

SURVIVAL KIT ITEM TWELVE

Sheng Siong Newspaper Ad

These teaching notes were prepared by Lau Geok Theng.

Item Description and Preparation

- One posters of Sheng Siong newspaper advertisement.
- Preparation:
 - The poster can be brought into the classroom and pass around for students to have a look.
 - The instructor can instruct students to take a look at Sheng Siong website: <http://www.shengsiong.com.sg/>

Some Possible Topics for Discussions

Brand Advertising and Retail Store Feature Advertising

- The text in pages 525-6 mentions about product advertising and institutional advertising. Another type of advertising is retail store feature advertising shown in the Sheng Siong poster.
- Ask students what they think are the roles of the feature advertising. Some answers could be to feature products, announce price promotions, announce other promotions such as contests and sweepstake, store listing, corporate information (for example, letting readers know they are winner of Reader Digest's Superbrand's award for supermarket), and social concern (bottom right hand corner is a cooperative message with National Environmental Agency to change water in vases every alternate day to stop mosquito breeding and dengue fever).
- The instructor may want to emphasize that retail feature advertising is often taken at a local level (this point is relevant especially for big countries). For example, in China, feature advertising may be taken at a local level by city such as Beijing and Shanghai. Each city may have its own feature advertising compared to brand advertising by manufacturers which may be standardized for the whole country.

Cooperative Advertising

- Ask students who will pay for the feature advertising. Students will be surprised at the question. Generally, it is obvious that Sheng Siong, which takes up the advertisement, will have to pay for the advertisement.
- The instructor can take this opportunity to explain what cooperative advertising allowance is and suggest that manufacturers may help to pay for such advertisements through cooperative advertising allowances. The benefit to manufacturers for paying such allowances is that their products may be featured in the retailers' feature advertising.

Culture in Marketing

- Ask students to examine the advertisement and pick up cultural elements in the advertisement.
- Students will notice that the advertisement is taken up during Chinese New Year period and features products consumed during Chinese New Year. It also has a Chinese New Year promotion on television with more than \$1,000,000 prizes. The coming Chinese New Year is Year of the "Niu" or Ox and a picture of the ox is prominently shown. On the bottom right hand corner is shown four Chinese words which mean Wishing you prosperity or fortune.

NOTE: The suggestions for the use of the item above are only guidelines. I have deliberately written this note in outline form, so you can vary some of the ideas or try other ideas. I have not provided detailed descriptions or suggestions as I do not wish to bog you down with reading of unnecessary details. You can provide your feedback on the use of the above item for classroom discussion to McGraw Hill or myself (laugeoktheng@hotmail.com) so we can decide whether to include this item for future editions of the book and if yes, how to modify the suggestions for its use in the classroom.