



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”.