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INTRODUCTION

Marketing and marketing communications are becoming more and more necessary nowadays. All over the world there is no one organization or a company either a government which is no use marketing and especially methods to communicate with the interior and the exterior of the foundation. The internet, the advertising the publicity are making dramatic impact on the world of marketing communications planning. All these separate elements must be integrated together.

In the first part there are two chapters. In the first one there is analyzed what is marketing and the basic theory of this section. In the second one it is analyzed the theory and basic tools of marketing communication. Because the subject includes and a practical issue In part two of this segment it is analyzed a case study of o Greek company. It is named Goody's and is one of the biggest group of companies in the country and one one the largest franchise system in the country too.

By this study it is try to become to the other students more clearly what is marketing communication but not only in theory and by a practical view too.

PART ONE

CHAPTER 1: An Introduction to Marketing

1.1. Definiton of Marketing

If someone asks this question the most common answer is advertising, because this is the most visible from the others. There are many definitions of marketing. One of them could be the next:

“Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large”. If business person were asked the question, “What is marketing?” the answer might be that marketing is selling, or adverting, or retailing. (Kotler, 1996)

The key word in this marketing definition is "processes"; marketing involves researching, promoting, selling, and distributing your products or services.

In practice, it consists in coordination of four elements called 4P' or marketing mix:

1. products and services
2. pricing
3. place
4. Promotion.

1.2. Marketing mix

They are the variables that marketing managers can control in order to best satisfy customers in the target market. The firm attempts to generate a positive response in the target market by blending these four marketing mix variables in an optimal manner.

Preparation of a marketing strategy would require consideration of each major mix area, and may involve the development of substrategies within each category. Because these marketing mix variables may be influenced by managers they are also called controllable variables. (Smikin, 1997)



1.2.1. Products & Services

A product is anything that is offered to a market for attention, acquisition, use or consumption and that might satisfy a want or need; it includes physical objects, services, persons, places, organizations and ideas. (David J. Reibstein, 1985)

Because customers often expect more from an organization than a simple, tangible product, the task of marketing management is to provide a complete offering - a “total product” - that includes not only the basic service or merchandise, but also the extras that go with it. The product offering should include courteous service, on-time performance, and assistance in finding appropriate bus routes.

The product the marketers receive in the exchange process is the result of a number of product strategy decisions. Product development and product planning involve making sure that the goods and services offered have the attributes customers’ desire. Product strategy includes such activities as selecting brand names, designing packages, and developing appropriate warranties and service plans. (Anderson, 1995)

When an organization introduces a product into a market they must ask themselves a number of questions.

1. Who is the product aimed at?
2. What benefit will customers expect?
3. How does the firm plan to position the product within the market?
4. What differential advantage will the product offer over their competitors?

Product Decisions

When placing a product within a market many factors and decisions have to be taken into consideration. These include:

- Product design
- Product quality
- Product features
- Product branding

1.2.2. Pricing

Pricing is one of the most important elements of the marketing mix, as it is the only mix, which generates a turnover for the organization. The remaining 3p's are the variable cost for the organization. It costs to produce and design a product, it costs to distribute a product and costs to promote it. Price must support these elements of the mix. Pricing is difficult and must reflect supply and demand relationship.

According to economists, prices are always "on trial". Pricing strategies and decisions require establishing appropriate prices and careful monitoring of the competitive marketplace. Prices are subject to rapid change, in part because, unlike the other three elements of the marketing mix, price is relatively easy to change. Changes that are poorly thought out can lead to disaster. In not-for-profit situations, price may be expressed in terms of volunteered time or effort, votes of donations.

Pricing a product too high or too low could mean a loss of sales for the organization. Pricing should take into account the following factors:

1. Fixed and variable costs.
2. Competition
3. Company objectives
4. Proposed positioning strategies.
5. Target group and willingness to pay.

1.2.3. Place

Determination of how goods get to the customer, how quickly, and in what condition, involves place or distribution strategy. Transportation, storage, materials handling, and the like are physical distribution activities. Selection of wholesalers, retailers, or other types of distribution (<http://marketingteacher.com/lesson-store/lesson-marketing-communications.html#>)

A channel of distribution is the complete sequence of marketing organizations involved in bringing a product from the producer to the ultimate consumer. Its purpose is to make possible transfer of ownership and/or possession of the product.

Excluded from the channel of distribution are numerous specialists who perform specific facilitating activities for manufacturers, wholesalers, or retailers; for example, the airline or the freight train company that transports the product from Athens to Thessaloniki creating the advertising message and selecting the appropriate media. These facilitating agents, or facilitators, are excluded from the "organizations" in our definition of a channel of distribution. It is important to realize that distribution mixes vary widely even among companies selling directly competitive products..

1.2.4. Promotion

The essence of promotion is communication. Advertising, personal selling, publicity, and sales promotions are all forms of communication that inform, remind, or persuade. The firm's promotion mix is its particular combination of these

communication tools. Some firms may emphasize advertising, while others hardly advertise at all. Advertising reminds us of our experiences with a familiar product. Obviously, what is to be communicated is persuasive information about the other elements of the marketing mix, such as the uses for the product or the new low price being offered during a sale period.

A manager's selection of a marketing mix may be likened to be likened to the cook or chef who realizes that there is no "one best way" to make a dish,. Instead, different combinations of ingredients may be used and the result will still be a satisfactory meal. In marketing, as in cooking, there is no standard formula for a successful combination of marketing elements. Marketing mixes will vary from company to company and situation to situation. (<http://www.davedolak.com/promix.htm>)

Certain aspects of marketing are scientific in nature, such as the gathering of information by marketing researchers. The fact remains, however, that there are no pat solutions in marketing. Even frequently encountered problems have unique aspects. This absence of certain problems an arriving at one "right" answer. But marketing is different. Its relationship to the ever- changing environment requires that it be dynamic, constantly altering its approach to the marketplace.

Communication is the process of exchanging information and conveying meaning to others. But communication of even a single, apparently simple, idea is not easy. Effective promotional strategists need to understand this fact so they can carefully construct methods to get sales messages to customers and sales- related information to other organizations with they must deal.

The goal of communication is a common understanding of the meaning of the information being transmitted. That is, the goal is to have the receiver of the information understand as closely as possible the meaning intended by the sender, or message source, must understand the characteristics of the target audience, thus enabling the sender to tailor the message and choose the appropriate media to reach that audience. If necessary, the must have opportunities to supply the proper feedback.

CHAPTER 2: The theory of Marketing Communication

Few people who work in advertising and promotions are neutral about it. Those who succeed thrive on the constant pressure and challenges; those who drop out find the rewards to be insufficient to maintain the constant push; and many who remain would like to leave but find they can't tear themselves away from something really enjoy doing.

2.1. Definition of Marketing Communication & Historical facts

Over the past two decades, however, the term marketing communications has eclipsed that of advertising and promotion when describing how an organization presents itself and its brands to its audience, whoever that audience might be. A definition of marketing communication could be as: The means by which a supplier of goods, services, values and/or ideas represents themselves to their target audience with the goal of stimulating dialogue leading to better commercial or other relationships.

Marketing communications activities were practiced long before they were analysed and defined in the twentieth century. In commercial terms early examples of craftsmen including ointment maker, a scribe and shoemaker. Ancient Greece provides clear evidence of what today would be recognized as advertising or sales promotion. Criers, whose main occupation was the proclamation of new laws, were also available for hire by traders. Someone who availed himself of this service was Aesclyptoe, an Athenian cosmetics vendor whose advertisement ran. (John Egan, 2007)

In the centuries that followed the demise of the Roman Empire evidence of marketing communications activity is scarce and it is not until the twelfth century that we can again pick up the thread. In 1140 criers were widely employed in France. By the end of that century Paris had sufficient criers to warrant the appointment of two master-criers, one for each bank of the Seine. Although the earliest written mention of such criers in England was in 1299 they almost certainly existed long before this date.

The first really modern innovation came with the invention of the printing press. This opened up a range of possibilities for advertising to be displayed, taken away or kept for further reference. Printing was also a major part of the evolution of newspapers, which themselves were to play such an important part in the development of advertising over the succeeding centuries. The roots of modern marketing communications are, however, firmly associated with the Industrial Revolution. Prior to this the vast number of producers each made a limited number of products and delivered them for consumption locally. Traders would bring their goods to market and sell them according to local supply and demand.

Mass produced goods manufactured in one location required wide distribution to sustain production levels. New distribution channels were developed like rail ways, and canals, to cope with expansion of traffic but how was consumer demand to be generated. Mass production was all very well but it also requires mass consumption. During this period the principal mass media were newspapers and magazines.

The platform for mass advertising had arrived and the increased levels of choice placed before consumers had arrived and the increased levels of choice placed before consumers had the inevitable impact of stimulating demand and driving the growth of mass consumption. Poster advertising too continued to increase during the period such that it was becoming problem akin to that of fly – posting today.

Although the history of marketing communications is ongoing the informality, and perhaps naïveté, of earlier times was, by the middle of the twentieth century, being replaced by increased creativity and developing best practice. Marketing education was coming to the fore as the provider of professionals for this for growing industry. The advertising industry in particular saw huge growth the second and third quarters of the twentieth century. By the end of it, however, it was the newer marketing communications tools that were coming to prominence.

2.2. The importance of Marketing Communication

Marketing Communication is a great important issue for the life of a company. The marketing communication mix is the base for the company to how to get contact with potential markets what are consumers tastes and preferences or how is the environmental forces in order of succedness of marketing plans and in general the increase of benefits of the company. To get a successful situation in the end somebody must be forced to collect information. The best way to get the great information is:

1. Focus on customer
2. Emphasis on relationships
3. Competitive pressure
4. Expanding markets
5. Cost of a mistake
6. Growing customer expectations
7. Increased market complexity

2.3. Marketing Communications tools and media

Crucial to the development of a lengthy, profitable business is brand building. And key to brand building is regular, ongoing communication between a firm and its customers and prospects. For your consideration, we have outlined the following menu of activities which we feel could add value to your overall marketing effort. (<http://www.prlimited.co.uk/Marketingcomm.pdf>)

The definition of Marketing Communications tools is: The processes by which marketers develop and present an appropriate set of communication's stimuli. The definition of Marketing Communications Media is: Those channels through which the communications are carried. It is not important not to confuse tools and media as they have differing characteristics and serve different roles. It is also important to make the distinction because aspects surrounding electronic media. From the perspective of

marketing communicators the Internet, and other electronic channels, are additional mediums of communication. Like all other media they have their strengths and weaknesses. (John Egan, 2007).

2.3.1. Marketing Communications Tools

The major characteristics of the major marketing communications tools are :

TV Advertising

Direct response TV advertising is the purest form of direct marketing and it is a 'number's game' – the more people impacted upon by a message, the greater the response. TV not only builds audience coverage quickly, but also lends credibility to your overall proposition, allowing viewers to see your offer in the company of its peers. Clever airtime planning can optimise response levels and effectiveness whilst minimising media costs.

Press Advertising

Press advertising also reaches substantial numbers of people and a combination of national, regional and ethnic publications should be considered. For instance, combining cost-effective exposure in a regional edition of a national or specialist media that is read by your customers.(Montrose Sommers, 1993)

Radio Advertising

Intrusive and impactful, radio reaches audiences at times and in circumstances that other media cannot achieve (in their workplaces or in their cars for example). It is also ideal for building up frequency of impact, reinforcing key aspects of a campaign, such as a freefone number, and acting as a call to action to potential customers who may not recognize that they are actually 'in the market'.

Cinema Advertising

Either moving or stills advertising in cinemas is an extremely cost-effective medium that can be targeted to specific venues or regional locations. Used to reinforce campaign messages within a relaxed and influential environment, cinema advertising is not likely to generate an immediate response but it is likely to be effective as a low-cost, long-term 'reminder' medium.

Sponsorship

Sponsorship is fast becoming a way to reach an audience in an increasingly crowded market. Sponsoring offers an opportunity to support well recognised locally-based community events with fantastic benefits for your company.

Leaflet Distribution

Quick, easy and effective, leaflet distribution provides a means of optimizing targeted impact within a controlled area. Leaflets can be distributed with newspapers (shared), on a solus basis or by the Post Office. Efficiency can be optimized by the application of audience profiling analysis (ACORN) to key target areas and this tactic is particularly effective when localized campaigns are being conducted.

SMS Campaigns

Growing in importance as a tool to reinforce impact and generate immediate response, text messaging marketing works in a similar way to traditional direct mail, in that effectiveness is dependent upon accuracy of targeting and strength of database intelligence. However, its big advantages are that the message reach a person rather than an address and that newly received text messages are more likely to be opened and read than paper based direct marketing. Used tactically and with potent call-to action, these channels can boost overall campaign response levels.

There are a number of other critical considerations that also need to be taken into account when planning activities which include:

1. The amount of time available to develop the communication message and format.
2. How much control is required over its delivery.
3. The extent of financial resources available for its production
4. The skills and expertise available for its creation.
5. The respective levels of credibility that each tool and its delivery media add to the organization/ brand.
6. The relative size and geographic scale of the target audience.

2.3.2. Marketing Communications Media

All organizations, large or small, public, private or government need to communicate with a range of stakeholders and different Media. As such, it relates to any medium capable of carrying a message to one or more people, but this does not mean that all media are a form of hollow pipe capable of carrying all types of messages to all types of audience. Each again has its own particular strengths and weaknesses, a concept that will be expanded upon in later chapters. (Reibstein, 1985)

The list of different media never stands still. Just as the twentieth century saw the introduction of broadcast media, technological developments are helping different brands from the crowd. Stimulated by the need to counter the growing ambivalence, particularly to advertising by increasingly sophisticated consumers, marketers are looking beyond traditional media to find new and greater ways to communicate with the costumers.

The changing points of view and new opportunities are challenging many of the traditional thinking on media selection. Traditionally, textbooks and the advertising industry considered media selection on the basis of measurements such as opportunities-to-see or response rates. Although nowadays, we are faced with a much

greater challenge of establishing an understanding oh how people use the various media.

PART TWO

CHAPTER 3: The group of companies of Goody's

3.1. Historic background of the company

The company was established in 1975 in Thessaloniki with a small area for junk food. It was the first huge beginning of this kind of companies. Below is a brief summary about the history of the company

- 1975 : Opens first store in Thessaloniki at Kouskouras road named Grill House. The idea of creation belongs to John Dionissiadi
- 1976 : Renamed Goody's. Godfather of the company name is Christos Folias. Except of John Dionissiadi, the original founding group also consisted of Nick Pappas, D. Parisi, Tasos Laskaridis, Foti Korkovelo, Xenophon Dionissiadi, brothers Mark and Vangelis Margaritis, Achilles Folias. Some of them were in the group's first wear, when the company was called Grill House.
- 1977: The second chain store and first franchise opens branch in St. Demetrious. The Goody's is the first company in Greece to introduce to the franchise chain.
- 1981 : Opens the first restaurant in Athens (Sownos street)
- 1983 : Adds the Club Sandwich in the menu.
- 1985 : The Goody's acquire Floka, progressing to Flocafe.
- 1991 : Is created a group Goody's. The same year, enters the Greek market multinational Mc Donald's .
- 1992 : The first store of the company on the Highway (Corinth) and in a island (Corfu)
- 1994 : The group entered the Athens Stock Exchange.
- 1995 : The Goody's now has 82 stores in 28 cities in Greece, exceeding 1300 employees.
- 2000: The company expands in Cyprus and Bulgaria.
- 2001: Delta Holding SA acquires the Goody's (with a > 60 %) and incorpoarates the DELTA Group.
- 2006 : In September 2006 the industry is now catering and entertainment Vivartia ABEE
- 2007 : The Marfin Investment Group acquires 30% of vivartia and at the end of the year came to 80%.
- 2008 : The group buys Vivartia everest and is now the largest group of Greek food.

3.2. Strategic Development

Below are the strategic shafts of development that company has be based to be increased the last twenty five years.

1. Service of high quality and junk food in affordable prices.
2. Adjustment of the junk food in the Greek kitchen and renewal the menu all the time.
3. Excellent built of a system of franchise and excellent relationships with the franchisers.

4. Ensuring high supplies to stores through subsidiaries.
5. Very good knowledge of competition and cope with remarkable international standards for success.
6. Quick rhythm of development of size and system.

3.3. Marketing mix of the company.

3.3.1. Products

The company take care to renewal constantly the products it has. They try to create new sandwiches and burgers with new substances. They have 9 categories of products:

1. Dishes
2. Salads
3. Sandwiches
4. Burgers
5. Pastas
6. Sweets
7. Beers
8. Wines
9. Sodas

3.3.2. Prices

The factors that influence the prices are:

1. Factors that influence inside the company
 - a) Stable cost
 - b) Variable cost
2. Factors that influence outside the company
 - a) Income of costumers
 - b) Preferences of costumers might have
 - c) Inflation

Because the company has the system of franchising the prices are defined by the motherhood company and the whole menu.(www.marketingnet.gr)

3.3.3. Place

The group of Goody's company has 180 restaurants in 50 cities. The choice of the location was not by chance of course. Usually the company prefers old fashion buildings to be one with the tradition of the place. They also prefer local products. The company spent a huge amount of money for the location and how it will be decorated. In the restaurants usually are located and junioroplaces. These corners in the shops are the place where children could play with safety. Especially the location that prefer in Greece restaurants are locations with a great positional in the city.

3.3.4 Promotion

The company is based in the promotion to be increased. The ways that prefers to do that are advertising, publicity, public relations. A goal that they have is to encourage as far it could be the publicity of their image and their products. From these promotion methods they try to increase their sales and their customers.

3.4 Marketing Communication of the company.

As it already said before, marketing communication methods that the company prefer to use are advertising, publicity, public relations.

- Advertising

The tools that the company uses are especially television, radio, newspapers and magazines. It is worth to say that Goody's use extremely nice slogans. The company has work with two advertisement companies. The Point Zero and McCann Erickson. Some of the best slogans were:

1. Quickly yes, roughly never
2. Fresh news...
3. Goody's what else?
4. You are ready for Goody's.

- Publicity

The company spends a huge amount of money in the good reputation which has succeeded by advertising and by articles in newspapers or magazines. It is the 1st company in Greece and 4th in Europe for the best convenience in customers. From the other hand the company tries to have a nice impression in the market by their high quality at products.

- Public Relations

Goody's is a company that set the improvement they want to have by reactions that could society is in need. For example from all of these years it could be the offer of a full equipped ambulance in EKAB. Moreover, the cooperation with Greek athletic association of women, with XAN, villages for children named SOS, with UNESCO. In additional this group of companies encourages Greek music by concerts. The greatest movement that they have output is "argoodaki". This a teddy bear that is offers in Christmas period with some meals and the efforts from this try are going every year institutions. (www.goodys.gr)

CONCLUSIONS

As it is clearly from all these analyzed before marketing communication is the image and the based for a company. The manager should be an expert to create the image or else would be a disaster. Marketing is only a department in a company but it is what customers and the whole world could see how this company works out. That means that is the one of the most important departments in organization and not only a desk. A choice that a manager may take could be a disaster for the company. From the marketing mix it becomes and marketing communication mix. It May seems only a small part of theory but in reality especially the last decades, id a company want to succeed it a important key to succeedness.

In this case that it is studied in this essay for one more time it is obviously that smart communication methods were the key for succeed in combination with enterprise. Communication for this company and good timing make a small restaurant to become a coliseum in market of restaurants and food in general. Goody's it has cooperate with biggest companies in the country of advertising and marketing communication in general and they succeed and that is a relief for the local economy and for the owner too.

By this study the authors hope that they had became clearly and helpful for anyone it is going to read it.

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