

# **“Promotional Campaign and Training Program for Brand Awareness and Sales Growth of Elixir”**

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## **ABSTRACT:**

This study was conducted to offer a comprehensive promotion and training program in order to boost fledgling sales of Elixir, compounded by lack of retailer support. The purpose of the project was to foster brand awareness in consumers and equip sales personnel with tools to improve sales. The qualitative study was specifically designed to fulfill our client's requirements. The marketing campaign included a print advertisement, brochure, posters, and cable TV advertisements while the training manual consisted of soft skills incorporated through competency based workshop. In conclusion building a brand requires adequate and integrated exposure as well as highlighting positive associations through direct communication while developing a team of highly motivated and skilled personnel through an all-encompassing drill. Recommendations included converting pre-diabetics and non-diabetics into clients through prevention advertising strategy and issue a diabetes booklet to increase diabetes education, enhancing product knowledge and outsourcing training for employees until Elixirs own organization development department was introduced.

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