

Student's version

LIUC

International Marketing

6th of December, 2019

Università

**Have a seat with your
teammates**

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Contents of the session



1. General review on marketing-mix
2. Communicating with World Consumer (II) Incentives
3. Guest Speaker: Mr. Rosetti - President of Fratelli Rossetti

Learning Objective

Identify, analyze, and discuss marketing-mix

Where are we regarding
Marketing-mix tactics?

What is product?

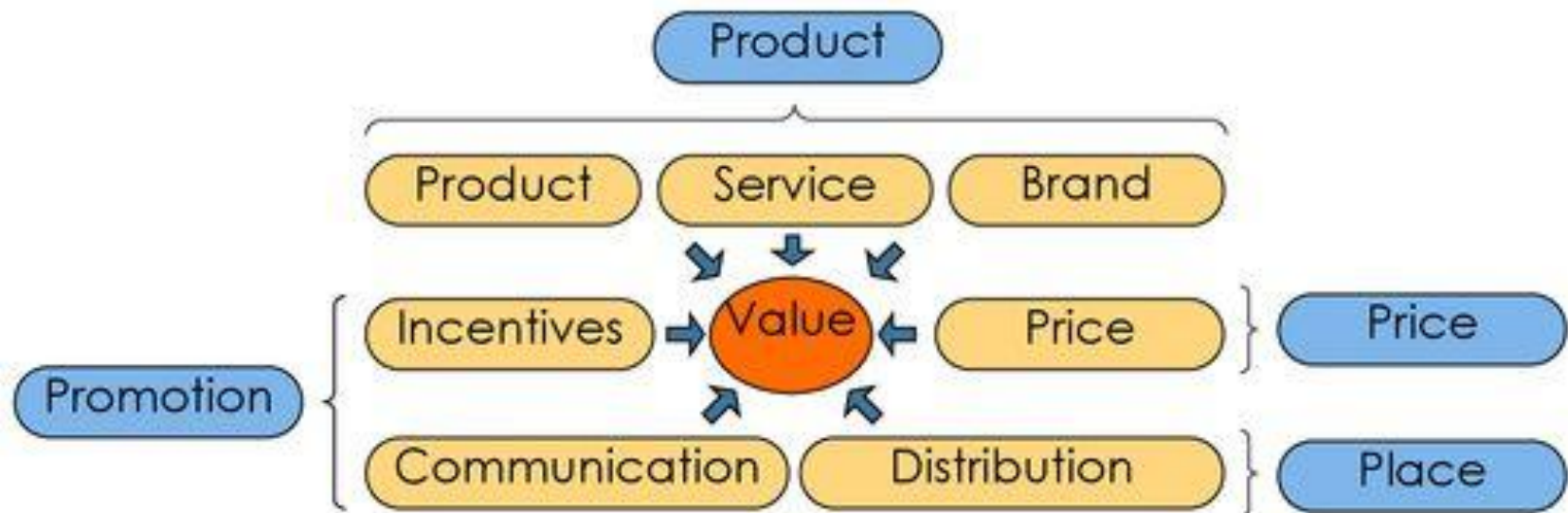
What is service?

What is brand?

What is an offer?

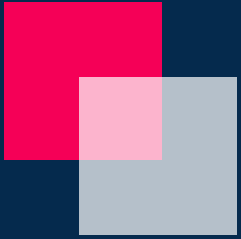
What is price?

What is channel?



Guest Speaker
Mr. Rosetti

FRATELLI
ROSSETTI



3. Incentives

A cartoon illustration of a man in a grey suit and green tie, holding a long wooden stick with a large yellow carrot on the end. He is walking towards the right, and the carrot is hanging from the stick. In the background, another man in a blue suit is crouching down, looking up at the carrot. The scene is set against a plain grey background.

What is an incentive?

5. Incentives

Incentives are part of the evolution of the classic 4 P's Marketing Mix, particularly from the P of Promotion that is divided in Communication and Incentives (Chernev, 2014).

The split of Promotion into Communication and Incentives provides further guidance to marketers to design and implement marketing plans

Incentives offer solutions, normally in the short-term, aimed at *enhancing the value of the offering by providing additional benefits* or reducing costs.

Because they typically lead to an increase in sales volume, incentives are often referred to as sales promotions

5. Incentives

Incentives can be *monetary and non-monetary* and they fall into three categories regarding the recipient:

	<i>Monetary incentives</i>	<i>Non-monetary incentives</i>
Customer incentives	Coupons, rebates, price reductions, volume discounts	Premiums, rewards, sweepstakes
Collaborator incentives	Ads, slotting, stocking, display and market development allowances; spiffs; volumes discounts, volume rebates and off-invoice incentives	Contests, bonus merchandise, buyback guarantees, sales support, training
Company incentives	Performance bonuses, monetary prizes, spiffs,	Contests, recognition awards, free goods, vacations, home-office and travel incentives

Remember:
We r selling
24/7!

Thanks for
your attention



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