

PROMOTIONAL ACTIVITIES FOR INTRODUCING ON MARKET OF NEW PRODUCTS OF S.C. “AVI-TOP” S.A.IAȘI

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Most speciality papers stand on promotion materials and techniques with a direct effect on attracting clients in the buying process of different goods (including meat and poultry meat).

Publicity is a predominant form of promotion. Publicity may relate to influencing the primary demand of the product or a selective demand, which may lead to a certain brand of product or service.

The company S.C. “AVI-TOP” S.A. Iași resorts to publicity at sale place when it is confronted with the following situations:

- introducing on market of a product of brand;
- introducing of a new range of products;
- increasing the sale volume of a product;
- presenting information related to a certain brand as an entertainment etc.;

Promotion at sale place represents the well-known term for means of brand promotion in stores (POSM – point of sales materials) with the aim of highlighting products or brands.

The main role of brand promotion materials in stores is a multipurpose one, such as first, they bring to somebody's attention on product, secondly they remind messages, which the product must transmit to consumers in order to influence directly their buying, decision.

Promotion materials represent means used by integrated or punctual advertising companies. Promotion materials can be adapted to each store area (shop window, shelf, end of shelf, entrance of store, floor, ceiling etc.) and might be realized in any version: from simple to complex and from static to interactive. Due to their attracting power and influencing of buying decision, these materials must induce impulse purchases or simply a shopping experience, an emotion, good spirits etc.

The poster is currently used as an advertising support by the company S.C. “AVI-TOP” S.A. Iași, with the aim of increasing of product notoriety through repeating the advertisement or the brand in different crossing places.

Billboards must be placed in public places very close to the stores where AVI-TOP products are sold.

The primary elements, which contribute to introducing at sale points, of a unitary and fast promotion campaign for new products, are the accurate

records on using promotion materials and monitoring and control of merchandising agents, which are responsible of putting products in the most appropriate places.

In this context, the author presents the main promotional activities occasioned by introducing of new AVI-TOP products, such as „1001 Specialities” and „Five Stars”.

Key words: *promotion, new products, poultry meat*

Within its product portfolio, the company S.C. “AVI-TOP” S.A. Iași offers the following assortments:

- **chicken meat in bag** : *griller chicken, first quality chicken, whole chicken legs, whole chicken legs with back, chicken breast, chicken wings, chicken liver, chicken gizzards and hearts, giblets, chicken backs, chicken necks, chicken heads and claws, chicken bones;*
- **chicken meat in casserole** : *griller chicken, whole chicken legs, chicken boneless legs, chicken breast, chicken boneless breast, chicken wings, chicken liver, chicken gizzards and hearts.*

The bearish AVI-TOP products are the following: *chicken gizzards and hearts, giblets, chicken backs, chicken necks, chicken heads and claws, chicken bones.*

In view to develop and introducing of new products on market, the marketing department of the company S.C. “AVI-TOP” S.A. Iași performs market studies and proposes new products to introduce in the offer.

The ideas of a new product are based on concurrence study, changes in consumer behaviour (*both in country and abroad*), but also a certain degree of innovation.

Testing new products is performed only in “AVI-TOP” shops and through sampling actions in own stores or in other sale locations occasioned for example by fairs.

After testing and an appropriate promotion campaign, introducing of new products on market is first performed in “AVI-TOP” shops and then in other sale points.

On launching of new products on market, the company organizes additionally different special promotion events.

S.C. “AVI-TOP” S.A. Iași distinguishes itself from its competitors through *ISO: 2001 certification, own farms and slaughterhouses* (which ensure a total control on breeding, feeding and slaughter of birds in adequate hygienic-sanitary conditions) *and prices on the market, which even are bigger than many competitors similar products, they create the image of good quality products.*

MATERIAL AND METHOD

The case study was performed within S.C. “AVI-TOP” S.A. Iași. It has taken into account the initiation of promotional activities for introducing of new products of poultry meat on market.

S.C. „AVI –TOP” S.A Iași has created a new category of poultry products that completes the actual assortments of AVI-TOP portfolio.

The new products named „1001 Specialities” have the aim to merge the fabrication technology with the cookery, in view to create advantages for both producer and consumer.

Technologically, they are classified into the category of „semi-cooked products”, being considered as delicacies. They are obtained through a complex manufacturing process, which includes more stages: injection, massage, mixing with different seasoning marinades at the end of tenderness process, with the aim of enhancement of flavour and taste.

The range of products comprises *boneless thighs, breast, wings and Family mix*. The development of this range of assortments might be extended with other product, such as *chicken skewers, chicken ready for roasting, and halves for grill*.

The range of products comprises nine assortments, such as:

1. „TANDORI” breast;
2. „MAITRE D`HOTEL” boneless thighs;
3. „PIRI PIRI” wings;
4. „1001 Specialities” Family mix;
5. „GARLIC PARSLEY” breast;
6. „PRAHA” boneless thighs;
7. „YUCATAN” wings;
8. „Tale flavour” Family mix;
9. Naggets/Panadat schnitzel (made from chicken breast)

RESULTS AND DISCUSSIONS

The objective of promoting refers to creating of a new category of poultry meat products, which complete the actual range of assortments of AVI-TOP portfolio.

The attributes of the product „1001 Specialities” are: *very tasteful; easy to cook (each assortment guarantees excellent results and unlimited possibilities of cooking); high quality; healthy*.

The launching strategy of the product “1001 Specialities” comprises three development phases during a calendar year.

The increase of sold quantities up to 2000 kg per day might be realised through:

- *launching the product on market and informing campaign at sale points;*
- *supporting campaign (picnic);*
- *promotion in the sector of KA and Ho.Re.Ca.*

1. First stage: Operating – Retailers - Informing campaign

Objective: *informing traders and final consumers about launching of new AVI-TOP products, until 30 May 2008.*

- **Strategy 1:** *for retailers*
- **Strategy 2:** *for final consumers*
- **Strategy 3:** *for Key Acc. network.*

For launching products in the period 27-30 May in its own stores and franchises, the sales agent of S.C.”AVI-TOP” S.A. Iași will meet each trader to present the advantages of new product, based on a prospectus with new AVI-TOP

product images and the price list. In addition, they will present it to shop assistants, floorwalkers and salespeople and will invite them to participate in the promotion campaign.

Promotion materials:

▪ *wrappers, letter to the trader and personalised price lists; personalised shop windows; labels for shop windows; stands + flyers; billboards ;personalised equipments for shop assistants (caps, T-shirt);exposing products for sale.*

Sales agents will offer new products for sale to 50 % of clients until 23rd July 2008, to 25 % until 31st July 2008 and to 10 % until 6th August 2008.

2. Second stage: Support campaign (picnic)

3. Third stage: Operating - Key Account – Presenting products to buyers

The Key Account Manager or the sales manager, together with a representative of the Marketing Department will present the new AVI-TOP products.

Additional materials:

- *prospectus of new AVI-TOP products;*
- *samples for tasting and for exposing in the commercial form;*
- *presenting of the communication plan for new products;*
- *discussion of possible opportunities to expose these products for sale;*
- *price list (when requested).*

The development of “Five Stars” brand offers to its customs high quality products, which convert the homemakers, cooks or any single person into first-class chefs.

The chef *guarantees the quality and the formidable taste of the product, inspires confidence, has a good experience, recommends something, symbolizes competency.*

A “Five Stars” chicken suggests immediately a product

- *of controlled origin; of best production and healthy; of high quality; easy to cook; very tasty.*

Slogan:

- *Discover the chef inside you!*
- *Communicate clearly the promise made to consumers.*
- *Raise the claim to be the first one.*
- *It makes you to taste it.*

The brand transmits the following emotional benefit: “Five Stars” is easy to cook.

Consumer benefit is the best quality! Now anyone can cook as a veritable chef! Savoury!

Product benefits: controlled quality

Product attributes healthy, dietetic.

Target of “Five Stars” products: *he/she is active, urban, between 25-45 years, has a good background and an average or big income.*

“Five Stars” products were introduced on market on 4th December 2008.

The six assortments were distributed on retail segment and Ho.RE.Ca.

In addition to highlighting in sale points, the brand has had support from a media promotion campaign, which addressed to final consumers.

Promotional activities for „**1001 Specialities**” were organized in some leisure areas of Iași town and had the slogan „**for a perfect grill**”.

The slogan was “**Come with your friends to a winning picnic**”.

Participating products: „1001 Specialities”

	<p>Promotion period for consumers: 19th June 2008 – 6th July 2008</p> <p>Promotion programme: Wednesday, Thursday, Friday (in shops nr.15-20); Saturday-Sunday, in leisure areas, between 8.00-20.00 hours;</p>
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Participating locations:

Bucium Hill

Șorogari

Ciric

Number of consumers: 300; Number of consumers:500; Number of consumers:500

Promotional activities carried on different stages (**tab. 1**).

The name of „1001 Specialities” reminds us a variety of ways to cook the new product. The word „speciality” is defined as “*a product or cooked product made by special recipes or methods*”.

The join between product and its name is subliminal. The number 1001 represents both a variety of ways to cook the product and the name of Arabian tales (1001 nights) with reference to spices and flavours.

The human involvement is direct and the join with the product is perceptive.

“**1001 Specialities**” suggests the wealth, abundance, variety, making it notable. Due to its name, which suggests diversity and novelty, the product might determine consumers to choose it.

The Slogan, named “Tale flavours” is related to cognitive dimension of an advertising message. Relation with the market is reasonable and objective. This aspect is balanced by phrase rhythmicity. The slogan is rhythmic and easier to memorize and its cadence confers to the brand, dynamism, energy and power of communication and persuasion.

The logo that is composed by a graphic symbol and a logotype is framed in an outline border, inducing the idea of home and protection, comfort and safety.

The graphic symbol represents the stylized image of a chef, who tastes a special marinade for cooking authentic specialities.

The stars that complete the chef image, suggest the high quality of products, meaning, “five stars products”.

The logotype font used for writing „**1001 Specialities**” is a rounded handwriting, which is able to approach the consumer. In addition, the letters form is equal and rounded, suggesting familiarity and optimism.

Dominant colours, green and black amplify the visual impact: green and black. Green represents the most tempered colour from the perspective of commercial aspect and indicates the nature, freshness and human involvement. Black represents the symbol of elegance, sobriety, distinction and neatness.

Table 1

Organizing promotional activities on stages, for promoting “1001 specialities” brand

STAGE I Human resources involved Campaign announcement	Promoters team to announce campaign in sale points through flyers and contest coupons for potential participants in the contest. A chef Promoters team to go each Saturday and Sunday to picnic places for giving instant prizes
Prizes awarded to winners	Instant prizes (casseroles with products, tablecloths, parasols for cars, caps, T-shirts)
STAGE II Contest	Checkout of coupons and drawing of lots of winners for intermediary prizes and the big prize. Winners will receive prizes by post.
Contest's prizes	Drawing of lots of prizes (grill ware, parasols for picnic, picnic baskets) The big prize: A chef will cook on grill for a maximum 10 winner's friends
Departments involved	Marketing - project implementation and monitoring PR-Promotion Sales- exposing product for sale Purchase- ensuring packaging and necessary logistics
Logistics -Materials	Equipments for promoters: T-shirts, caps. Promotion materials: flyers, contest coupons, prospectus.
Prizes' description	Instant prizes 1000 tablecloths, personalized with “1001 Specialities” emblem 1000 parasols for cars, personalized with “1001 Specialities” emblem Intermediary prizes 50 grill ware personalized with “1001 Specialities” emblem 50 parasols for picnic personalized with “1001 Specialities” emblem 50 picnic baskets personalized with “1001 Specialities” emblem 500 inflatable balls personalized with “1001 Specialities” emblem The big prize A chef who will cook on grill for a maximum 10 winner's friends. A tent personalized with “1001 Specialities” emblem, parasols, and cooler bags will signal location. Quantities of products: 2 kg of chicken breast ; 2 kg of chicken boneless legs ; 2 kg highly seasoned mincemeat for sausages on grill; 2 kg fresh sausages; 12 bottles of beer; 6 bottles of juice; 10 pieces of bread ; Chef pay for one day work

CONCLUSIONS

1. Within its product portfolio, the company S.C. “AVI-TOP” S.A. Iași offers the following assortments:

- **chicken meat in bag** : *griller chicken, first quality chicken, whole chicken legs, whole chicken legs with back, chicken breast, chicken wings, chicken liver, chicken gizzards and hearts, giblets, chicken backs, chicken necks, chicken heads and claws, chicken bones;*
- **chicken meat in casserole** : *griller chicken, whole chicken legs, chicken boneless legs, chicken breast, chicken boneless breast, chicken wings, chicken liver, chicken gizzards and hearts.*

2. S.C. “AVI-TOP” S.A. Iași distinguishes itself from its competitors through *ISO: 2001 certification, own farms and slaughterhouses* (which ensure a total control on breeding, feeding and slaughter of birds in adequate hygienic-sanitary conditions) *and prices on the market, which even are bigger than many competitors similar products, they create the image of good quality products.*

3. S.C. „AVI –TOP” S.A Iași has created a new category of poultry products that completes the actual assortments of AVI-TOP portfolio. The new products named „**1001 Specialities**” have the aim to merge the fabrication technology with the cookery, in view to create advantages for both producer and consumer.

4. The launching strategy of the product “**1001 Specialities**” comprises three development phases during a calendar year. Promotional activities for „**1001 Specialities**” were organized in some leisure areas of Iași town and had the slogan „**for a perfect grill**”.

5. “Five Stars” products were introduced on market on 4th December 2008. The six assortments were distributed on retail segment and Ho.RE.Ca. In addition to highlighting in sale points, the brand has had support from a media promotion campaign, which addressed to final consumers.

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