

AGENCY ROLES

BEST RESULTS THROUGH SYNERGY

- PRODUCT
- PRICE
- PLACE

Promotion Communication

- CONSUMER NEEDS
- COST
- CONVENIENCE

- Advertising
- **Sales Promotion**
- Personal Selling
- Public Relations
- Sponsorship
- E-Active Marketing
- Direct Response Marketing
- Database Marketing
- Alternative Marketing

IMC

**INTEGRATE ALL PROMOTION
EFFORTS TO KEEP TOTAL
COMM PROGRAM IN SYNC**

**HARMONY IN THE MESSAGES
SENT TO AUDIENCES**