

PROMOTING YOUR PRODUCT OR SERVICE

Promoting your product or service in foreign markets may involve certain modifications involving:

- ▶ labelling or packaging
 - ▶ name or corporate image
- ▶ positioning of your product or service
 - ▶ advertising

inappropriate — or even offensive — in certain foreign markets where different consumer tastes and values prevail. Redesigning your packaging will entail costs that should be factored into your pricing decisions. Foreign sales agents and distributors can provide useful advice on package design and other related matters.

Well-planned promotional strategies often play a key role in succeeding in international markets. This section of The Exporter's Guide is devoted to promoting your products; services, however, are not normally promoted in the same way. A service provider's offerings can involve conventional advertising, although normally there is no substitute for personal contact. Many service contracts are issued by government institutions or international development agencies, so service exporters should be aware of contracts that are being put out for tender. In such cases, the major type of promotion tends to be the "lobbying" associated with the proposal, bid or tender that leads to the contract.

PACKAGING

Packaging can affect the competitive potential of many products in foreign markets. You may have to redesign your Canadian packaging before trying to sell abroad. Some colours, signs, pictures and symbols used in Canada may be

PROMOTIONAL OPTIONS

Buyers in many markets, especially in industrialized economies, are influenced by advertising. Strong brand loyalties, often stimulated by aggressive advertising, have prevented competing products or new brands from entering many markets.

There are several options for advertising your product or service in foreign markets, including trade and business magazines, catalogues, directories and other publications, promotional materials such as brochures, and trade fairs and exhibitions.