

**NEW INFORMATION ADDED TO BRITISH MARKETING SURVEY - JUNE 2011.**

After consultations with clients we are pleased to advise you that we have made two additions to the British Marketing survey this month – one small addition and one very exciting big addition.

The small change :- with effect from June we have added a nineteenth ‘Communication Channel’

**“ON-PACK PROMOS”**

with the detailed response being “Offers and Promotions on Product Packaging”

The ‘exciting’ big change :- again with effect from June, we have added a complete new question for a ‘beta test’ period

**“INFLUENCES TO PURCHASE”**

“Which, if any, of the following are likely to influence your choice of product, brand, shop or website when you are considering making a purchase?”

The response list is designed to cover as wide a range as possible, and is currently:

Advice from Friends / Family

My good experience of them in the past

Offers or Vouchers through my door

Email offers or vouchers

Sales / discounts in the shops

Offers and Promotions on product packaging

Advice from my Professional Adviser

Top / famous people recommend / use them

Brands I follow on Twitter or Facebook or similar

Offers on my mobile phone when I am shopping

Online / Internet Offers (e.g. vouchers.co.uk,groupon.co.uk)

Seen on TV

Personal offers in the post

Prize Draws

Competitions

Recommendations on my Social Networks (Facebook, Twitter etc)

Leaflets / samples handed to me while I am shopping

Online reviews from other customers

Price comparison websites

Advice from salesperson in a shop

Magazine or newspaper reviews

Other

None of these

These additions add considerably to the insight which can be obtained from the survey. Not only can users understand the channels best suited to communicate to people who are in the market for their product, but now they can also understand the most effective ways to influence them.

Full details can be found at [www.thebps.co.uk](http://www.thebps.co.uk)