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# sales promotion

## CONSUMER INSIGHT

# TARGETED PROMOS EFFECTIVE

Which of the following factors would make you more likely to continue buying a brand in a recession?	%	Male	Female
Price	68%	70%	66%
Prestige of association with brand	3%	4%	3%
I refuse to stop treating myself	9%	9%	10%
Promotional offers I receive specifically aimed at me	46%	41%	50%
Availability	22%	23%	21%
Customer service	21%	24%	18%
Long-standing habit of buying it	24%	26%	23%
It's the best-quality product or service compared to all of its competitors	45%	45%	44%
None of the above	7%	8%	7%

Source: G2 Data Dynamics

Highly targeted promotions are the best form of marketing to keep people spending through the recession, according to new research.

Almost half (46%) of consumers polled for the study said that aiming promotions specifically at them as individuals would be the most effective way to get them to buy brands during the recession.

The survey was carried out by customer strategy and data insight specialists G2 Data Dynamics, part of Grey Global Communications, with its 30,000-strong UK-representative G2 Data Dynamics ViewPoint panel. Panellists were asked to choose from a list of reasons why they buy a product or service. While price was the key factor

for more than two-thirds (68%) of people, relevant promotional offers came next, on 46%. Leadership on quality in a particular brand category was the next most important factor (45%).

Alan Thorpe, commercial and operations director at G2 Data Dynamics, says: "The results of the survey prove that tailored offers breed brand loyalty. We are always hearing that people do not like being marketed to, but the preference for individualised promotions disproves that theory."

Thorpe further argues that if brands "can build a two-way relationship with their consumers and give something back, the more likely they are to build long-term value with their target market."

