
WALTER LEVITT

Promotion Director, CJEZ-FM, Toronto, ON



PLACES TO LOOK FOR A PROMOTION IDEA FOR A SALES CLIENT

1. Take another look at the name of the business or company. Sometimes, the name of a company simply lends itself to lots of creative possibilities that may not seem obvious at first. For example, if you're trying to find a great sales promotion idea for "The Olive Garden" restaurants, why not consider a cross-promo with a gardening retailer?
2. Find out the client's positioning statement. This is often the easiest and quickest place to find the perfect and unique promotion angle for the client. If a convenience store bills itself as "The Place Where You Can Find It All," why not center a contest around listeners trying to uncover something that's not available in the store. Retail clients usually love when you center an entire promotion around their positioning statement — 'cuz they often have written the positioner themselves.
3. Read the client's radio or print copy. An idea may jump out at you.
4. Ask clients for some ideas. Often, they have a promotion idea in their heads that they have always wanted to conduct, but haven't been able to coordinate alone. You can earn serious "Brownie points" by using a client's own idea as your sales promo.
5. Find out about the client's previous in-house promotions. If they have found a successful in-store idea, it may work even better on a larger scale.
6. Talk to your morning team. We promo people sometimes forget that morning teams are often the most creative people in the station. Their great ideas are often so elaborate that they're impossible to execute — but, their wild ideas may lead you to find a more effective, simpler client promotion.
7. If all else fails, find a unique angle to sell the client on simply providing prizes for your ongoing morning contests. If the owner of "Spa XYZ" says, "I don't see the value in just giving away gift certificates every morning for a week," then try selling him/her on a more interesting angle: what if, instead of just winning a gift certificate, listeners could win "a day of pampering at Spa XYZ?" A different angle may cause clients to view a simple prize giveaway as a valuable promotional opportunity.