**1.3.2 Branding and Promotion - #7 Sales promotions**

**BOGOF**

* BOGOF stands for buy one get one free
* In a BOGOF sales promotion a business offers one item free when another one is bought
* Used to encourage customers to go into the shop or buy the item



**Price discounts**

* Price discounts means that the normal RRP (recommended retail price) of the product or service has been reduced

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**Money off coupons**

* Coupons can be used to capture new customers – to add an incentive
* Coupons can also be used with existing customers to encourage an impulse spend
* Companies like BZZ agent give out coupons in return for reviews



**Samples / giveaways**

* This is where a business may send out or give customers free samples in order to persuade them to try the product for the first time
* Giveaways may occur on the front of a magazine e.g. match attax cards on a football magazine

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**Special events**

* Special events are activities that the business does to encourage consumers to try the product
* Events can be; shows, fetes, fairs, or an event at the business e.g. a special tasting evening at a restaurant

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**Point of sale**

* Point of sale display is usually a cardboard display stand located close to the till within a shop
* This is to draw customer attention and trigger an “impulse” purchase

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