

# Example of product promotion critical thinking

[Business](#), [Marketing](#)



Product focused advertising is a situation where a promotion program focuses on the product only rather than the company. This type of promotion outlines the feature of the product that ought to attract the buyers. The features are expressed in a manner that any buyer can be persuaded to buy the item. A good example is the advertisement is the Nikon d3200-tree the outlines the amazing features of the camera.

The advert has a very clear image taken by the camera that is supposed to depict how efficient the camera is. This promotions run through television channels in the United States and the internet. Advertisement for this product is done in a manner that any potential buyer can get swayed due to the magnitude of desirable features. The organizers of the promotions made the adverts appear during the December holidays where camera is on demand due to holiday trips.

This fits to be regarded as a sales promotion since Potential buyers are persuaded to try the Nikon d-3200 camera through making a purchase. This is done through quoting a discounted price on the screen and the internet to make the buyers make a comparison with the competitors. Sales promotion is usually conducted to increase the sales of a commodity (Cummings 2002). The Nikon Company has also decided to offer free memory card for the camera upon purchase of the unit. In addition to this, customers who buy more than three units stand a chance to walk away with a free camera. This is a deal meant to attract more customers.

Nikon d-3200 camera has also been advertised enormously across the radios and TV in the US. Nikon Company uses a very attractive image of the camera to ensure that it captures the attention of viewers. In the radio, the

advertisement is presided by some soft music that captures the listeners' attention before the advertisement is aired. The attractive image of the camera is used to lure people into buying the Nikon d-3200 camera.

The Nikon d-3200 camera can be shipped to any city in the United States upon purchase. The promotion strategy affirms that the shipping is free to all destinations in the United States. The information about the promotion is spread through the print media and coupons running inside major magazines and newspapers.

The target audience for the promotion must be the holiday lovers and other people who love photographing. The promotion took particular interest in the holiday seasons where most families take holiday tours like game parks, nature walks, mountain climbing and also camping where cameras are needed. In fact, the advertisement on the internet shows a screenshot of a picture taken on a camping or hiking setting. It is common knowledge that the youths are very interested in keeping the memories of happy times. In my opinion, this promotion specifically targeted the youths.

Most of the youths are fond of watching television and browsing the internet. The choice of these promotional methods was very effective for the Nikon d-3200 camera. In the US, almost every household has a television set and access to the internet. It follows that; many people in the USA will have access to the adverts and sales promotion packages.

Integrated marketing communications enhances sales promotion through using multiple channels to ensure wide coverage of the promotion (Hardy 2010). Nikon promotes the Nikon d-3200 camera through many media such as the internet and billboards. Basically, the adverts on the internet and the

billboards are meant to reinforce the promotional message and bring in more customers.

In conclusion, success of a promotion method depends on how effectively it has been used to attract the target audience. Product focused advertising and product promotion can be used simultaneously to bring in more clients to the showroom. In addition, a promotional messages and tactics should be accurate and verifiable in case a customer makes a purchase. It is unethical to promote a product with unattainable promises.

## **Works cited**

Cummins, Julian, and Roddy Mullin. Sales Promotion: How to Create and Implement Campaigns That Really Work. London: Kogan Page, 2002. Internet resource.

Hardy, Jonathan. Cross-media Promotion. New York: Peter Lang, 2010. Print.