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Portakabin brief

Introduction

Portakabin makes and supplies modular and portable buildings. These have many uses, for example in nurseries or offices. Portakabin is a strong brand and is the market leader in this field. It promotes the brand so customers see its products as different to those of competitors.

Market analysis

Portakabin works in the B2B market. This stands for Business to Business. It sells to other businesses and organisations like schools and hospitals. Portakabin carries out market research to find out how it can stay as market leader. It uses questionnaires, telephone surveys and focus groups. The research shows that its position is due to three factors.

- quality and reliability of products
- delivering on time and on budget
- ensuring customers are satisfied.

Above-the-line promotion

This is promotion that is directly paid for. It includes advertising through TV, radio and newspapers. This type of advertising can reach many people but is expensive. It is also more suitable for reaching consumers. These channels are not suitable to promote to businesses. Portakabin does use above-the-line promotion when it places articles in trade journals. These are more relevant for businesses.

Below-the-line promotion

These methods of promotion are more direct. The business can have more control over them. Methods include:

- sales promotions such as offers and discounts. In selling to businesses, these are not useful. Portakabin offers extra value add-ons like air conditioning in a building.
- direct mail, for example leaflets and mail shots. Portakabin can target people that it knows are interested in its products.
- public relations (PR). This helps to keep the brand in the public eye. It can include:
 - product launches to which the press are invited
 - sponsorship of activities
 - charity work and events like Children in Need
 - press releases - short articles for newspapers
 - customer newsletters and magazines.

Portakabin also promotes through new media such as email and its website. It uses web tools to make sure that Portakabin comes out on top when a search engine (like Google) is used.

Evaluation

Promotion campaigns aim to increase enquiries and sales. Portakabin sets targets for each campaign. The numbers of responses and orders tells Portakabin if the campaign has been worthwhile.



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Conclusion

Some promotion is to keep people aware of the Portakabin brand name. Promotion to B2B markets needs special channels to attract business buyers. Portakabin uses a range of direct promotional activities. It measures the outcome of each campaign by how much new business it brings.