



Eva Tomášková
eva.tomaskova@law.muni.cz

Marketing for Lawyers
**Promotion,
building image**



Homework

- 1. Choose from Internet the best one ads for men, women and kids.

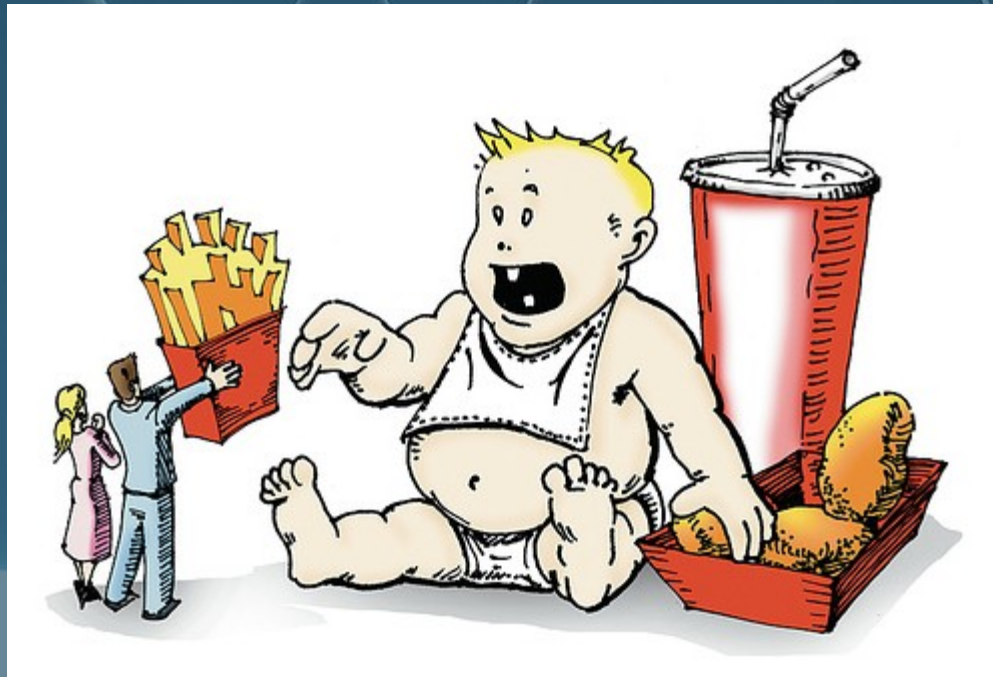


Advertising and children

- Kids are among the most sophisticated observers of ads.
- They can sing the jingles and identify the logos, and they often have strong feelings about products.
- Mass media are used not only to sell goods but also ideas
- Typical products with aimed promotion at children and adolescents:
 - the makers of toys, sweets, ice cream, breakfast food and sport articles
 - Advertising for other products preferably uses media with which they can also reach the next generation of consumers. For example – Cigarettes are used as a fashion accessory and appeal to young women or spots include sporting heroes and smoking through sports sponsorship
- Business is interested in children and adolescents because of their buying power and because of their influence on the shopping habits of their parents

Advertising and children

- There are some attempts to restrict advertising directed at children. In Europe, debate is on whether (or how much) advertising to children should be regulated. This debate was appear by a report released by the Kaiser Family Foundation in February 2004 which suggested fast food advertising that targets children was an important factor in the epidemic of childhood obesity in the US.





Task

- How is perceived advertising for children in your country?
- Do you have prohibited advertising for children?



Trends in Advertising

- mobile and internet advertising grew in the last years
- Older media advertising saw declines: the most at newspaper
- Another significant trend regarding future of advertising is the growing importance of the niche market using niche or targeted ads.



Promotion - spots

- <https://www.ispot.tv/ad/w6vB/1-800-law-firm-mesothelioma?autoplay=1>
- <https://www.ispot.tv/ad/7Jf3/avvo-when-you-need-a-lawyer?autoplay=1>
- <https://www.ispot.tv/ad/wyl4/legal-help-center-listen-up>
- <https://www.youtube.com/watch?v=EWNsC519wjw>
- <https://www.youtube.com/watch?v=6TGH-5Nhyak>
- https://www.youtube.com/watch?v=Hr5_Me06z5q
- <https://www.youtube.com/watch?v=HL3MxAH-kDI>
- <https://www.youtube.com/watch?v=pzVkbKUFTmY>
- https://www.youtube.com/watch?v=0n01Q_GYsEU
- <https://www.youtube.com/watch?v=ViWf6HptOrE>
- <https://www.youtube.com/watch?v=9PwGcFBayxM>



Homework

- 2. Choose from Internet the best one ad for legal services (law company).



Sales promotion

includes:

- **Price deal, rebates:**
 - The price of a popular product is temporarily reduced in order to stimulate other profitable sales
 - A temporary reduction in the price, such as happy hour
 - The packaging offers a consumer a certain percentage more of the product for the same price
 - Offers a brand at a lower price
 - Consumers are offered money back if the receipt and barcode are mailed to the producer.
- **Loyal Reward Program:**
 - Consumers collect points, or credits for purchases redeem them for rewards
 - Consumers play an interactive game associated with the promoted product.
- **Coupons:**
 - A coupon booklet is inserted into the local newspaper for delivery.
 - On checkout the customer is given a coupon based on products purchased.
- **Get some presents or products free**
 - E.g. offers a discount on the total dining bill by offering 1 free kids meal with each regular meal purchased.



Public relations

- PR can be used to build rapport with employees, customers, investors, voters, or the general public.
- Traditional tools include:
 - press releases and media kits which are sent out to generate positive press on behalf of the organization
 - brochures, newsletters and annual reports
 - seminars
- Current tools include:
 - interactive social media, such as blogs or Facebook
- If a politician or organization can use an apt phrase in relation to an issue in interviews or news releases, the news media will often repeat it verbatim, e.g. culture of life
- PR technique have been documented in many industries, e. g. Coal mining corporations have created environmental groups that contend that increased CO2 emissions and global warming will contribute to plant growth and will be beneficial or tobacco companies have created and funded citizens' groups to advocate for tort reform



Direct marketing

- Direct marketing is used by small to medium enterprises with limited advertising budgets which do not have a well recognized brand message.
- The most common form of direct marketing is:
 - direct mail - used by advertisers who send paper mail to all postal customers in an area or to all customers on a list
 - telemarketing - in which marketers contact consumers by phone
 - e-mail marketing – called as SPAM



Task

- Make analysis of websites of these law firms:
 - <http://www.advokatky.cz/?lang=en>
 - <http://www.ksb.cz/en/>
 - <http://www.akkb.cz/en/index>
 - <https://www.havelpartners.cz/en/>
- What type of clients (segment) is expressed?
- What are strengths of the websites?
- What are weaknesses of the websites?
- Do you have any recommendation for improving of websites?