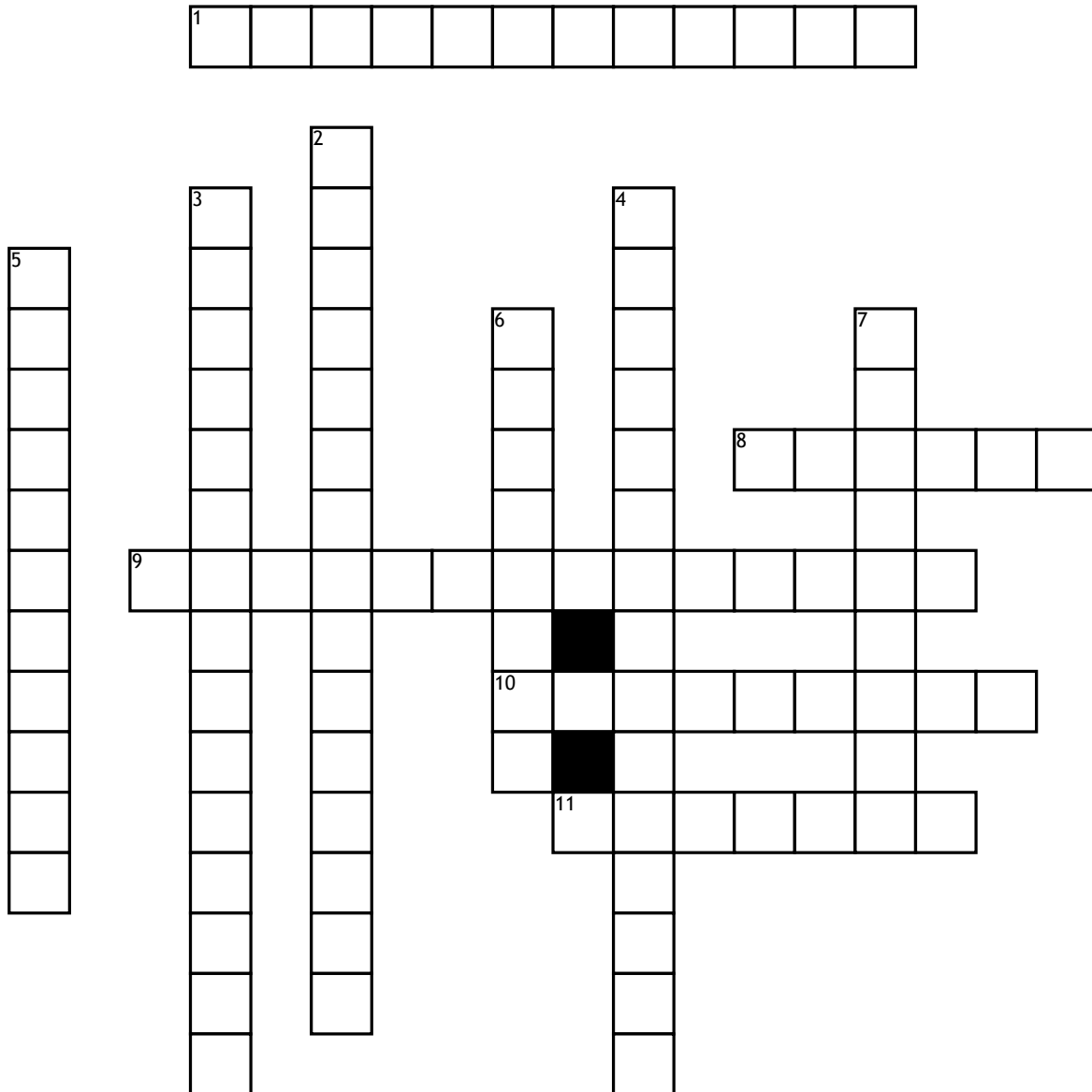


Name: \_\_\_\_\_

Date: \_\_\_\_\_

# Promotion strategy



## Across

1. What stage in product life cycle is it when a product is new and the organisation's objective will be to inform the target audience of its entry.
8. As the product becomes accepted by the target market (at this stage of the lifecycle) the organisation will employ strategy to increase brand awareness and customer loyalty.
9. A price / money related communications
10. What is the process of communicating with the right segment(s) and ensuring the best possible response rate.?
11. As the product reaches the \_\_\_\_\_ stage of its life cycle, all the organisation can do is use strategy to remind consumers about the product in a bid to slow the inevitable.

## Down

2. What uses the press to your advantage?
3. one to one communication with a potential buyer
4. taking the message directly to the consumer
5. a mass media approach to promotion
6. A product will be experiencing increased competition and will need persuasive tactics to encourage consumers to choose their product over their rivals.
7. What is one of the key elements of the marketing mix, and deals with any one or two-way communication that takes place with the consumer. ?