Table 19.1 ▶ Major Consumer-Oriented Promotions

CONSUMER REWARD	BRAND MANAGEMENT OBJECTIVE		
	GENERATING TRIAL AND RETRIAL	ENCOURAGING REPEAT PURCHASES	REINFORCING BRAND IMAGE
Immediate	**Cell 1** • Samples (19*) • Instant coupons (19) • Shelf-delivered coupons (19) • Mobile phone coupons and apps (19)	**Cell 3** • Price-offs (20) • Bonus packs (20) • In-, on-, and near-pack premiums (20) • Games (20)	**Cell 5** (No promotions match cell 5's conditions)
Delayed	**Cell 2** • Scanner-delivered coupons (19) • Media- and mail-delivered coupons (19) • Online coupons (19) • Social (group) coupons (19) • Mail-in and online premiums (20) • Bounce-back coupons (19) • Free-with-purchase premiums (20)	**Cell 4** • In- and on-pack coupons (19) • Rebates and refunds (20) • Continuity programs (20)	**Cell 6** • Self-liquidating premiums (20) • Sweepstakes and contests (20)

Marketing 330 Final Exam Review Answer Key

Emilie Sanchez

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