

## 10.5 DEFINITION OF TERMS

### **Donation**

A gift or contribution, as to a charitable organisation, usually in the form of cash, however, often in the form of a product or service.

### **Sponsorship**

A financial contribution by a corporation (less frequently an individual) to an activity with an expected return on investment to meet stated business objectives.

### **Event Marketing**

The *planned* process which integrates a range of communication elements behind a central event or lifestyle themed activity to meet stated business objectives. It is not only the sponsorship of the event, but all the surrounding activities conducted to *leverage* or get value back from the sponsorship.

### The Marketing Mix

#### **Research**

Research is utilised to test what consumers think about a certain product or service. Companies utilise research at all levels to test the product, to measure awareness and to test the creative approach. The two types of research that companies undertake are *concept* (the idea) and *product* (the actual physical characteristics of the product) research.

#### **Product**

The actual physical characteristics of the product. Marketing staff try to create a product with some type of distinct superiority.

#### **Pricing**

How the product is priced to the consumer.

#### **Packaging**

It is very important that the packaging make the product look appealing. For example, the McDonald's Big Mac hamburger containers add a special dimension to the hamburger.

#### **Distribution**