

## VIDEO TEN

### Pilot Frixion (Product Commercial Ad)

These teaching notes are prepared by Lau Geok Theng

#### Video Content

- Video 10–30-second commercial ad of Pilot Frixion Ball.

#### Video Use

- The videos can be played before introducing the opening story on Pilot in Chapter 18 (pages 493–494) in the text.
- This video can also be used in conjunction with item 4 of the survival kit.
- The video can be used to examine some aspects of marketing communications strategy.

#### Some Possible Video Questions

##### *Question 1*

*What is the key message in the commercial? Is the message clear?*

- The key message is Pilot Frixion helps to correct mistakes in an effective and convenient manner.
- The message is quite clear as it compares Pilot Frixion's approach of correcting mistakes with canceling, rubbing and using liquid paper.
- The execution is dramatic and fast paced and helps to sustain interest. However, the use of various animals in the commercial may distract the audience from the message.

##### *Question 2*

*What other marketing communications tools can be used to market the Pilot Frixion?*

- The answer to this question is covered in the opening story of Chapter 18.
- Under advertising, print advertising and online advertising can be used to reinforce the message in this television commercial featured in the video,

- Under trade sales promotion, trade incentives and point of purchase display can be used. Under consumer sales promotion, product bundling, couponing, contests, and seasonal discounts can be used.
- Under direct marketing, direct selling to corporate customers and online selling can be carried.
- Under publicity, community involvement projects and sponsorships can be used.

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