Seminar 10:
Revisiting promotional documents

Seminar Objectives

• Why promotional documents matter
• 2 examples beginning with S
• What’s distinctive about web-based promotion?
• What does this mean for your group assignment?
• A few thoughts in conclusion

Promotion is an IM concern

DISSEMINATION of information (along with managing creation, capture, storage, retrieval and access) is what information system’s do!
• Many organisations have a need to promote their services
• Getting information out to those who have an interest in it (or a right to see or know about it)
• Promotion does not necessarily mean ‘selling’
• Identifying audiences
• Reaching them in cost-effective ways
The scope of the form?

Any document in any medium intended to make an audience aware of a particular product, service, event etc.

The scope of the form?

From HUGE and costly promotional campaigns

(e.g. iPod, Industrial Relations, Star Wars)

The scope of the form?

To a party invitation, noticeboard announcement, FOR SALE note stuck inside a car window

And everything in between
What does ‘awareness’ mean?

MORE THAN providing information to interested parties, e.g.
- a unit website
- a publication
- a posting to discussion group

What does ‘awareness’ mean?

INVOLVES raising awareness with a view to persuading, changing attitudes, creating a desire for, enlisting support for, implanting an idea etc.

s11

- What does ‘s11’ mean to you?
- Non-commercial example of promotion
- Doing a lot on a shoestring, mixing a range of old and new methods of promotion
- Utilising détournement
Shoestring techniques

- Leaflets
- Graffiti
- Word of mouth
- Using media old and new
- Website and e-mail

Using the mainstream media

'The old media was important in publicising and drawing attention to the new, highlighting the fact that, although the Net is an important new tool, activists still largely rely on coverage in the traditional media and cannot rely solely upon the emerging communications networks'.

(Gibson & Kelly 2000)

Détournement

'The French word détournement means deflection, diversion, rerouting, distortion, misuse, misappropriation, hijacking, or otherwise turning aside from the normal course or purpose'

(Knabb, in Debord & Wolman 1956)
S11.org


A successful promotion?

10,000 or more turned up for the first day, with the blockade disrupting and overshadowing the World Economic Forum itself

A successful promotion?

“For one month following the s11 blockade of the WEF, the website s11.org was the most visited political site in Australia and currently ranks 4th, up there with the corporate-priced and corporate-styled sites of the mainstream political establishment. (see http://www.top100.com.au/aust/lifestyle/politics/index.html).”

(Cass n.d.)
Shark Tale

- **Initial promotions**
- **Tie-ins**
- **The official site**
  (http://www.sharktale.com)

Tie-ins - www.yenra.com/shark-tale-dreamworks/

- ‘One of Coca-Cola’s largest entertainment promotional partnerships to date, reaching the entire family, with Coke focusing on teens, and Minute Maid and Hi-C focusing on mothers of younger children
- ‘KrispyKreme’s first-ever extensive film promotion
- ‘Great Clips’ first-ever movie promotion, further positions them as a leader in the salon industry
- Worldwide partnership with Burger King Corporation, marking the Company’s ninth alliance with DreamWorks movie and TV properties
- ‘General Mills’ most beloved brands bring the film to life with exclusive Shark Tale brand cereal and fruit snacks, continuing a multi-picture partnership
- ‘National and spot television, radio, PR and print campaigns, Internet, in-store POS and national FSIs
- ‘Shark Tale-themed items featured in more than 55,000 retail locations this fall’

Web-based promotion

- What (if anything) is distinctive about a promotional document on the WWW?
- What role can it play in promoting goods and services (whether for sale, or not)
- Can it stand alone?
- Let’s look at some examples
A few thoughts in conclusion

How do each of the examples rate in terms of:

- Getting information out to those who have an interest in it (or a right to see or know about it)
- Promotion (which does not necessarily mean ‘selling’)
- Identifying audiences
- Reaching them in cost-effective ways

References