



## THE TIMES 100

### BUSINESS CASE STUDIES

## Above-the-line promotion – Hi-Tec

Founded in 1974, Hi-Tec Sports is a privately owned British company. Its products are sold in over 100 countries worldwide. It is the global number two outdoor brand in terms of sales value. In the past, Hi-Tec shoes were only associated with sport. However, today its shoes are promoted as an outdoor brand associated with a leisure lifestyle.

Above-the-line promotion is based on advertising in mass media, such as newspapers, television, radio, cinema and the internet. This type of promotion reaches a wide audience, but it can be difficult to measure and assess its impact. It can be used both to inform the audience and raise awareness of a product or service, as well as to persuade people to buy.

Different media outlets can be used to target audiences in specific market segments. For example, an advertisement in *The Times* newspaper or one shown on MTV will reach very different audiences. The readership of *The Times* tends to be mature and relatively better-off, while MTV attracts a much younger audience.

Hi-Tec's advertising emphasises the USP for its brand and its core values. The imagery chosen to represent the brand values focuses on people in action - running, hiking, walking - in order to capture the fun element. Hi-Tec's above-the-line activities include:

- “ television advertisements for raising awareness with the wider public, for example in key TV advertising slots during peak programmes, such as sports, in order to attract relevant viewers
- “ press advertisements in trade or consumer publications. Hi-Tec deals both with retailers and directly with consumers through its online shop
- “ banner advertising on selected websites - this form of paid-for advertising allows the business to measure responses through click-through rates
- “ billboards at locations relevant to the chosen audience, for example, a sports track.

Advertising can be costly. It is therefore important for Hi-Tec to analyse the cost-effectiveness of each activity. This can be done in several ways. For example, it might monitor the numbers of visitors to a website or the numbers responding to a sales promotion. It will track the increase in sales following a promotional campaign.





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### Questions

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

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2. Other than the methods listed in the case study, what other above-the-line advertising media could Hi-Tec use to promote its products?

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3. Explain why above-the-line promotion would be suitable for an organisation like Hi-Tec

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4. Analyse the reasons why Hi-Tec analyses the impact of its different advertising campaigns

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### Task

In pairs, develop a list of 10 very different products or services. Now decide upon the advertising medium that would be suitable for each of these products or services. *Hint:* consider the target market for each of the products/services and choose advertising media that would reach these target markets.

### What have you learned?

Create a short cartoon strip which outlines the five main points you have learned about above-the-line promotion. You can do this by hand, using DTP software or a relevant app (e.g. Strip Designer) on your phone or iPad.