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Slovenian Chamber of Commerce

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Spremenjena orodja komuniciranja

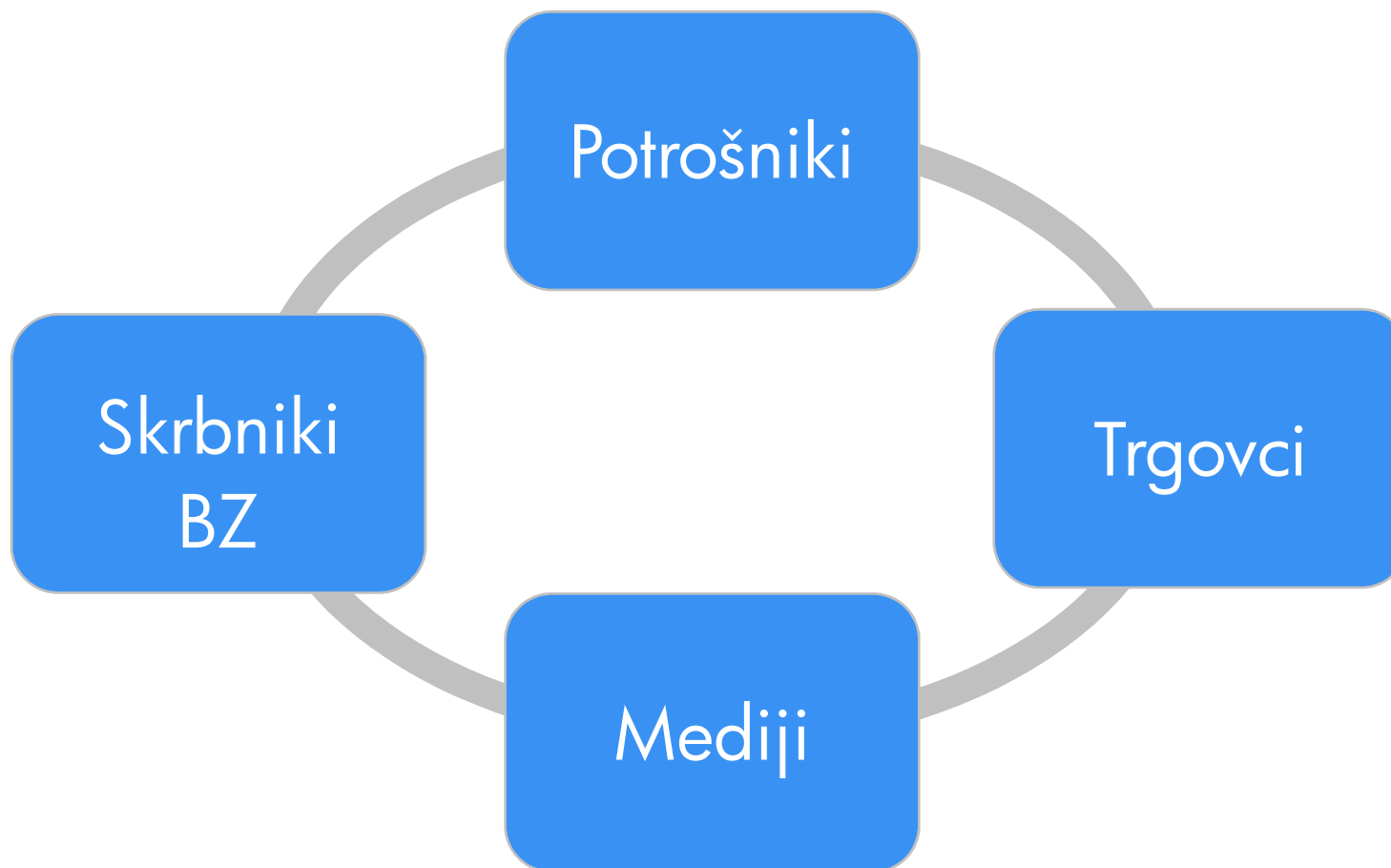
BARBARA MODIC

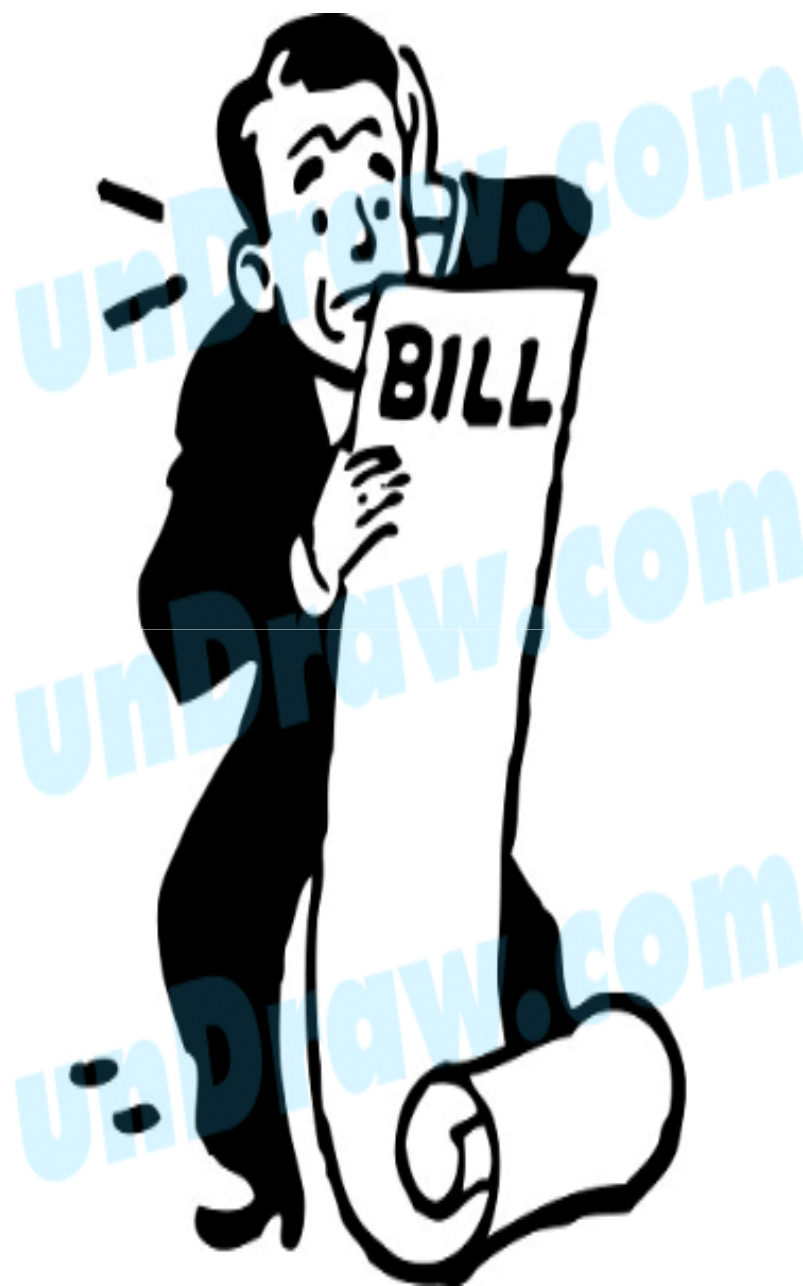
Direktorica, Pristop Media





Obnašanje ključnih marketinških subjektov





zaskrbljen malo zaupanja
inštitucije **varčuje** cenovno občutljiv
manj sentimentalen

manj lojalen racionalen
on line nakupovanje

trgovske blagovne znamke
diskonti kuhanje originalnost
trajna vrednost **mreženje**
iskren pogovor



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facebook

twitter

LinkedIn



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Štejejo

enostavnost skupnost kvaliteta življenja zeleno

Mediji

- Resno občutijo padec investicij
- Cenovna bitka (manj transparentnosti)
- Zmanjšujejo stroške (vidno tudi na kvaliteti)

Trgovci

- Še bolj so zahtevni pri pogajanjih
 - Še bolj se zavedajo svoje moči
 - Še bolj so selektivni pri naboru izdelkov
 - Povečujejo cene oglaševanja in izpostavitvev
 - Več analizirajo
 - Dajejo priložnost poslovnim partnerjem, ki jim pomagajo ustvarjati nakupno izkušnjo in pospešujejo prodajo

Skrbniki blagovnih znamk

- Ubirajo različne strategije pri komuniciranju
- In uporabljajo različne komunikacijske kanale

Strategija nižanja cen

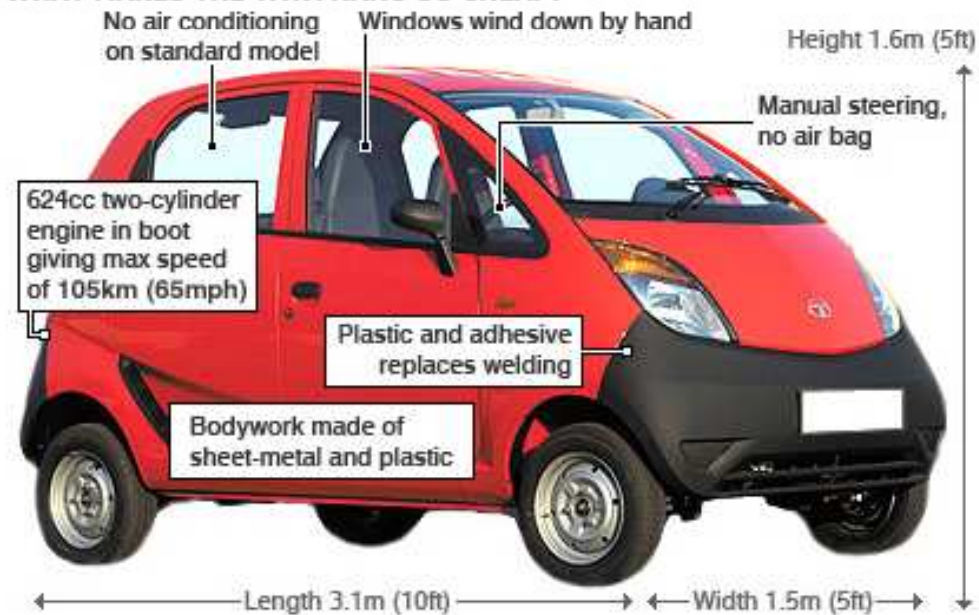


Strategija nižanja cen

- Tata Nano

World's cheapest car is launched

WHAT MAKES THE TATA NANO SO CHEAP?



Strategija nižanja cene

- Izkoristite pravi trenutek



So cenovne promocije res rešitev?

- Dunhumby, Tesco
 - V vseh proučevanih kategorijah so promocije pomenile večjo količinsko ne pa tudi večjo vrednostno prodajo
 - Lojalnost je padla pri vseh kategorijah razen pri eni

Lojalnost je padla pri skoraj vseh kategorijah

Effect of promotional activity on brand loyalty*



Source: Tesco Clubcard database/dunnhumby

*defined as 70% of a shopper's category spend on one brand in each half of year

Informativni pristop

The image shows a screenshot of a Windows Internet Explorer browser displaying the Sainsbury's website. The browser's address bar shows the URL: http://www.sainsburys.co.uk/family/feed_your_family_for_a_fiver/feed_family_fiver_13.htm. The website header features the Sainsbury's logo and navigation links: Home, Store locator, Sainsbury's FAQs, and a search bar. A secondary navigation bar includes links for Great deals, In store now, Food ideas, Drinks guide, NeCTar, About us, Online community, What's new, Active Kids, Red Nose Day, and Family. On the left side, a sidebar lists categories: Family home, National Family Week, Great days out, Hot topics, Feed your family for a fiver (highlighted), Tasty ideas, Looking after mum, Share your ideas, Family health, Family fun, and Shopping. Below the sidebar, there is a 'Groceries online' link. The main content area displays a large orange banner with the text 'FEED YOUR FAMILY FOR A FIVER'. An inset window in the foreground shows a different browser window with the URL: <http://www.sainsburys.co.uk/NR/rdonlyres/522F02AF-C4FA-47D9-B9A2-C4D1FBA2B367/0/Weeklymealplann>. The browser's status bar indicates the page is 1 of 1, zoomed to 66.4%, and has a search function. On the right side of the main page, there is a vertical banner with the text 'FEED YOUR FAMILY FOR A FIVER' and a 'Recipe:' link at the bottom.

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Informativni pristop: Image + Prihranek



Mercator: Znižali smo cene 2800 izdelkom

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Ponujanje sanj



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Vzbujanje zaupanja in stabilnosti



Lloyds TSB – Underwater journey

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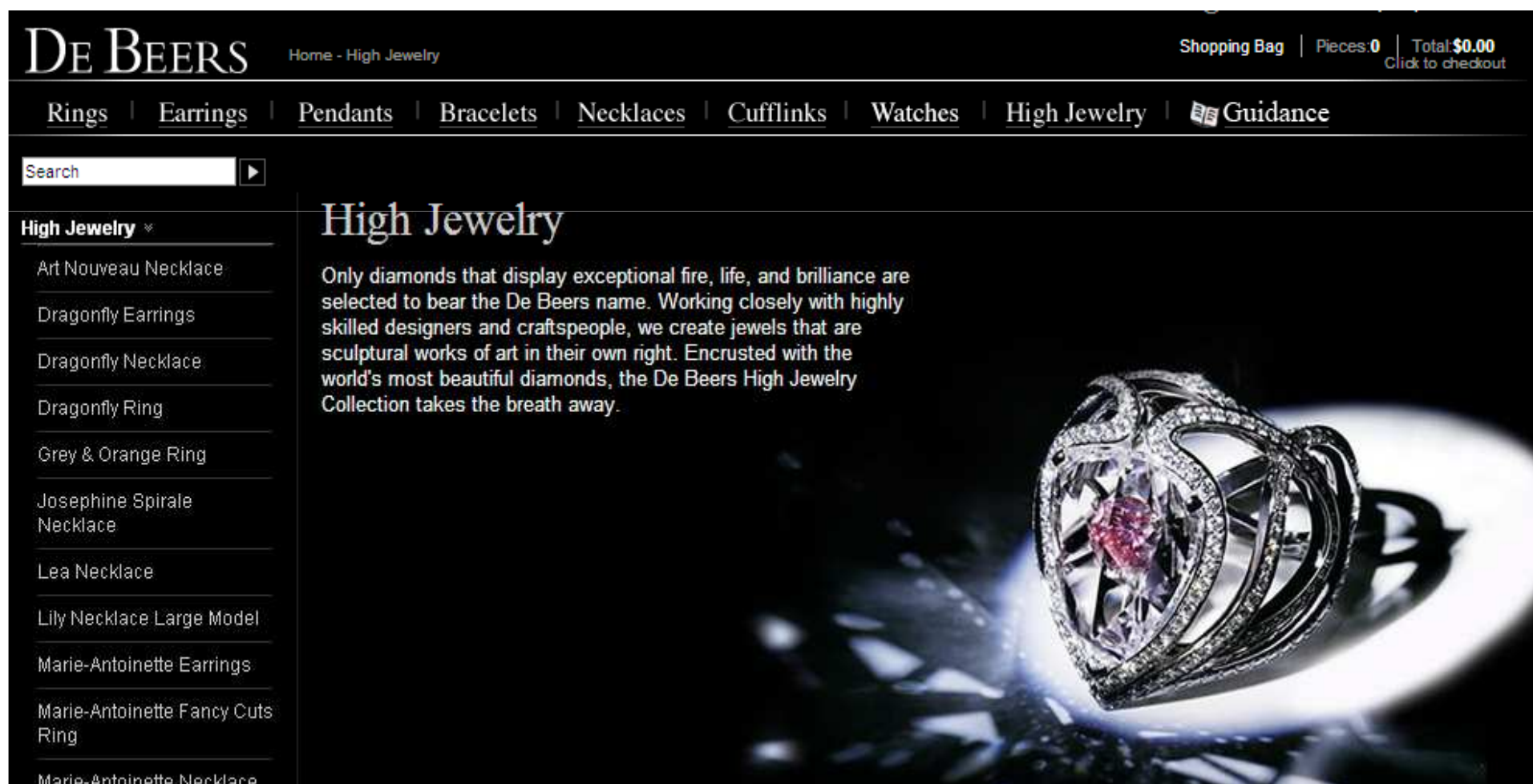
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Iskrenost in enostavnost



NetWest – Saturday banking

Kako bi v teh časih prodajali diamante?



The screenshot displays the De Beers website interface. At the top, the 'DE BEERS' logo is on the left, and navigation links for 'Rings', 'Earrings', 'Pendants', 'Bracelets', 'Necklaces', 'Cufflinks', 'Watches', 'High Jewelry', and 'Guidance' are in the center. On the right, a shopping bag icon shows 'Pieces: 0' and 'Total: \$0.00' with a 'Click to checkout' link. Below the navigation is a search bar. The main content area is titled 'High Jewelry' and features a large image of a ring with a central pink diamond. To the left of the main image is a vertical list of jewelry items under the 'High Jewelry' category.

DE BEERS Home - High Jewelry Shopping Bag | Pieces: 0 | Total: \$0.00
Click to checkout

Rings | Earrings | Pendants | Bracelets | Necklaces | Cufflinks | Watches | High Jewelry | Guidance

Search

High Jewelry

Art Nouveau Necklace

Dragonfly Earrings

Dragonfly Necklace

Dragonfly Ring

Grey & Orange Ring

Josephine Spirale Necklace

Lea Necklace

Lily Necklace Large Model

Marie-Antoinette Earrings

Marie-Antoinette Fancy Cuts Ring

Marie-Antoinette Necklace

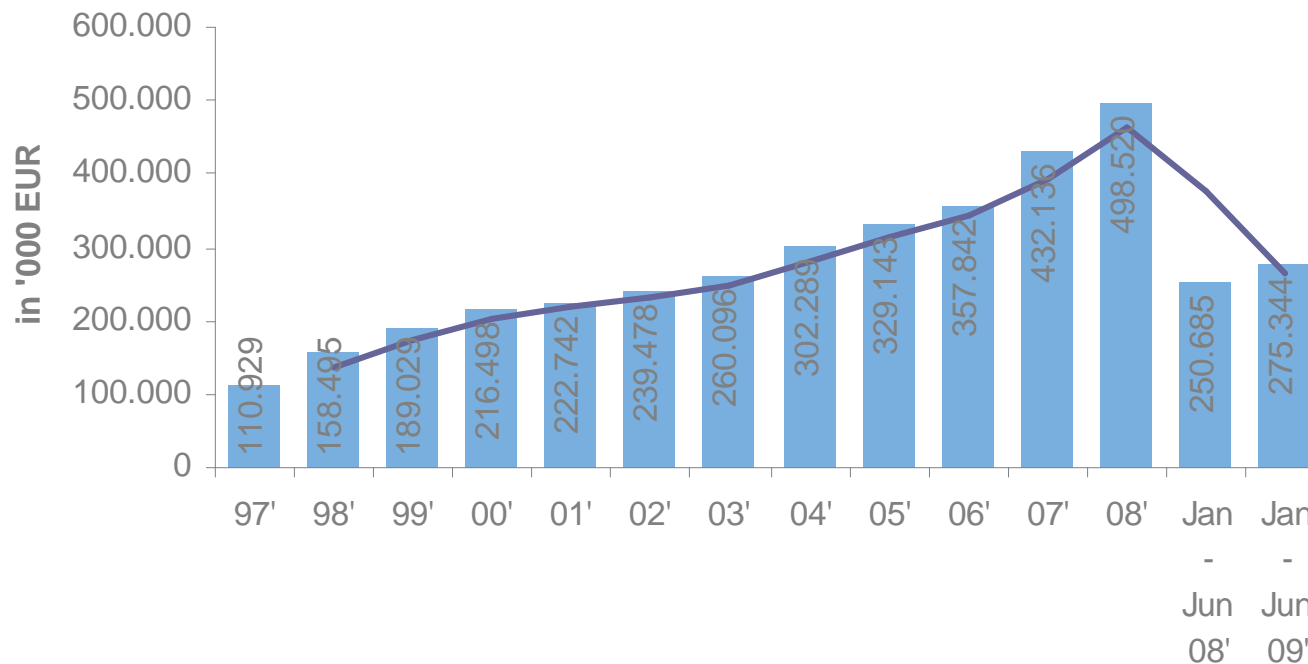
High Jewelry

Only diamonds that display exceptional fire, life, and brilliance are selected to bear the De Beers name. Working closely with highly skilled designers and craftspeople, we create jewels that are sculptural works of art in their own right. Encrusted with the world's most beautiful diamonds, the De Beers High Jewelry Collection takes the breath away.

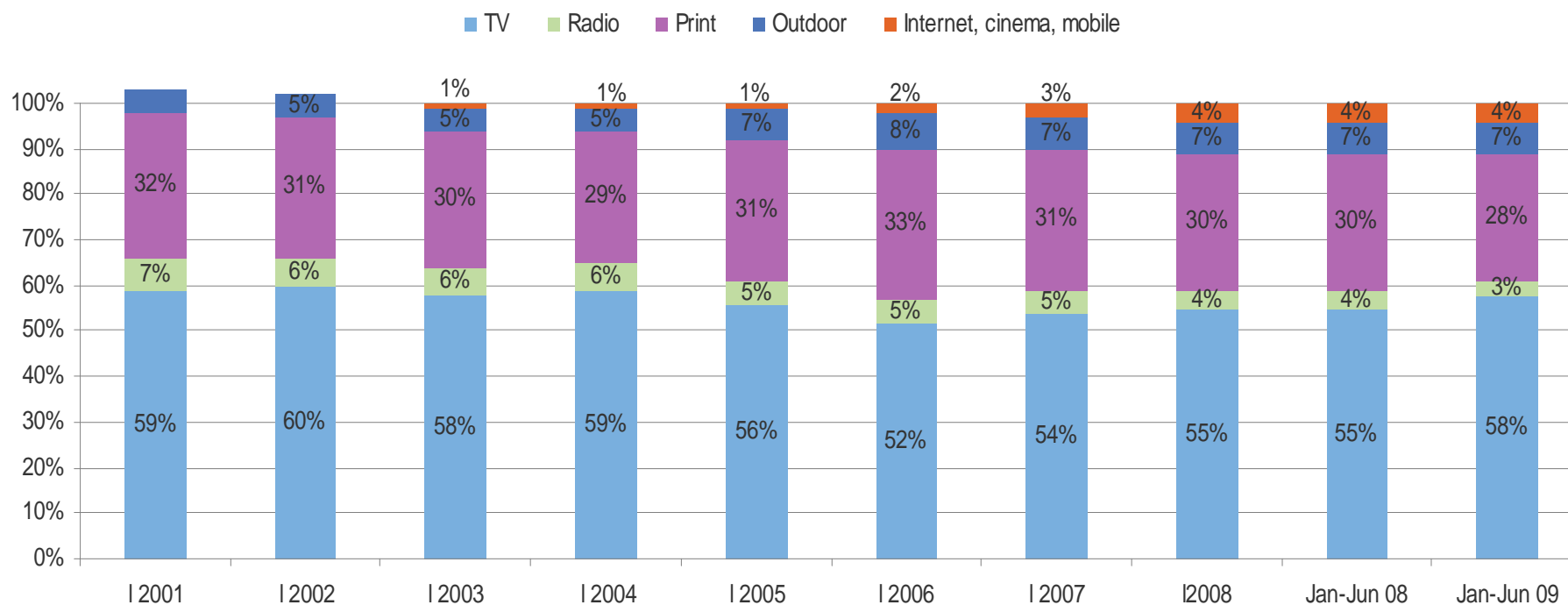
Kako je z investicijam in kanali sporočanja?

- V Slo 9% rast bruto investicij = cca 25% padec neto inv.

Development of investments



TV stabilna, zmanjšanje tiska, internet raste počasneje, kot smo se nadejali



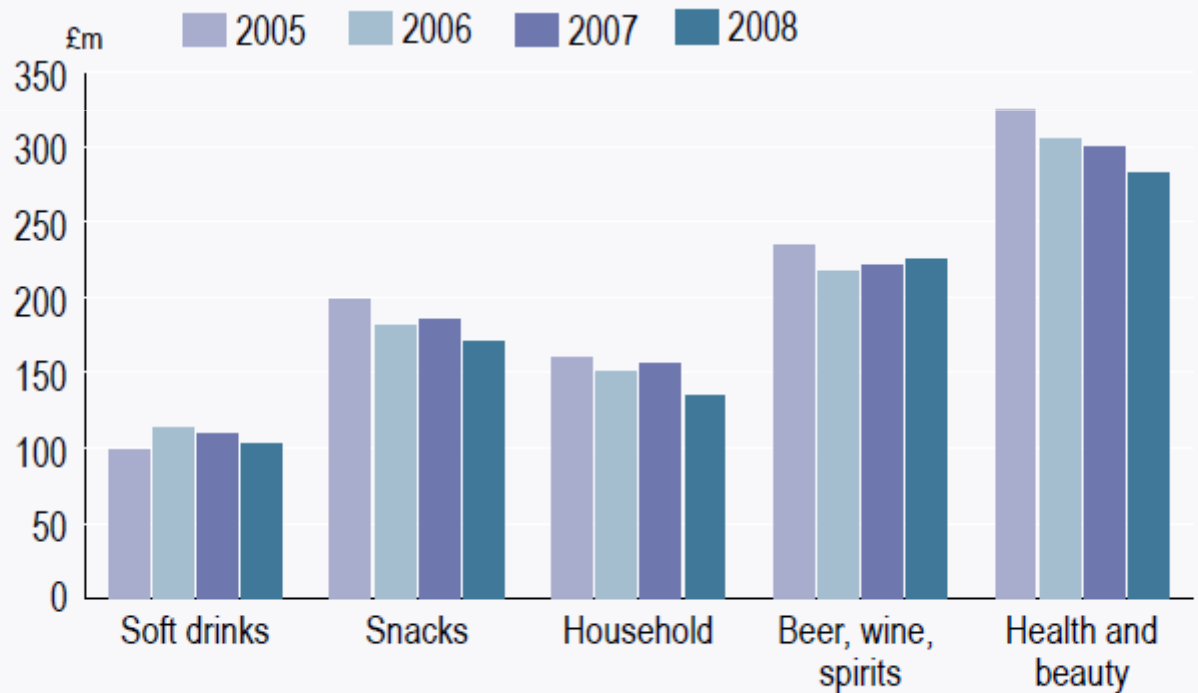
Oglaševanje se seli bliže prodajnemu mestu

- Kar 70-80% nakupnih odločitev (fmcg) se opravi na prodajnem mestu
- Vsako leto večji delež sredstev za oglaševanje v katalogih in za izpostavljenost na prodajnem mestu



Tudi v tujini investicije v oglaševanje padajo...

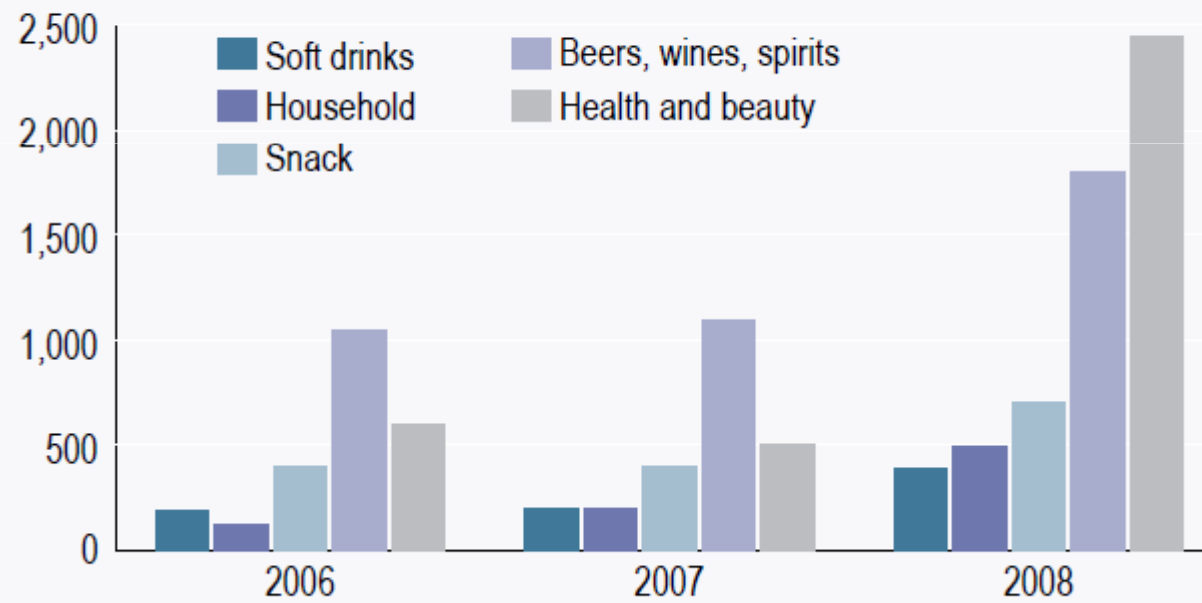
MAT media spend by category



Source: NMR Ad Dynamix/dunhumby

...število promocij na prodajnem mestu pa raste

Quarter 4 unique instore promotions (in Tesco)



Source: Tesco Clubcard database/dunnhumby

...vendar je tudi tu nasičenost velika



Podjetja z že uvedenimi lojalnostnimi programi bodo lažje in učinkoviteje dostopala do svojih kupcev

Z zbranimi jabolki zvestobe do izjemnih popustov!

Kartica zvestobe Lekarne Ljubljana

Katalog
ugodnosti

Kartica zvestobe
LECARNA LJUBLJANA

10021860
IME PRIIMEK

Vse več je direktnega nagovarjanja

- Lidl je močno povečal št. izdanih prodajnih letakov

Trgovec	Število (jan-avg 08')	Število (jan-avg 09')
Mercator	33	16
Spar	61	57
Tuš	59	57
E.Leclerc	41	32
Hofer	70	70
Lidl	39	67
Eurospin	17	19
Skupaj	320	318

Vir GFK: Leaflet monitoring

- 4% porast naslovljene in delno naslovljene pošte pri Pošti Slovenije

Vse več je direktnega nagovarjanja

- Prednost imajo kanali z zmožnostjo ciljanja

The screenshot shows a Windows Internet Explorer browser window with the address bar displaying the URL: http://www.youtube.com/results?search_query=tata+nano+campaign&search_type=&aq=f. The browser's address bar and search bar are highlighted with a red box. The search bar contains the text "tata nano campaign" and a "Search" button. The search results page shows "tata nano campaign" results 1 - 3 of about 3. The results are sorted by Relevance, uploaded anytime, and type is All. The first two results are videos from GreenpeaceIndia: "[HINDI] Deb talks about the Tata port" (6:26) and "[HINDI] Sachin talks about the Tata port" (2:22). A third result is a playlist titled "Playlist Results for tata nano campaign" with 63 videos, including "tata safari (1:43)". On the right side of the page, there is a "Sponsored Links" section highlighted with a red box. The sponsored links include "Nano" (Save up to 90% on brand new Nano 5th gen (with video) 16 GB, www.bidfun.co.uk/ipod-nano) and "Kako Lušten je Mini?" (Z odprto streho mu ni para! Pomlad že kliče da ga zapeljete ... Novi.Mini.si/Mini).

Ne bojte se socialnih mrež, izkoristite jih

- Ameriška digitalna agencija je razvila novo obliko socialnega nakupovanja. Uporabniki morajo imeti kamero in tehnologija omogoča, da pomerjajo različna oblačila in te posnetke v realnem času delijo z mrežo prijateljev.

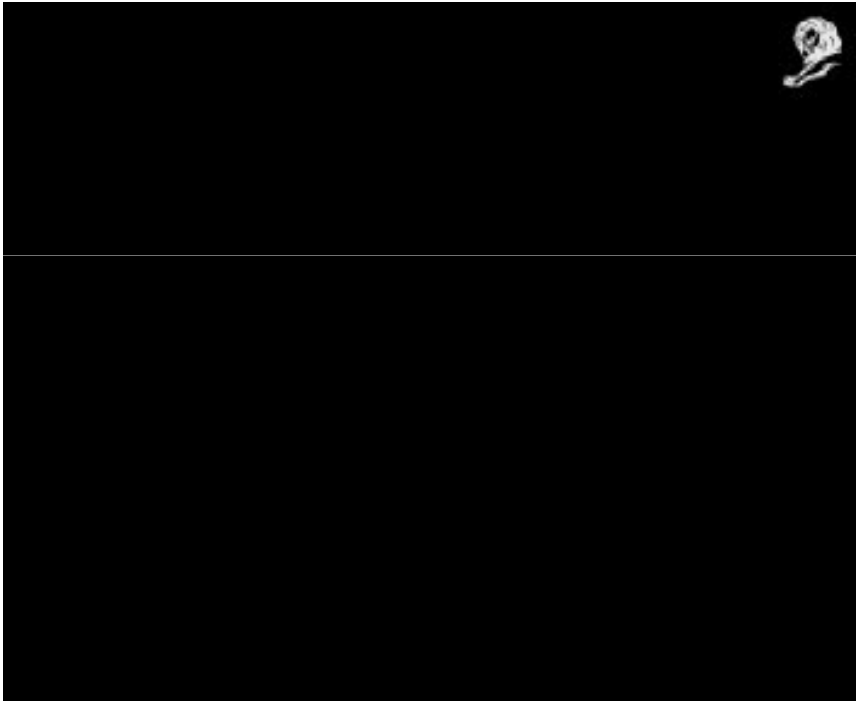




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Kit Kat – Cannes Lions



Generalni sponzor:



Sponzor:



Medijski sponzor:

