

# Trade show promotional ideas



**ASSIGN  
BUSTER**

22nd November 2008 Bump Guard-Marketing Strategy Assignment Number  
Assignment Section MARKET STRATEGY Let's define the four Ps of the  
marketing strategies:

#### 1. PRODUCT:

The name of my brand is Bump Guard and the product that we have launched is a wrap around of solid piece inside of the crib beds known as bumper. The different thing about my product is that it save the child from getting hurt as the lower part of the crib railings touching the mattress and extends upwards about six inches high.

#### 2. PLACEMENT:

Our target audience are parents. As the want best for their kids so instead of buying those solid bumpers they can prefer my product as these guards can rail around each crib railing.

#### 3. PRICE:

The cost is 5\$ to 7\$ per bumper, which has been decided keeping in mind the price of solid bumper and the target audience. This price is low as compared to a long solid bumper in the market according to research and consumer can buy according to the number of the railings.

#### 4. PROMOTIONAL IDEAS:

Main idea of our promotional campaign is that we have used teasers, dangles, posters and print advertisement.

##### I - Teasers:

For our advertising campaign we have started off with some teasers saying "What's a safer way of safe crib bumper" leaving our audiences wandering what is that which is lacking in their already possessed bumper. The rest of the phrase creates a sense of consciousness and anxiousness as to what is

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the teaser referring too.

#### II - Banners:

Further more to promote our product we have taken the help of another medium that is banners which inform the audience about the website and phone number to buy the product, yet the product itself has not been disclosed and an element of surprise still remains and they do the work of a poster and teaser as well.

Now for the date of launch we have prepared another set of posters that reveal the identity of the product and of course the product as a whole. A catchy slogan, " Is your child breathing enough oxygen" has been used to attract the audiences and the slogan carries in it a message of exclusivity and is promoting the masses to adopt what suits them the most.

#### III - Danglers:

Danglers have been used to catch the audience's eye. They are of the shape of the bump guard and have a slogan " It's safer" and band name " Bump Guard" on them.

#### PRINT ADVERTISEMENT:

Safer Crib Bumper