





Price and Promotion

- Price and promotions indicate marketing activity to promote certain products
 - Collect price data for very specific brand and quantity
 - Bottles vs. Cans
 - Larger quantities more prevalent
 - Constantly changing in marketplace
 - Without sales tax
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Types of Promotions

- Special volume discounts (twofers):
 - Buy a case, get a 6-pack free
 - Three 12-packs for the price of two
 - Special price offers (special words):
 - Sale price, special offer, special discount, promotional offer
 - NOT everyday low price, discount price
 - Coupons, freebies or points for merchandise
 - Other (sweepstakes, discounts on tickets, etc.)
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What are Functional Objects

- Indicates industry presence in the store
 - Bears an alcohol brand, product name or logo;
- AND
- Has a function other than to display or advertise the product
- AND
- Is not for sale to customers.
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Observing Functional Objects

- Count items with alcohol brand logos
 - Items belonging together are counted only once
 - Several price boards displayed as if they were one board
 - Grocery handbaskets
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Functional Objects – Ashtrays and Doormats



Functional Objects – Trays, Clocks, and Bulletin Boards



Functional Objects – Mirrors and Thermometers




Functional Object – Price Board





Advertising of Alcohol Products – Interior

- Are ads only where product is displayed or sold or elsewhere in the store?
 - Relevant in stores that sell other products in addition to liquor
 - Are any ads at child's eye level (less than 3.5 ft from the floor)?
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Interior Advertising – Not Just Where Product is Sold



Beer Ad at Child's Eye Level

