

ORGANIZING PROMOTION CAMPAIGNS - CASE STUDY

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Abstract. *Tourist promotion represents all communication approaches aiming to permanent transmission through some various routes of messages intended to inform both public customers and tour-operators on the characteristics of provided products and services. It aims to develop a favorable attitude towards the company and to promote the company image, together with the determination of some convenient changes in consumer behavior.*

Keywords: *promotion, tourism, campaign*

INTRODUCTION

Currently, most of the players in tourism field seek to intensify the tourist traffic with the development and diversification of tourist product which highlights the importance of communication with public. However, for an effective communication with public, it is required the practice of an adequate promotional activities in order to transmit to the consumers and public information about company offer, characteristics and qualities of provided products and services.

Through promotional actions in tourism and implicitly in agro-tourism fields, it is intended to attract new customers and to keep the existing ones, so the promotional activity is addressed to a wide public and concerned particular segment. Due to the complex character of promotion activity, in order to achieve it, forces at local, regional and in some cases even national and international level are involved.

The promotion activity of tourist product is a particular form of communication which consists of transmitting messages in different ways and information designed to inform the tour-operators and potential tourists about its characteristics and elements of the provided tourist services, to develop a positive attitude towards companies providing tourist services.

The promotion activity is conducted at three levels, namely: at national level, through Ministry of Tourism, at regional level, through associations of territorial and local promotion, at each economic agent planning their individual promotion policy respectively.

In this paper, I have analyzed the promotion activity to the Pension Anette, village of Covaci, in Timis County, the organization of a promotion campaign respectively.

MATERIALS AND METHODS

In order to achieve this paper, I have turned to the field research and the processing and interpretation of collected information, as well as the elaboration of conclusions.

RESULTS AND DISCUSSION

Within the profile market, the Pension Anette is distinguished by the wide range of provided services: accommodation, organization of festive dinners, conferences and workshops etc., as well as by the quality of provided services.

A concern which I consider to be mentioned is that for socio-cultural events, such as diverse humanitarian concerts, various art exhibitions, musical concerts, etc. In the case of Pension Anette, the passion for art shown by the owners harmoniously combines with the

organization of various cultural events, which lead implicitly to the development of the company image, sometimes much more than all other combined promotional techniques.

Currently, the promotion activity represents a vital activity for the development of Pension Anette and its positioning on the market. Achieving these objectives and the extent they are achieved depend on the promotion policy which the pension adopts and the consistency by which this policy is practiced. In order to achieve these objectives, it is necessary to use the promotion techniques that must be assembled into a coherent and functional promotion mix. Choosing the strategy and the way that the promotion techniques are combined depends on various factors, which can be subjective or objective, such as:

- Resources available to the pension;
- Experience of team responsible with promoting the pension;
- Market conditions;
- Targeted public;
- Competing pensions and their activity.

Promotion strategy can be defined as the direction in which the pension resources are training on long term, specifically the financial, human and material efforts, in order to achieve promotion objectives in an optimal way. Promotion strategy is transposed in practice through promotion campaigns which consist of the combination of different promotion techniques, considered the most adequate to the existing situation. Establishment of the promotion mix is a complex process for the Pension Anette because it must be taken into consideration the specificity of activities that take place in a pension. In choosing the alternative considered optimal in a certain context, rational factors and elements with subjective factors and elements are taken into account, as well as the intuition and experience enjoyed by the person responsible for the promotion campaign design.

Pension Anette can adopt a very wide range of promotion strategies which may be classified according to the following criteria [Florescu C., Marketing, Editura Marketer, Bucharest, 1994]:

1. by pursued global objectives, we have:

- Organization promotion – aims to create and develop the company image, as a whole, and to increase the public confidence;

- Offer promotion – focuses on promoting the organization offer, increasing confidence in its ability to optimally satisfy the desires and needs of customers and on boosting demand. This type of strategy is recommended in case when it is intended to promote a limited range of products and services and which have a well-defined addressability. In this case, the promotion of each service and product to existing customers and those potential will have an exceptional efficiency. This type of strategy can be adopted only for a defined time period, mainly influenced by market conditions.

- Brand promotion – it is desired to impose a brand image. This strategy is used when provided products or services are homogeneous, when they can be defined and delimited precisely by the competition. So, through promotion, several characteristics and values can be associated to the brand in order to contribute to company positioning on the market.

- Mixed promotion – through this kind of promotion, the Pension Anette aims to develop simultaneously the company image and its offer. In the strategies that have been implemented over the time by the company concerned, the mixed promotion strategy was the most used, being also the most easily adopted. So, the company has succeeded, by combining several elements that contributed to the company brand image, to inspire customers and public confidence and to facilitate the objectives achievement of promotion campaigns.

2. by offer

- Promoting global product – promotes pension offer as a whole;
- Promoting the individual product - promotes each part of an offer such as accommodation services in personalized rooms Savana Africa, Blue Roses, Purple Roses and Apartment Anette.

3. by targeted public:

- Focused strategy – aims a single market segment.

This kind of strategy was implemented on June 1st, on Children's Day, when within the pension was organized the Little Warriors Festival. During the festival, children were able to enjoy music and various games and competitions. Media partners at this event were Esotera library; Ziua de Vest newspaper and “Radio Timisoara” radio station.

- Differentiated strategy – through this type of strategy, it was intended to adapt promotion campaigns for different target public categories.

- Undifferentiated strategy – through this strategy, the company addresses to the entire market.

4. By role, the company adopted the following promotion types:

- Offensive promotion – through this type of promotion, it was intended to expand the image and society market through wide promotion campaigns;

- defensive promotion – this type of promotion was adopted when market conditions imposed measures regarding the current position and customers keeping by maintaining the company image and combat of competition offers.

5. By demand variance, there have been adopted:

- Temporary differentiation strategy – through this strategy it was intended the reorientation of demand when fluctuations were recorded, which in the activity field of pension Anette are recorded especially during winter holidays, vacations, etc.

- undifferentiated strategy – usually, this type of strategy is used when the demand is uniform all over the year, being used only in a limited extent and for certain products and services provided by Pension Anette.

6. by transmission means of promotional message:

- Intensive promotion – this type of strategy has been predominantly used that the emergence of company on the market to be known, to gain market share and to impose itself over competitors.

- Selective promotion – it uses only few promotion means. Currently this type of promotion is used, taking into account primarily the promotion by own website, www.pensiunea-anette.ro and by several newspapers with local and regional issue.

- Exclusive promotion - this promotion strategy appeals to a single promotion mean. In its activity, the pension Anette had also turned to this promotion strategy especially when it was intended to promote services to existing customers already in the database of company, by using the mailing.

7. By the way of deployment in time, there have been noted the following strategies:

- Permanent promotion – under this strategy, the activity of promotion and public communication is permanently conducted.

- Intermittent promotion – is represented by time-limited promotion campaigns which are deployed according to the market conditions.

At the pension Anette, I met two types of promotion, both the permanent one, directed to maintain the company image and the intermittent one, mainly occasioned by various events held in the pension.

8. by promotional activity establishment:

- Promotion performed by own forces – the pension designs and develops promotion campaigns, situations of this kind being numerous throughout activity period of the pension.

- Promotion realized by specialized institutions – is represented by the situations when it was appealed to advertising agencies.

9. By the way of communication with targeted public, promotion strategies used in the pension Anette can be classified into:

- Media – the promotion was realized through the media.

- Personal – the promotion was realized through interpersonal ways.

10. By the concerned impact, in the activity of pension we meet:

- Internal promotion – aims the promotion among employees of the pension;

- External promotion – through this type of promotion, the pension addresses to the public outside the organization.

As I mentioned before these classifications, in the pension Anette, a combined strategy is adopted, designed to have the maximum efficiency depending on the context and time in which it is applied.

During the pension activity, the optimal strategy to be implemented has proved to be an activity, a very important approach, because through this strategy, it was intended to achieve the planned objectives with a minimum effort.

Most often, in front of choosing a promotion strategy and establishment of promotion techniques mix, the pension had appealed to the following selection criteria:

- Objectives which have been intended to be achieved in medium and long term;

- Message that had to be transmitted to the public;

- Targeted public defined through its characteristics and consumer habits

- Pension image and credibility enjoyed on the market;

- Flexibility of adopted campaign;

- Length of action;

- Available and required budget, as well as material and human resources that could be involved;

- Way of controlling the promotion campaign results.

Even if at the beginning of the activity, the leadership of pension have studied the market and tried to imitate the strategies that other pensions used already on the market at that moment, not long after that time it has been concluded that the combination of different promotion techniques must take into account the specificity of internal and external activity of the pension and that not always, networks that functioned to the other pensions, will function too. This represented an important lesson for those in the leadership of the pension, who have quickly adapted to the market requirements and have tried to use the specificity, the uniqueness, to gain a better position in the market and to promote the provided services and products. The realism of planned objectives and the concordance between the used techniques and pension resources was the key to the success of the strategies chosen by the pension. The way of strategy application over time and implementation of the promotional mix are also very important.

In developing the promotion strategy of Pension Anette, it was started from the mission of the pension and from internal and external environment analysis. Once the strategy has been established, the pension intended to implement it through promotion campaigns, aiming for coherent promotional messages, easy to remember, in order to support each other and to lead on long-term the creation of a pension image and the confidence of customers and wide public.

At the level of promotion activity, it was realized that any activity or process of communication with the public influences in a direct or indirect way the pension image. So, it was decided that these activities must be included in promotion campaigns so that they can be checked and have positive effects, proving their maximum efficiency as a result of a rigorous planning process.

During the process of designing promotion campaigns, for the Pension Anette, the following steps have been identified:

- The study of the external environment and forecast of evolutions on short and medium term;
- Establishing the campaign objectives;
- Choosing the targeted public to which the campaign is addressed;
- Wording the promotional message to support the promotion campaign;
- Accounting and evaluating the pension resources;
- Developing the promotion mix which consists in determining the most appropriate promotion techniques and determining the lowest ratio cost / potential customer;
- Planning of actions, drawing tasks and distributing the responsibilities;
- Evaluating and determining the best methods of control and measuring results;
- Estimating the budget necessary to achieve the promotional campaign.

During the formulation of the promotional message and throughout promotional campaign, it must be pursued the difference, the gap that can arise between the promises made through advertising message and the manner in which the services and products marketed by Pension Anette are valued and appreciated by the public. Such a large difference has negative effects on the activity of a pension, and first of all we refer to the long-term effects which can be countered very hard and by sustained efforts of concerned pensions, as it has been observed in many situations on the market. There were not few examples found on the market when, due to lack of experience, resources or simply to the desire to increase sales rapidly, many promotional messages brought promises which could not materialize, causing not only the loss of those customers but also a negative advertising that could be very difficult to control and counter. As it is known, an unsatisfied customer is not just a less customer but a source of negative advertising and implicitly of fewer customers. This attitude not only leads to the loss of clients but also to contouring an image of no confidence in the company.

CONCLUSIONS

To avoid the shortcomings, the Pension Anette has always pursued promotional campaigns that had to be flexible so that they can adapt to the changes in internal and external environment of the pension and which can be optimized during their development.

Permanently, the results of promotion campaigns were evaluated and integrated in the designing and ongoing process of the following promotion campaigns because in their deployment, the coherence was intended to be achieved taking into account the objectives and especially the company image.

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