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Marketing Final Project

Brand: On Cloud

Promotion strategy: Buy one, get one 15% off!

The promotion strategy of “buy one get one fifteen percent off” is effective with consumers because being able to get one pair of shoes for less than the full price is a good way to stand out and get consumer’s attention. On Cloud shoes are relatively expensive, so the price drop in the second pair will attract attention and make consumers, especially those who are already loyal to the brand, want to buy two pairs of shoes. Brand loyalty is defined as “the tendency of some consumers to continue buying the same brand of goods rather than competing brands.” Because this brand makes good quality shoes, people are going to be more compelled to keep buying more pairs after buying and liking their first pair. When these consumers see the buy one get one fifteen percent off deal, they are more likely to buy even more pairs. Also, because this is a good quality brand, this method is effective because if On Cloud was to do something like buy one get one free, people’s reactions and attitudes towards this brand would probably be more negative than positive because it makes the product seem cheaper. The decrease in price can often make consumers think the brand is not as good of quality as a brand that sells the same product for a higher price. This ad was designed to attract both old and new customers. Consumers that are already loyal to the brand will continue to buy these shoes because they have already tried them

out and already know they are good quality. New consumers might see a bargain on these expensive shoes and want to try them out due to seeing the price drop as well as the positive reviews from existing customers. Another marketing element that contributes to the effectiveness of this ad would be the appraisal theory. The appraisal theory describes “whether the consumer feels good or bad about something depending on whether it is consistent or inconsistent with his or her goals.” For example, if a consumer has a goal to save money but also purchase good quality items, this ad in particular would stand out to them. This consumer will most likely feel good about this purchase because it aligns with their goals and values. As shown in the appraisal theory chart, any purchase the consumer makes that is consistent with their goals will cause positive feelings. If a purchase is caused by self, is certain, and is consistent with the consumer’s goals, this purchase will bring feelings of pride and happiness. If the purchase is caused or motivated by another person, an ad, or any other element, is consistent with the consumer’s goals, and the consumer is certain about this purchase, it will cause feelings of admiration, love, and gratitude. One element that factors into where this ad will be promoted would be reference groups. A reference group is defined as “individuals or groups that influence our opinions, beliefs, attitudes and behaviors.” The reference groups that will be specifically targeted with this ad will be college students and gym members. Two places that this ad will be promoted in are gyms and on college campuses. On Cloud mostly gears their shoes towards college students and gym members or people who like to work out. Therefore, both gyms and college campuses, that are home to these reference groups, will increase the likelihood of them buying this brand of shoes. To increase the effectiveness of this ad and in order to reach as many people as possible within the target group, On Cloud will promote the ad in places such as Instagram or Snapchat. This helps increase the relevancy of the ad because it is targeting a

younger audience who is more likely to see it when they are using social media. This is referred to as “target advertising” and is described as “a form of advertising, including online advertising, that is directed toward an audience with certain traits, based on the product or the person that advertiser is promoting.” This method works because these shoes are typically made for younger people who are more active. The fact that the ad is promoted on social media helps reach the target audience of the younger generations. Another element of this brand that attracts younger consumers would be social influences. These are defined as “information pressures that have a strong influence on consumers because the information source is very credible; they have a strong influence simply because the source can communicate information widely.” Two sources of these social influences can be social media and ads/promotions. Both of these sources are delivered via mass media and reach many people. This is an effective way to promote the product and get the news of the sale out to lots of people. In addition to these methods of reaching and attracting people with this ad, the ad itself catches consumers’ eyes. This ad is simple and elegant, but the words are colorful in order to get the attention of consumers.

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