than a retailer.
4. Analyse the reasons why Hi-Tec may choose to use below-the-line methods of promotion in addition to mass-media advertising (above-the-line).

Reasons may include:

- Hi-Tec has more control over below-the-line methods
- Below-the-line promotion can be used to target specific groups of customers e.g. caravan club members
- Below-the-line promotion is often less expensive than mass media advertising
- Below-the-line methods can be used to reinforce or follow up a message given through advertising e.g. point-of-sale displays used following a TV advertising campaign

What have you learned?

Expected learning would include:

- Below-the-line uses methods other than mass media advertising.
- An organisation has more control over below-the-line promotion.
- This type of promotion can be used to reach a specific target market.
- Below-the-line promotional methods are often less expensive than above-the-line promotion.
- Methods of this type of promotion include: sales promotion, sponsorship, direct mail, point-of-sale displays, public relations.
- Businesses can utilise social media and technology for below-the-line promotion, e.g. Facebook, Twitter