

# Examples of Promotion

**Sponsorship** – to reach a wider range of consumer that they wouldn't normally reach; it also improves their image as they get brand association.

**Working with other businesses** – It would reach a wider target audience which they wouldn't normally hit, which would increase the interest in their initial product.

**Sample** – to give people a taster of the product and if they like it, they are going to buy it often.



official treat provider of the 2012 Olympic and Paralympic Games

## Cadbury - Official Treat Provider to the 2012 Olympic and Paralympic Games

The Olympic and Paralympic Games comes to London in 2012 and Cadbury is proud to be the Official Treat Provider.

The London 2012 Games will be the biggest public event to happen in the UK during our lives and we believe Cadbury's support for London 2012 will be great for Cadbury, the Games and for Britain. Cadbury is an iconic British brand and British company. We are proud part of the fabric of British society, its heritage and its future.

We particularly recognise and value the special nature of an Olympic and Paralympic Games held in Britain. Our products are treats, which bring a moment of fun and pleasure and a smile to the face. We want to bring that same fun, pleasure and smile to the 2012 Games.

We want our support for London 2012 to inspire and bring moments of pleasure to our consumers, our customers, our colleagues and the communities in which we live and work. We will be revealing more of our plans in the months to come.

We have done this before. We have an unrivalled and successful record of community involvement, volunteering and support at the Sydney 2000 Olympic Games, Manchester Commonwealth Games in 2002 and the Melbourne Commonwealth Games in 2006.

Cadbury values are in line with the Olympic Games ethos of inspiration, optimism and community and we will bring a spirit of fun, enthusiasm and excitement to the Games.



Food Restaurants Our world Sport About us Careers

### Mars Milkshake

A delicious, thick milkshake with the great taste of Mars®.

Take a look

Served after 10.30am. Subject to availability. Limited time only. © 2010 McDonald's. ©/TM Design Mars. Mars and the Mars logo are registered trademarks. © Mars

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**Vouchers** – It will save money for people so make them want to buy the product.

**Competitions** – They think they might win something so it encourages the consumer to buy the product.

**Adverts** – For a larger range of people to see the product which might want to try it.

**Pizza Express 2for1 plus starter on Weds**

Text in deal

What: 2for1 & free starter      When: Weds only  
 Ends: Ongoing                      Where: Nearest [Pizza Express](#)  
 How: Show 2for1 text              Food: Pizza/Pasta



**Restrictions:** Orange mobile customers only. Not valid with Tesco tokens or set menus. Text ticket only valid on the Weds it's issued. Show text from Orange in restaurant to validate. Excludes PizzaExpress Dean St Jazz club. Includes takeaways.

**Notes:** This is a strong deal as it has the addition of a free starter, but it's much more restrictive as it's only available on a Wednesday and only for Orange customers. However, it's also valid on takeaways.

To get it, text 'FILM' to 241 from any Orange phone on a Wednesday (texts cost 35p) to get a 'text ticket'. Show it at the restaurant to get 2for1 on mains plus free dough balls or garlic bread. Previously you had to have a print out a voucher, but from Weds 8 Sept you just need to show your 2for1 'text ticket'.

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ALL 'PIZZA EXPRESS' DEALS



**Domino's 50% off £30 online**

Facebook offer

What: 50% off £30+ online orders      When: All day, every day  
 Ends: When the code has been used 50,000 times      Where: [Domino's online](#)  
 How: See below                              Food: Pizza



**Restrictions:** Not valid with other offers/meal deals. Online only.

Become a 'Superfan' of Domino's on [Facebook](#) to gain access to the 50% off £30 code. Simply click 'like' at the top of the page, then hit the 'click here' link next to the thermometer and the 50% off £30 code will be revealed to you. You'll need to enter this at the Domino's online checkout to get the discount.

Once the code has been used 50,000 times it will expire, but the offer is still in its infancy so should have some way to go. We'll keep you updated.

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ALL 'DOMINO'S' DEALS

