

# Oznámení

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Semináře ve středu v 16:20 se RUŠÍ

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# Integrovaná marketingová komunikace

„An Army of One“

<http://www.goarmy.com/nfindex.jsp>



= a concept of marketing communications planning that recognizes the added value of comprehensive plan that evaluates the strategic roles of a variety of communication disciplines – for example, general advertising, direct response, sales promotion, and public relations – and combines these disciplines to provide clarity, consistency, and maximum communications impact (American Association of Advertising Agencies).

# Přímý marketing



**Objective** - Marketing battle  
**The Brief**  
 How do you wish a GARDNER's birthday on his birthday?  
**The Solution**  
 A new brand of GARDNER's of course. Forget him, the birthday of GARDNER's is back.  
 How do you wish a GARDNER's birthday on his birthday?  
**The Results**  
 Did what a GARDNER's birthday wish was? As a result, the response rate was actually...  
 (The rest of the text is too small to read accurately.)

## Virgin Credit Card launch - 'Plastic Surgery'



**Brief**  
 Launch a new credit card into a competitive, sophisticated market with no existing customer base. Customers consume heavily with financial services and are communicating Virgin Money's financial credentials.  
**Idea**  
 Use the creation of Kuzmap product benefits in a typically Virgin manner: with humor and in the consumer's own words. Use Richard Branson PR to launch and then integrate through TV, Press and CRM acquisition strategies.  
**Results**  
 Remarkable most successful credit card acquisition launch ever. The best 12 months credit card acquisition after only 10 months. Capturing over 2% of the total credit card market at 60% of target cost per account.

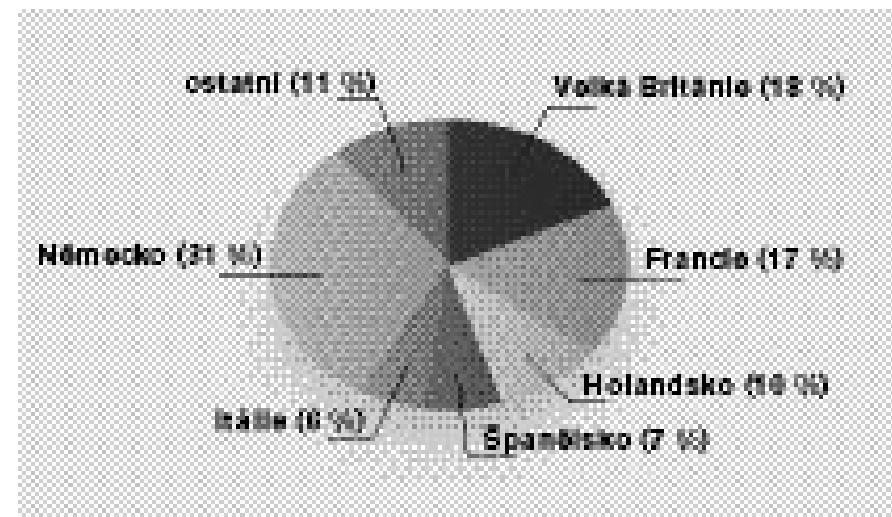
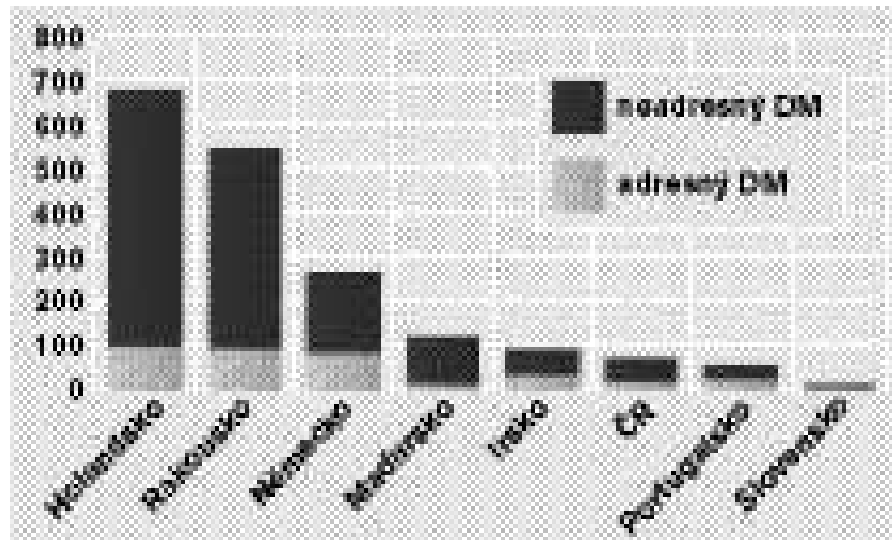


# Záruky

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- nepodmíněná – „Vy buďte soudcem“
  - podmíněná
    - časově omezená
    - omezení poškození
    - způsob použití
    - pouze oprava n. výměna
  - dvojitá záruka
  - konkurenční
  - zdramatizovaná
  - nabídka ponechání
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## FEDMA (Federation of European Direct Marketing) – 2002 Survey on Direct and Interactive Marketing)



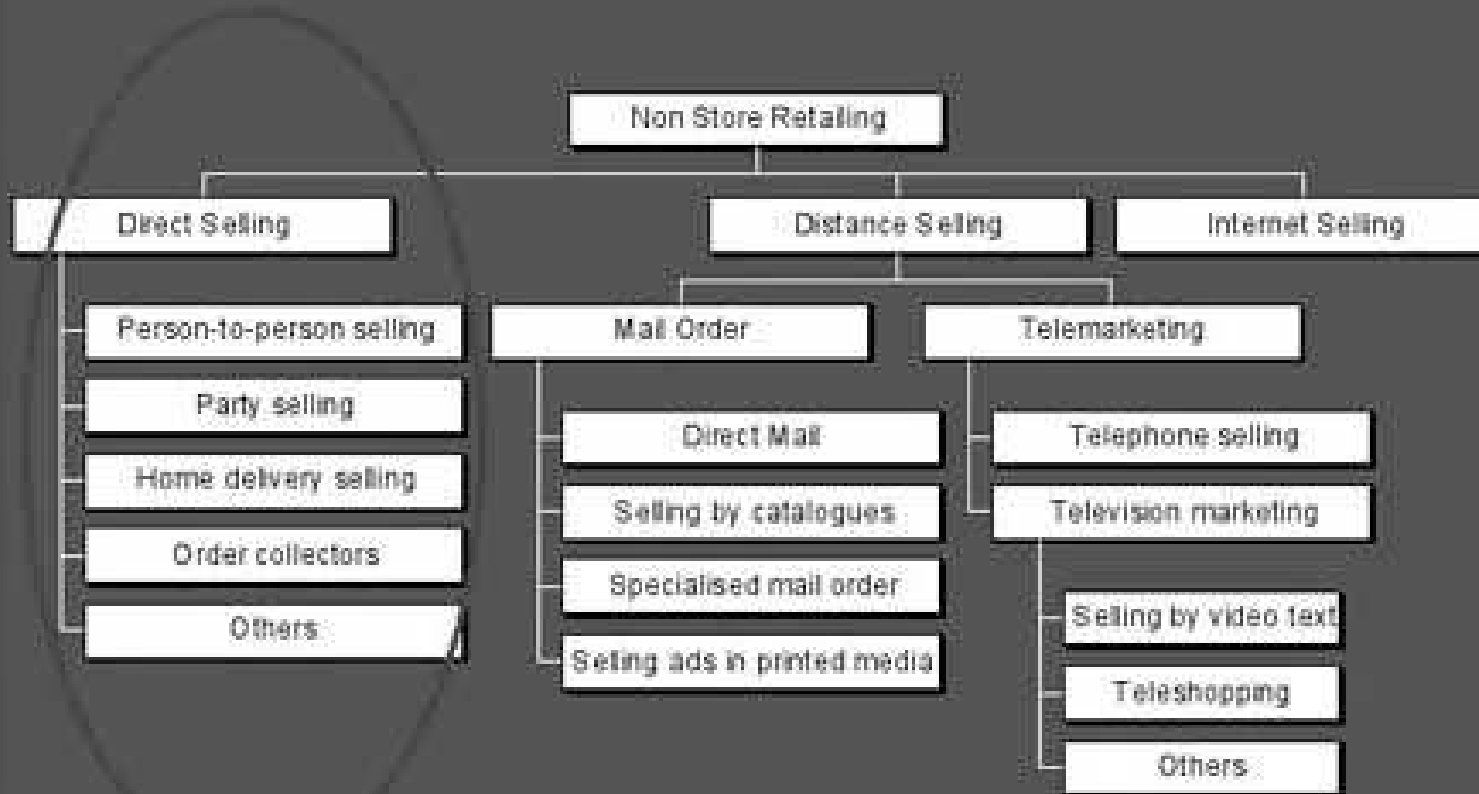
Asociace direct marketingu a zásilkového obchodu (ADMAZ) – 2002: nejdůležitější je stále adresný direct mail, roste neadresný direct mail, telemarketing

Přístup opt-in, opt-out, projekt „Safe Harbor“, směrnice „balance of interest“

# Direct Selling / Non Store Retailing

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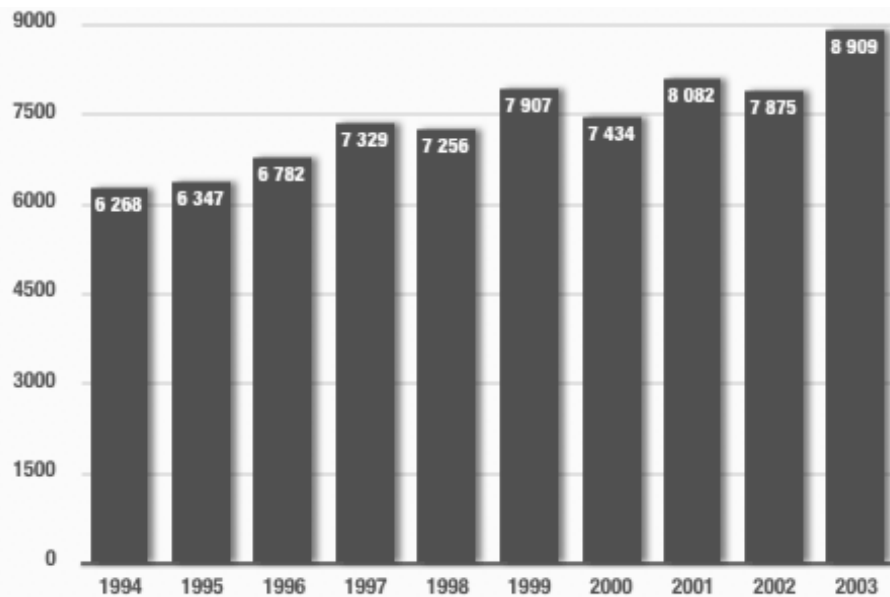
PRICEWATERHOUSECOOPERS



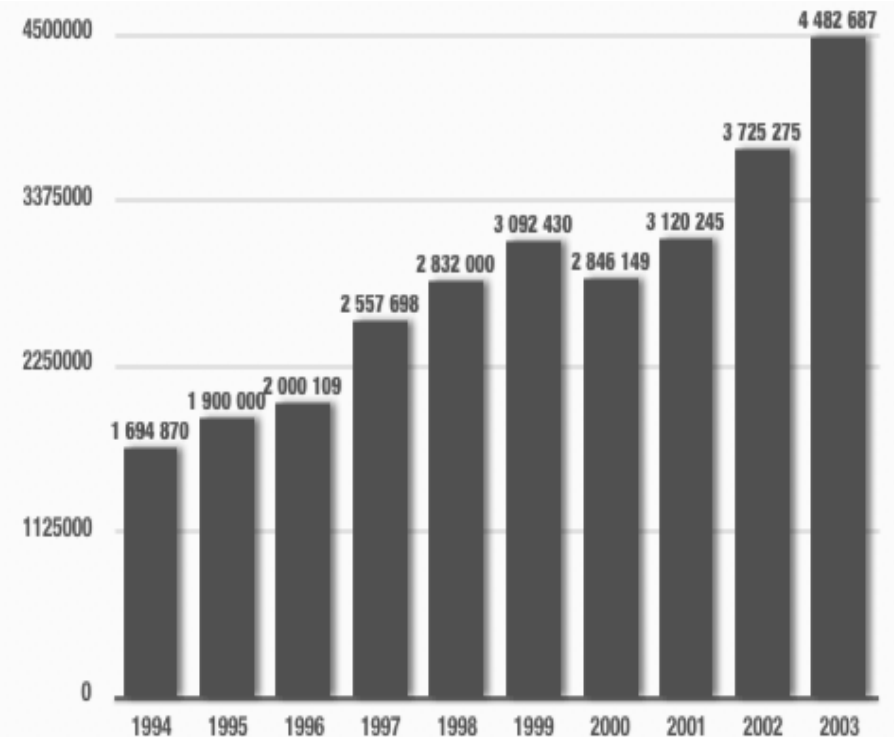
**Direct Selling is part of the Non Store Retailing sector**

[http://www.fedsa.be/en/5\\_publications/5-2\\_pwc.html](http://www.fedsa.be/en/5_publications/5-2_pwc.html)

# Přímý prodej



**Direct Selling in Europe - 1994-2003  
evolution  
- Sales (in millions €)**



**Number of direct sellers -  
1994-2003 evolution**

## First Socio-Economic Study of the Direct Selling Industry in the EU

- Research focused on the Direct Selling Industry in France, Germany, Italy, Spain, Sweden & the UK
- These 6 countries represent 92% of the sales of the Direct Selling Industry in the EU
- Results of analyses were consolidated and translated to the 15 member states of the EU
- Research included interviews with six Direct Selling Associations, various Direct Selling Organisations, as well as thought leaders in socio-economic trends
- In addition surveys of 450 Direct Selling Organisations and 6.250 Direct Sellers were conducted

The largest sample on Direct Selling ever in the EU



## Profile of Direct Sellers

<u>Characteristics</u>	<u>%</u>
High level of female participation	80%
Primarily working part time	80%
Self employed	98%
Aged between 35- 49 years old	47%
Married / Co-habit	75%
Three or more dependants in the household	77%

(PricewaterhouseCoopers Survey 1999)

**Direct Sellers are typically female, self employed and work part time**

## Profile of Direct Sellers - cont'd

<u>Educational qualifications higher than secondary school</u>	<u>%</u>
Female Direct Sellers	20%
Male Direct Sellers	35%
<u>Before joining Direct Selling</u>	<u>%</u>
Held a position of employment	69%
Unemployed or no professional activity -- Female	36%
No background in Direct Selling	66%
<u>Length of time in Direct Selling</u>	<u>%</u>
Have worked more than 1 year in the Direct Selling Industry	89%
Have worked more than 7 years in the Direct Selling Industry	47%

A significant proportion of people have been in the industry for many years

## Reasons for becoming a Direct Seller

### Direct Sellers

Earn an (additional) income

Flexibility to choose working hours

Low cost / low risk way of establishing own business

Absence of age discrimination

### Female Direct Sellers

Buy products for their own use

Social contact

Re-enter workforce after bringing up children

### Male Direct Sellers

To run their own business

(PricewaterhouseCoopers Survey 1999)

**Direct Selling is attractive for a wide variety of reasons**

## Consumer Attitudes towards Direct Selling

PRICEWATERHOUSE  
COOPERS

### Reasons for making a purchase via the Direct Selling channel

Product need and appeal (female customers)

Convenience (female customers)

Value for money (male customers)

### Perception of the Direct Selling Industry

Would buy again via the same channel

%

93%

Would recommend buying from a Direct Selling Organisation

88%

[\*Public perceptions of Direct Selling in the United Kingdom", Future Work Research Group, Westminster Business School, 1999]

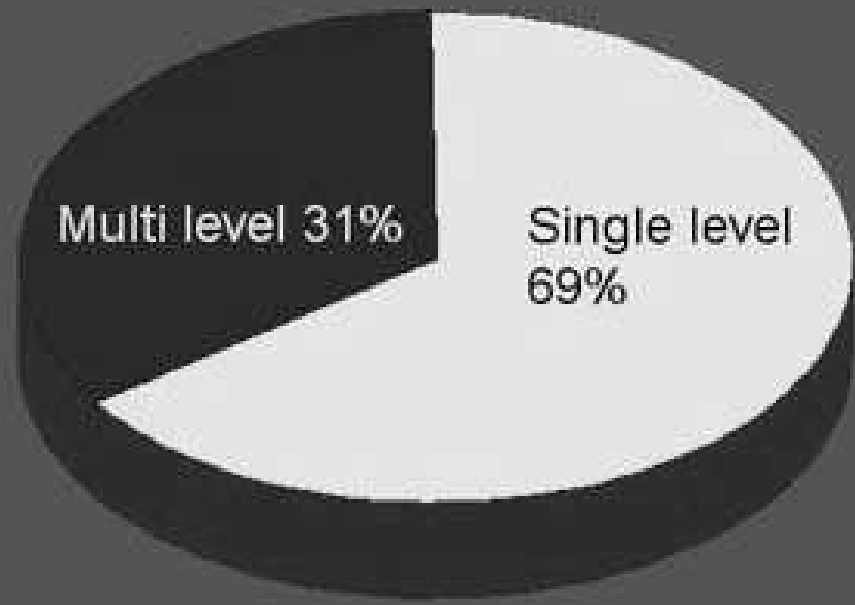
Consumers with experience of Direct Selling have very positive opinions

[http://www.fedsa.be/en/5\\_publications/5-2\\_pwc.html](http://www.fedsa.be/en/5_publications/5-2_pwc.html)

# Organisational structures

In the six countries :

PRICEWATERHOUSECOOPERS



[PricewaterhouseCoopers Survey 1999]

**Majority of Direct Selling Organisations are single level structures**

# Multilevelmarketing

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- 1940 – California Vitamins, později přejmenována na Nutrilite
  - 2 nejlepší distributoři Rich DeVos a Jay Van Andel založili Amway Corporation
  - 1960 Glen Turner založil společnost Glen W. Turner Enterprises
  - 1975 – Federal Trade Commission a tzv. „Pyramidový zákon“
  - Rozsudek FTC vs- Amway 93 FTC 618
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# Nepřetržité programy

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- předplatné
- automatické plány zásilek
- klubové plány

Způsoby přihlášení:

- záporná volba
  - závazek
  - členský plán (slevová služba, předplatné katalogu a přizpůsobená služba)
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# Fixies - DM



kampaň: „Rodičovský rádce“

produkt: plenkové kalhotky Fixies

cíl. skupina: těhotné ženy

gynekologové mající těhotné  
pacientky





# Telemarketing

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- out-bound (=odchozí) telemarketing = aktivní
- in-bound (=příchozí) telemarketing = pasivní





Direct-response TV marketing (DRTV) = televizní marketing s přímou odezvou



Teleshopping

# Převzaté zdroje:

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- [http://www.admaz.cz/o\\_nas.asp](http://www.admaz.cz/o_nas.asp)
  - [http://www.fedsa.be/en/5\\_publications/5-2\\_pwc.html](http://www.fedsa.be/en/5_publications/5-2_pwc.html)
  - [http://www.fedsa.be/en/4\\_facts\\_figures/4-2\\_evolution.html](http://www.fedsa.be/en/4_facts_figures/4-2_evolution.html)
  - <http://www.multilevelmarketing.cz>
  - <http://www.x-entertainment.com/messages/512.html>
  - Telemarketing a právní aspekty po vstupu do EU – MAM z 1. 12. 2003
  - Výdaje firem na přímý marketing v roce 2002 vzrostly o 14 procent – MAM
  - Mezi Čechy slábne zájem o adresné nabídky a reklamy – MAM z 21. 9. 2004
  - GENERATION NEXT – MAM z 2. 6. 2003
  - Evropa žije direct marketingem – MAM z 28. 4. 2003
  - Přímý prodej v číslech – MAM z 15. 4. 2002
  - *Přímý marketing*. Strategie z 03.11.2003
  - NASH, E. *Direct marketing*
  - *Fixies pracují s direct marketingem*. Strategie z 03.03.2003
  - *Komerční call centra zažívají boom*. Strategie z 03.03.2003
  - TÁCHA, D. *Teleshoppingový boom v ČT*. Strategie z 14.07.2003
  - *Internetový marketing a elektronické obchodování*. Strategie z 03.11.2003
  - *Integrovaný přímý marketing*. Strategie z 03.11.2003
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