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## Portakabin summary

### Introduction

Portakabin makes and provides modular and portable buildings for many uses, such as offices, nurseries or doctors' surgeries. It is the market leader in this industry. Its brand is well known. However, Portakabin needs to ensure that customers can distinguish between its brand and those of competitors.

### Market analysis

To promote the brand, Portakabin must understand its market. Portakabin works in the B2B (Business-to-Business) market. This means it sells to other businesses and organisations like schools and hospitals. To maintain its market leadership, Portakabin carries out market research. It uses questionnaires, telephone surveys and focus groups. This research shows that its market leadership is due to three key factors:

- quality of product and reliability of service
- delivering products on time and on budget
- satisfied customers who use Portakabin again or recommend to others.

### Planning promotion

Businesses use the four Ps of the marketing mix to gain and retain customers. These include new products, lower prices through special offers, different places where it can sell (and ways to deliver to those places) and promotion. Promotion is a planned series of activities, only one of which is advertising. Before starting a promotional campaign, clear objectives for it must be set, based on the firm's main objectives.

### Above-the-line promotion

This is paid-for advertising carried by a variety of media, such as TV, radio and print. Broadcast media can reach wide audiences but is expensive. Press, such as national newspapers and consumer magazines are more useful for reaching consumers. Portakabin products are not sold directly to consumers. Portakabin uses other above-the-line methods for reaching business customers. These include articles in trade journals.

### Below-the-line promotion

Portakabin has more control over below-the-line promotion methods:

- Sales promotions or incentives such as discounts and competitions. These are less relevant to the large-scale investment of a building. Portakabin does not use discounts but offers extra value add-ons like free air conditioning in a building.
- Direct mail enables the business to target existing and potential customers directly. It sends out leaflets and mail shots to people who it knows are interested, because they are on its mailing list as contacts.
- Public relations (PR) is used to improve the image of the business. This includes product launches, to which the press are invited, sponsorship to keep the brand awareness high, charitable donations, fundraising events and press releases. Short news stories. These activities keep the brand in the public mind.

Portakabin also promotes the brand through customer newsletters and magazines as well as email, its website and web advertising. It uses web tools to make sure that it comes out on top when a search engine is used.

### Evaluation

Every promotional campaign aims to generate enquiries and sales. Portakabin sets targets for each campaign. The number of enquiries or orders tells it whether the investment has been worthwhile.



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## **Conclusion**

Promotion campaigns to B2B markets use specialist channels to attract corporate buyers. Portakabin uses its own publications and website to provide business customers with information. It assesses campaigns carefully by measuring the volume of business each has created.