

CHAPTER 6. PROMOTION

Well-planned promotional strategies are critical to export success, but the strategies must address market specifics. In attempting to sell to Mexican customers, the Canadian firm should familiarize itself with the unique characteristics of the Mexican market. Acquiring that kind of familiarity, however, can be time-consuming. The company in a hurry can get started by hiring marketing specialists in Mexico itself.

The promotional options available in Mexico to exporters are similar to what exist in Canada: advertising in the public media (radio, television, newspapers and magazines); outdoor advertising (posters and billboards); specialized trade and/or business magazines and directories; the preparation of direct promotional materials such as brochures; and participation in trade fairs and exhibitions. There are also similar opportunities for promotional campaigns. Consider carefully which of these options best matches the company's requirements.

ADVERTISING IN MEXICO

Mexican companies do not pay as much attention to promotion and advertising as their Canadian or American counterparts. Given the strong Mexican preference for imports, especially from the United States, much of Mexico's advertising is typically North American.

The *Consejo Nacional de Publicidad*, National Advertising Council, is a private organization funded through its 125 member companies and associations. It coordinates public service campaigns and is the media's biggest customer in Mexico. Mexico has a well-developed advertising infrastructure that focusses on the print and broadcast publicity. About 320 newspapers and 200 major magazines are published in Mexico. Total newspaper circulation is close to ten million copies a day.

Approximately ten million households have television sets. Seven television networks operate throughout Mexico. Some areas of the country receive transmissions from the United States via cable or satellite dish.

Over 900 radio stations operate throughout the country and most are commercial. Estimates put the number of radios in Mexico at 22 million.