**STRATEGIC MARKETING RELATIONSHIPS**

**Learning Outcome 2: Activity 9**

**GROUP ACTIVITY**

**Push marketing**

Push marketing techniques include ‘above the line’ advertising such as: TV commercials, billboards, newspaper and magazine advertising, in-store point-of- sale; and ‘below the line’ advertising such as sponsorship, sales promotion and PR.

Research a brand in your country that uses/used push marketing techniques. Critically assess their push strategy and its impact.