

ADVERTISING & MARKETING

SALES PROMOTION

1. There are many sales promotion techniques used in Japan by Japanese & foreign companies to market their goods & services. Try to think of 3 and finally, choose your favourite & explain why;

Company

Sales Promotion

a) _____

b) _____

c) _____

Favourite _____

What is different about Japanese sales promotion compared with other countries? Try to think of at least 2 differences:

1. _____

2. _____

