

“Rethink Consumer Promotions ”



Weekly Learnings 24 / 2025

I saw this letter promotion from William Penn ,an Indian pen manufacturer and retailer last week in Mumbai airport.

The promotion idea is you write a letter, give it to them and they will post it for you.

In an age of electronic messaging, this seemed archaic.

If they had a theme around it, mother's day letter, teacher's day, every month has some day celebrated. They could run year long promotion with a prize for best letter every month as long as its not deeply personal and cannot be shared publicly.

A Lost opportunity for William Penn.

The category with most promotions is apparel. The variables of size, color,design ,fit multiply inventory. The two marketing strategies that apparel brands have in India are

B2G1F.. Buy 2 get 1 free

B1G1F.. Buy 1 get 1 free

Marketing fundamentals 101...

1. Advertising aims to Influence Attitude to shape behavior
2. Promotion aims to alter behavior to influence attitude

Today's promotions are about inventory clearance and desperate sales.

Organics shampoo ran a 1 plus 1 offer and we killed the brand 24 months after that. Brand value was destroyed.

Gautam Dalal ran a very successful beanbag free with home Theatre system promotion. All salespeople and supply chain people tore their hair since the bean bags took away all space in the warehouse

Rethink Consumer Promotions, we have a lot of them in every industry thanks to supply outstripping demand.

The other reason is severe channel fights leading to price drop as only invitation variable.

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