



# THE TIMES 100

Edition 13

## Portakabin – promoting the brand

### Questions

1. What are the main aims of promotion for *Portakabin*?
2. Why does *Portakabin* not employ many above-the-line promotion methods?
3. Explain below-the-line promotion. Why is this used more often by *Portakabin*?
4. What are the main ways in which *Portakabin* evaluates its promotional effort? Why is this an important activity?