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# THE POWER OF POINT-OF-PURCHASE ADVERTISING:

# MARKETING AT RETAIL



EDITED BY ROBERT LILJENWALL

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# Power Of Point Of Purchase Advertising

**Craig Smith, Alexander Hiam**



## **Power Of Point Of Purchase Advertising:**

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**The Power of Point-of-purchase Advertising** Ben Menin,Arthur E. Benning, Lee Edwards Benning,1992-01-01 From an apple grower s sign at the Farmer s Market to an interactive television monitor at the cosmetics counter point of purchase is one of advertising s most powerful yet undervalued selling tools With 66 percent of all buying decisions made in store P O P has the ability to influence consumer purchasing like no other media vehicle available today The Power of Point of Purchase Advertising can help put this dynamic advertising vehicle to work for you Written by three industry experts it is the first A to Z review completely illustrated with outstanding P O P examples and designed to help you plan and implement a cost effective program no matter what you have to sell The book discusses every type of P O P advertising vehicle in detail from store signage and packaging to the latest in electronics laser technology and holography You ll get expert advice on handling the marketing creative and operational aspects of introducing a P O P program including determining budgets and establishing long range goals and strategies coordinating P O P with other advertising vehicles selecting the right P O P vehicles and materials understanding design and production options choosing vendors managing P O P in the field and evaluating program results The authors provide numerous examples of successful and award winning uses of P O P by corporations like Richardson Vicks Alpo Ford McDonald s Bacardi and others These advertisers experienced real sales increases some as high as 200 percent by allocating advertising dollars to P O P And because P O P is less expensive than traditional media like print and television they were able to do so at a fraction of the cost Even if your

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the future through the promise of transformation how tribalism creates a sense of collective identity organised around a product how advertising builds engagement through participation presumption how the blurring of advertising news art education and entertainment characterises the attention economy P David Marshall and Joanne Morreale expertly trace these themes back to the origins of consumer culture and demonstrate that while they have adapted to accord with new technologies they remain the central foci of advertising today Ideal for researchers of Media Studies Communication Cultural Studies or Advertising at all levels this is the essential guide to understanding the contemporary milieu and future directions for the advertising industry     Marketing Communications Patrick De Pelsmacker,Maggie Geuens,Joeri van den Bergh,2010 Marketing communication has an overwhelming impact on both society and business This text offers a comprehensive overview of the cornerstones techniques and applications of marketing communications practice in a European context

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