

AWARENESS

To create or heighten awareness of a product/service that is not well known to the public or to target key groups.

Events can be used to target a very specific audience to make a key group aware or to heighten their awareness of a product or service.

Tactics for Awareness Objectives

Television Coverage. The principal method of building awareness is through television coverage. This can be achieved in several ways:

- Purchase TV advertising time from the network covering the event.
- Purchase TV advertising time as part of the sponsorship package. The Canadian Figure Skating Association sells its events' television time in this way.
- Own the television rights and produce the television coverage internally. Labatt's produces Blue Jays games with their own production company.

Public Relations Programs. Another important vehicle to develop awareness is Public Relations. The program can include press releases, press kits, press conferences, receptions, press hospitality and involvement in the event.

Advertising. Traditional media advertising (i.e., television, radio and print advertising, billboards, transit posters, outdoor posters) will heighten awareness of the product's association with the event and consequently the product itself.

Advertising Through Clubs. Posters and schedules placed in interested clubs will have an impact because club members are interested in the event.

Contest/Draws. Contests may be run before the event to encourage interest and enthusiasm in the event and the product. At the event, contests or draws will heighten awareness and reinforce the company tie-in.

Displays In-Store. Displays at point-of-purchase which associate the product with the event are an effective means of increasing awareness.

Direct Mail Campaign. Application forms, information forms, contest entries or coupons may be mailed to a targeted group. For example: Petro Canada mailed an