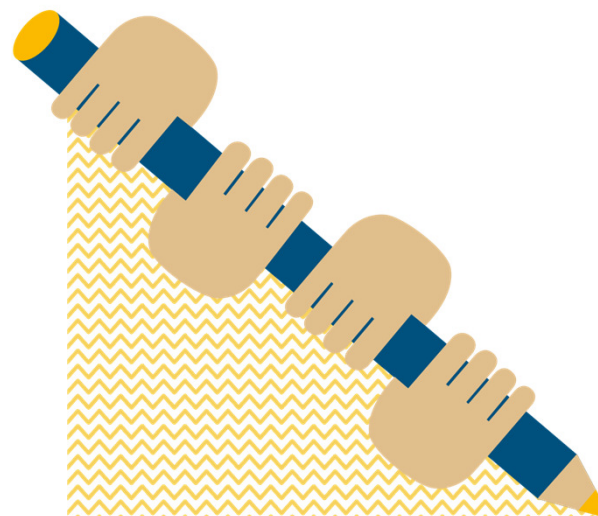


Marketing mix.

Interreg Project Communication Camp
20-21 November 2018 | Lyon, France

Eva Martínez Orosa,
Interact Programme



Marketing mix (the 4Ps)

1.Product

2.Price

3.Place

4.Promotion

Case story on “product”

- 6 to 8 million cats and dogs entered shelters,
- Only 3 to 4 million were adopted,
- About 3 million were euthanized.

Case story on “product”

Reasons for not adopting a shelter pet

I wanted a purebred dog/cat	35%
The shelter did not have the type of dog/cat I was looking for	31%
You don't know what you'll get with a shelter animal	17%
The adoption process is too difficult	12%



PHOTOCOPY ON BRIGHT PURPLE/LAVENDER PAPER OR CARD STOCK

I'm a Couch Potato.

Hi! My name is _____.

Like the easy life? Then I'm the perfect match for you. I'm a relaxed, laid back kind of dog who enjoys long naps, watching movies, curling up on laps, and walking very short distances from the couch to the food bowl and back.

ID #

age

M F

breed

MYM
MEET YOUR MATCH™

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I'm an Executive.

Hi! My name is _____.

I have to say, I'm a busy cat. First, I've got to check out what's happening out the window. Next, I'll see if any closets or cupboards need looking into. And then there are my naps—can't be late for those. I can fit a little socializing into my schedule. Shall we plan on breakfast and dinner? I hope you like kibbles.

ID #	age	M F	breed
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MYM
MEET YOUR MATCH™

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**Free exchange takes place
when the target audience
believes they will get as
much or more than they
give.**

Philip Kotler.

Price	Tactics
Buying a security car seat	Offer "blessed" child seats for a low price
Time, energy and psychological discomfort of dealing with a resisting child	Offer tips for how to deal with resisting children

Cooperation works

All materials will be available on:

www.interact-eu.net