

OUT-OF-MEDIA COMMUNICATION AS PART OF COMMERCIAL COMMUNICATION

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Abstract:

The market of the agri-food sector is becoming more and more competitive, which forces each company developing in this field to stand out and distinguish itself in the eyes of customers, in order to face the strong competition in the market. In this context, opting for a new product launch and development strategy is essential to ensure the company's continuity on the market. Several Algerian companies resort to communication which allows it to have a better visibility for its new products, to attract the consumer, to encourage him to buy, and this by being close to him to retain him. For this purpose, out-of-media communication is the best technique to use.

The privileged use of advertising at the point of sale, direct marketing, events and digital social networks contribute to the successful implementation of non-media means, in order to make the product known, attract the customer, boost sales and retain customers.

Keywords: advertising; off-media; product; events; direct marketing.

1. Introduction

Information is the basis of any market, so every company developing in any market must transmit and communicate information about its products, especially when it comes to the products newly installed in that market. In this context, commercial communication constitutes a major asset for the company, in particular to make its products known and to distinguish itself from competitors.

Communication is at the heart of each company's activities, especially those in the agri-food sector, to make its offers and products widely known that are intended to be consumed, with the aim of reassuring and acquiring more consumers, and making itself known in this environment characterized by intense competition.

In this context, each company must set up different means of communication, because a company judged to be successful is one that knows how to sell its products, retain its customers, communicate about its products and maintain its positioning on the market. A company that cares greatly about its future, must communicate, especially since the product launch is an occasion for which it must communicate, opting of course for less expensive means, and which offer many advantages to this company in achieving its set goals. So the use of out-of-media communication is essential.

Launching new and better products is a challenge that every company is passionate about because they most often want to stand out and distinguish themselves on the market,

even if this operation can sometimes lead to serious failures. Each company strives to offer better products to its consumers in order to find its place in this highly competitive environment. However, she must take into account the different risks of product launch by opting for different strategies adapted to her situation, but above all by trying to plan well and better conduct the pre-launch tests, this to ensure the success of this operation as well as to set up a good communication plan for this new product.

Communication outside the media and through its various means has always proven its advantages, because it makes it possible to reach the consumer more closely, with the aim of attracting and encouraging the consumer to take action to acquire the product. The implementation of certain non-media communication techniques requires creative work, but this does not prevent it from being the best technique to reach all product targets, the least expensive for the company and which offers several advantages for the latter and its products. The choice of means of communication outside the media to carry out a product launch operation is never done randomly but based on several criteria, the first of which is the target.

1.1 Problematic:

According to the American sociologist Charles Cooley "communication is the mechanism by which human relationships exist and develop, it includes all the symbols of the mind and the means of transmitting through space and maintaining them over time".(Cooley and Nguyen Thanh , 1994, p24).

Communication plays an essential role for any human activity and in particular for the company. Having good communication greatly contributes to the success of the latter. Therefore, communication appears as an important element for companies and this allows them to distinguish themselves in the eyes of consumers, communication is indeed a very broad field and an indispensable instrument for the development of companies. So we cannot imagine a company without communication and without means of communication. Decaudin defines communication as "the sum of the means available to the company to inform its environment of its existence, to make it know its product and create favorable conditions for its purchase"(Decaudin, 1999, p35).

In the context of national or even international competition, several products are similar on the market whether in terms of performance, price, utility, or design.

Every company must think about abandoning certain products, changing others that already exist and launching new ones, and above all communicate about its products. This will allow him to create profits for himself.

Every company works non-stop to differentiate itself and add significant value to its product. Marketing news is not limited only to the development of a product, a price, or a means of distribution, but the company must also communicate.

So the implementation of the various actions and variables of the marketing mix, in other words the development of the product, price, distribution, and communication strategy, allows the achievement and achievement of objectives. The company is an economic space that must create wealth for itself to ensure its growth and continuity in its market.

Today, regardless of the size of the company, large or small, or its positioning on the market, it must have a good product, aesthetically and visually attractive, market it at a

competitive price, and communicate well about this product, for the promotion of its goods; the latter is part of the commercial communication.

According to Jaques Lendrevie and Denis Lindon, commercial communication refers to "The set of signs and messages that the company addresses to the various market players (consumer, suppliers, distributors, prescribers) in order to facilitate the achievement of marketing and commercial objectives"(Lendrevie and Lindon, 2000, p498), Commercial communication concerns the promotion of services and goods in different sectors. In this context, the agri-food industry plays an important role in the growth of companies, in particular dairy products, canning, mineral waters, carbonated drinks, chocolate, each company seeks to design more products, faster, more frequently, and at competitive prices, and especially when it comes to a launch of a new product which is now a very important phase to position itself on the market and conquer new consumers.

For the success of the launch of a new product, it is essential to set up a communication plan, in order to publicize the product, and ensure its marketing by combining the means of media / non-media communication mix. According to Life Lindon "As the name suggests, the out-of-media includes all communication expenses as well as advertising in the mainstream media".(Lindon, 2012, p513).

Algeria, like other countries, has moved from a directed economy to a market economy, which has paved the way for imports and the introduction of foreign companies into the Algerian market. The national economy has also been marked by the creation of private companies in the public sector. These companies are active in different commercial sectors to meet the expectations of the consumer, who is increasingly demanding in order to be competitive and compete with foreign products.

In this context, we ask the following question:

What are the means and devices put in place by the various commercial companies as part of the off-media to promote its products in the launch phase?

1.2 The hypotheses of the research:

In order to answer the question of our problem, we have put forward the following hypotheses:

- The use of digital social networks (RSN) by companies aims to guarantee the success of the implementation of non-media communication actions in the launch phase of a new product;
- Point-of-sale advertising is used by companies in the launch phase of a new product to highlight marketing elements when the product is intended for the target of children;
- Direct marketing is carried out by companies as part of the events with the aim of making the product known directly to the heart of the target.

1.3 The objectives of the study:

The objective of this study is to know the role played by the non-media in the product launch phase within different companies.

1. The launch of product as part of a new the commercial action

A company cannot exist without a product; the latter is a fundamental link that connects the company and its environment. Generally, when a company is dominant in the market, it is always characterized by specific goods.

In the following the characteristics that make it possible to understand the product concept.

2.1 The identification of a product:

"It is possible to define a product by everything that can be offered on a market in such a way as to be noticed, acquired or consumed there, with a view to satisfying a need. A product is therefore not defined by reference to its intrinsic characteristics but in relation to the services it provides "(Krugger, Carpentier, Ingarao and Ferrandi, 2015, p151).

So a product is a service or a good offered on a market, which aims to satisfy the need of the customer or the consumer. " We call product everything that can be offered on a market in such a way as to satisfy a need there" (Kotler and Dubois, 2006, p426).

When a company evolves in a highly competitive market, it is obliged to distinguish itself, stand out and constantly attract new consumers.

Each product existing on the market can be identified by several elements we can distinguish this:

✓ **The brand:**

The brand is a form of identification and identification for each product existing on a market and for the company itself; it allows it to strengthen above all the confidence of consumers for the company.

"The brand allows a product, a company or a service to distinguish itself or not from the consumer, it also makes it possible to guarantee the origin and the quality of the product. The perception of the brand image, the knowledge of the brand image develops a certain confidence in the consumer "(Demeure, 2008, p118).

So the brand is a very important identification element whether for the product or for the company, it guarantees the quality and the origin of manufacture of a product.

✓ **The Packaging:**

A product must be protected, the packaging is a kind of protection for this product, an inseparable element of the latter, it serves first of all to preserve it and of course present it for sale (its shape, the material, the color, ...)

"Packaging is all the material elements, without being inseparable from the product itself, are sold with it in order to allow or facilitate its protection, storage, linear presentation, identification and use by the customer " (Lendrevie and Levy, 2014, p206).

✓ **The design:**

The design serves first of all to reflect the identity of a company or a product; it consists in giving shape to this product. It is also a physical appearance of the product. The design can contribute strongly to the success of the company when it is appreciated by the consumer.

"Design is the main differentiating element of the product. In very competitive markets, where the sources of differentiation are reduced, the design, if it is sufficiently valued by the customer, can make the difference and establish the success of a company " (Lendrevie, Levy and Lindon, 2003, p271).

The development of a new product is really a difficult exercise. It requires being a strategist, taking into consideration many factors including target customer expectations, competition, price, etc.

So before even starting to develop new products, we should first answer these three questions:

- Why do consumers need it?
- Is it different from the competitors' offer and better than it?
- Why are consumers willing to pay for this product at this price?

If the answer to any of these questions is negative, we abandon the product.

So each company, it most often seeks to increase its sales, gain market share, by opting for some strategies whether it is to completely and definitively abandon a product or modify it so that it becomes better for the consumer or even for the company, it can also opt for the development of new products or reproduce them like those of competitors who have proven themselves on the market.

Any strategy is done with the help of a diagnosis, market research and tests before the launch.

2.2 The marketing policy adapted to the launch of a new product:

"The new product will be any product judged different by the customers, according to certain important aspects, from the existing products; it results in an elaboration or modification of product "(Lendrevie, Levy and Lindon 2006, p288).

The product is therefore considered new, when it is perceived differently by the consumer, or its adoption translates into a significant change in their behaviour.

We call a new product, when a company puts on the market a product or a service whose characteristics of the latter are different from those that it is used to marketing before.

Before moving on to the product launch, we should go through a set of essential steps that precede this launch.

✓ The search for ideas:

Any product starts with being an idea, and new product ideas usually come from (Kamani, 2006):

○ The Offer:

These can be competing companies, on the national or foreign market (external sources) or on the company itself (internal sources), ideas for new products can come from different departments. Research and development but also production can have a new product idea, and transmit it to marketing.

○ The Request:

Here marketing wants to satisfy the needs and desires of consumers. It is therefore logical that the analysis of the demand is at the origin of the evaluation ideas of the launch campaign of the new products the marketing department based on its analysis of the market, but also the sellers who are in direct contact with the customers, or the after-sales service will thus be able to relay the ideas still not satisfied. New product ideas come from the main sources are:

❖ The customers

The needs and desires of consumers constitute the starting point for the search for a new product; companies can determine these needs from surveys, tests, group interviews;

❖ The researchers

Agents assigned by the marketing department to collect necessary information regarding the research.

❖ The competitors

The company must examine the new products of competitors and propose a product with a higher performance.

❖ The general management

After the results, they decide to launch an innovation idea.

❖ All secondary sources

A company can discover new ideas from various sources, such as inventors, advertising agencies, magazines, etc.

❖ Representatives and distributors

They are a particularly fruitful source of new product ideas; they have first-hand experience of unsatisfied needs and customer complaints, and are often the first to hear about competitive innovations.

○ Filtering ideas:

The object of the first design stage to hinder and or collect a number of new ideas is as important as possible. That of the second step is on the contrary to reduce this number to retain only the only interesting ones. There is indeed a double risk

- Eliminating good ideas, we run the risk of seeing them developed by competitors.

- Retaining bad ideas it is a question of eliminating them as soon as possible in order not to risk failure on the market, but also not to allocate resources to them in research and studies to abandon them later.

To carry out the Filtering work, we can proceed in two steps(Kamani, 2006):

- Elimination of impossible ideas, especially at the end of the constraints of product, cost, and objectives of the company.

- Selection of the most promising ideas: for this, many companies develop grids of risk assessment criteria related to the development of a new product project.

2. Objectives, marketing strategies in the launch phase and out-of-media communication as part of commercial communication

For a company to succeed in launching its new product and its implementation on the market, it must set goals beforehand and set up a marketing strategy well adapted to this phase, whether before, during or after the launch, which will ensure the success of this new product.

3.1 The objectives of the marketing strategy and the possible pricing strategies:

First of all, the company works to create and develop demand and to remove any obstacles that may slow down demand (this is part of the testing and awareness strategies), then gain market share over competitors (work on the competitive advantages of the product to create a preference for the brand and for the product).

In order to increase profits, then reduce expenses and reap the maximum benefits (the company works and watches over brand loyalty and above all to keep its current customers as much as possible).

Each company before launching a product, it must take into account the entry and the existence of competition in the market, in this phase it can be alone on the market, but from the second stage (growth) competitors take place with it, for this reason, it must make a decision on the type of strategy to adopt during this phase, which will allow it to publicize the

product, inform about the advantages of this new product, as well as favor the first try (Kamani, 2006). We can therefore cite two possible strategies in the launch phase of a new product :

a) The penetration strategy:

It is a marketing technique, allowing a company to enter a highly competitive market by positioning on price, in order to gain market share.

This technique consists in lowering the price of the product as much as possible, so the goal is to market the product at a high volume at a reduced price. This method is exercised in such a way as to make a maximum of consumers try the product and for this company to create notoriety.

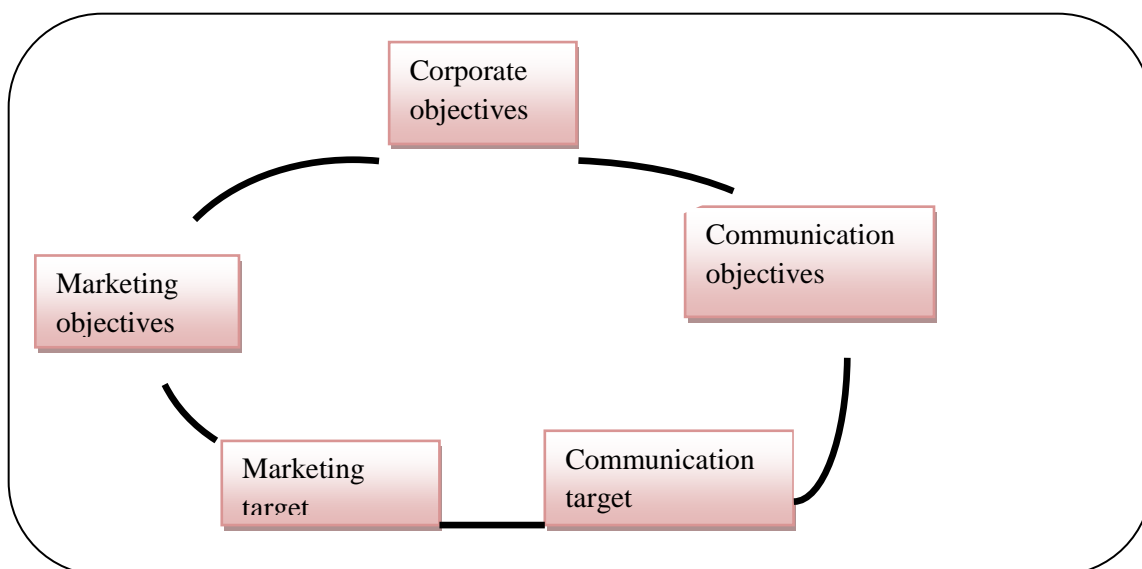
b) Skimming

Contrary to the penetration strategy, here the company, during the launch phase, sets very high and strong prices in order to maximize and make a significant profit margin on the little sales among innovators, who are generally price sensitive.

3.2 The importance of off-media in the launch phase of a new product:

The communication mix brings together all the communication techniques that facilitate and organize the transmission of information about the organization (company, association, or institution), to people in its environment in order to influence their attitudes or their behaviors in a favorable direction (Darpy, 2015, p75).

Figure N° 1: diagram of the communication and marketing targets



Source: (Dordor, 1998, p228)

As we have seen in this figure, the objectives of marketing and communication are not closely linked, they walk in parallel towards a common goal, it is also deduced that the target pursued by marketing and that of communication differ in a complementary way to arrive at the final objectives of the company.

The communication mix brings together all the communication techniques that facilitate and organize the transmission of information about the organization (company, association, or institution), to people in its environment in order to influence their attitudes or their behaviors in a favorable direction (Darpy, 2015, p75).

The communication mix encompasses both the classic media (tv, press, posters, cinema, radio, and internet", and non-media means "direct marketing, sales promotion, public relations, sponsorship, patronage (Darpy, 2015, p75).

Companies use communication mixes on a daily basis to transmit promotional messages through them, which are of inescapable relevance and effectiveness in order to exert an influence on the intended target (suppliers, customers, consumers).

"A media is a means of spreading a message to a large number, to the five major historical media which are; television, the press, signage, radio, cinema. The internet has been added very recently"(Demeure and Berteloot, 2015, p280)

Companies nowadays use media means, with a view to the digitization that the world is experiencing, which is increasingly moving from traditional to digital, the latter offer a speed, and relevance, to save effort and more advantage that cannot be found in traditional means.

What makes the existence of these media important to launch a campaign is that "advertising aims to publicize its product (in the broadest sense) and create demand for it among potential consumers, and the transformation of an advertisement into an act of purchase is complex ; it is not systematically or immediate, the qualities of seduction, persuasion, and repetition, are made to trigger, in the long run, a buying behavior "3, the mass media are intermediate supports par excellence in this regard, offer coverage on a national and international scale in record time.

4. Presentation of the results of the survey:

Through this chapter entitled presentation of the results of the survey, we will proceed to this through two sections, the first of which will include the analysis and interpretation of the data and the second section concerns the results and the discussion of the results.

4.1 Data analysis and interpretation:

In this section we will refute or confirm our research hypotheses. In the following the analysis and interpretation of the data according to each axis of our research.

- ***The means used as part of the off-media during the launch of a new product:***

The objective of this axis is to get to know the means preferred by companies and their roles in the product launch phase as well as the targets targeted through the use of these.

- The privileged non-media means in the product launch phase is not done randomly, but rather according to an analysis, a study, The Marketing manager given his long experience in the field has detailed in this point; "there should be a base of information on the launch, concerning the target, the message to be conveyed ... etc. All this information should be available with a work that is carried out of course in collaboration with the agency, so that we

can choose the appropriate means for the launch of product X, so there is no preselection of means from the beginning without analysis. But among the preferred means in general by companies are advertising in places of sale, direct marketing, and events. It is in the launch period that we see the current context, recent in relation to this operation, it may turn out that at that time, advertising in places of sale is the best way we can use, so we privilege it. We choose the most appropriate way for the intended target, the most profitable and the most appropriate way, but above all in relation to the value that will add to our product. We can say that the non-media means chosen by companies are advertising in places of sale, direct marketing, events and sales promotions.

The analysis of this question led us to know the preferred means by companies when they launch a new product, we note that the company attaches importance to advertising in places of sales, Direct marketing, events and sales promotions. But the choice of the means it is made on the basis of some important criteria, in particular a means adapted to the target, the most profitable means, which brings a value either for the company or for the product, and a means which ensures a high visibility for this new product.

- The role of the target in determining the non-media means in the product launch phase.

The target has a primary role in the choice of the non-media medium, and that they cannot choose a medium without looking at the target targeted by this new product.

The Marketing manager explained: "We most often choose the non-media means most adapted to the target, that is to say the means with which we can directly reach our target, for example a product intended for a target of pensioners, who according to my knowledge and my database these people use the classic means and they go directly to the supermarkets, so the technicality in the places of sale is the perfect way to reach them. So before choosing the medium, I ask myself the question, what is the non-media medium that I should use for a target X? When I manage to answer this question, I will select the appropriate means for my intended target. I can only say that yes, indeed there is an important link between the target and the choice of the off-media medium, especially during the launch phase.

For the event managers: "The target is a basic criterion in any marketing reflection work, moreover, it is mentioned on all the briefs (communication, packaging, study, etc.).In the strategic marketing component, the target is introduced and classified as the main element in strategic thinking, segmentation targeting and positioning. In addition to this weight given to the target, the same is taken into account during the operational action, in particular during the development of the communication plan. Yes, the target has a very important role in determining the out-of-media means, in this case to: identify the appropriate out-of-media communication media to be used during the launch, determine the geographical areas, whose concentration of the target is considered quite important, choose messages and hooks in this phase with the target, the estimate of the budget allocated to out-of-media communication according to the size of the target ".

So companies consider that the target is a key element for the choice of non-media means, especially when it comes to launching a new product. She cannot choose a non-media medium that does not allow her to reach the intended target and promote her new product.

- All the means likely to convey a message, the communication media chosen as part of the communication strategy of companies are of importance, however each one is classified and prioritized according to the allocated budget ranging from the strongest to the lowest budget.

The marketing managers detailed that "each communication medium is oriented towards a well-defined objective, advertising in sales places is the most preferred means, because it covers the targets where other communication media such as Radio, TV, digital, newspapers etc. cannot reach, the target or the targets counted. Generally we find advertising in supermarkets, supermarkets, traditional commerce, public places"

Companies attach great importance to this communication medium, but it is mainly used according to the objective to be achieved.

The use of advertising in sales places is justified by its advantages because it makes it possible to attract the customer's attention especially for a new product, it enhances it, it encourages the customer to take the act of purchase and orient the consumer, as in the case of a new product, this means offers companies a lot of advantages, in particular to increase sales, to publicize this product which is newly arriving on the market, and even it favors the memorization of an advertising message.

Advertising in sales places is an essential way, bringing a lot of advantage whether to publicize the new product or even to boost sales, especially because it is the least expensive way.

- The use of Direct Marketing in the launch phase of a new product

Direct marketing is also a non-media means par excellence, it is about producing a message that attracts customers and encourages them to act or consume the new product.

For the use of Direct Marketing within companies, it is a question of directly contacting the target, even going to the intended target is considered to be Direct marketing, the fact of going to faculties is direct marketing. In the same perspective, we also use the following techniques when launching new products: email marketing which is a technique used even before the product launch. Internally, we proceed with email exchanges between the various main actors, this takes place before the product launch, mainly concerning the messages exchanged which relate to the product mix and other elements (brand, price, communication brief, legislative text, technical feasibility, sales forecast, etc. On the external environment, there are two main targets: our mobile sales force which is informed about the inclusive launch modalities such as the nature of the product, sales price and planned campaign. Part of this information flow will be communicated to our customers and other partners by our regional directors and supervisors who work outside the company.

Postal mailing is a rarely used technique; it was exploited during the launch of brands. And phoning, in the field of communication, this technique is used in the context of contacting new prospects, given its positive impact, it has become a standard technique that we use in our various product launch campaigns, just to clarify that its scope is limited between the teams, sales, marketing, mobile sales force and our partner customers, except end consumers

In the light of the information obtained, and the analysis of the responses of our two respondents, companies use direct marketing in the product launch phase, which aims to get in direct contact with customers and get even closer to them in order to make the product more closely known and to retain them.

- The target to be reached through the use of Direct Marketing

Once the target is known, the other communication tools will be defined according to the relevance and adequacy of these in relation to the target. Therefore, the use of the Direct Marketing technique depends on the results obtained beforehand during the strategic reflection deemed appropriate. Instinctively will be listed as tools of use during the communication of companies.

- The means of direct marketing used and the intended target

The use of these tools: email marketing, mailing, phoning, and direct event marketing, for internal mobile sales forces and customers, for consumers rarely email marketing, rarely mailing and rarely phoning but rather direct event marketing, for various suppliers and agencies email marketing and phoning, and for other email marketing and phoning organizations.

The direct marketing techniques used by companies are mainly phoning, email marketing, mailing when it comes to the target of suppliers, agency and customers with the exception of the consumer the technique used is direct marketing with event, that is to say go to the consumer by creating an event to promote a new product.

- The type of event for which companies use direct marketing.

All people converged on the idea that Direct Marketing is used for certain events such as the case of a product launch, the event managers consider that events for which the use of Direct Marketing is considered essential and that it will add value for companies, the case of mailing and the fact of going to the target during the launch of certain products or even for sales promotions, because some targets considered achievable only by the use of this technique such as the case of the sexagenarian and septuagenarian target.

Companies judge and favor the use of direct marketing to launch new products, or for sales promotions, because for them there are some targets that they cannot reach through the use of other means outside the media.

- The role of direct marketing in events in the product launch phase

Direct marketing is mainly used in the context of events by companies, which has an important role, it allows us to have this direct contact with the consumer, it brings him even more conviction and make him know this new product. It is in fact an out-of-media communication method that has been used for many, many years. Indeed, going to meet your customers and consumers is the best way to promote your new product above all, to increase your sales. So it is the most effective way to get the desired message to the desired and selected target without there being an intermediary.

We have noticed that companies attach great importance to the use of direct marketing in the context of events, because it makes it possible to publicize the product, effectively convey messages and have this interactivity with target customers.

- The devices put in place during the product launch phase as part of Direct Marketing to reach the heart of the target concern the choice of place where the heart of the product target is strongly located, companies must invest the public space to make its communication on this new product, it is necessary to aim for urban places like the case of faculties, however it is not a question of investing a place by chance but choosing a symbolic, aesthetic and practical place, it is especially necessary that this place is frequented by the heart of the product target. And above all, choose the right period to carry out this operation. The success of this operation depends on several factors and the implementation of certain devices, in particular the place, the period, the colors to attract the intended target, a well-adapted message, the distribution of Flyers, product samples, etc.

We can say that the devices put in place by companies to reach the heart of the target are attractive colors and adapted to the new product, a message, the distribution of Flayer, etc.

- ***The specific role of advertising in places of sale and digital social networks in out-of-media communication within different companies***

The target to be reached by companies affects all categories of society through the use of non-media means, more precisely advertising in places of sale.

Promotion at the point of sale as a marketing process that allows companies to publicize their products especially for new products, advertising at the point of sale promotes the act of purchase, without it the product goes unnoticed more, it also makes it possible to memorize the advertising message well, it requires creative work that is carried out internally first and then with the agency. When it comes to the target of children, the establishment of certain elements that attract the attention and the eye of the child is very important, in particular flags, posters, stickers, Dangler etc. by highlighting the product intended for the child, without neglecting the colors, the shapes, which attracts the child because they are the heart of the target of the product.

The marketing elements valued at the points of sale concern the act of purchase, above all to ensure that the product differs from those of competitors even at the points of sale, so the implementation of marketing elements at the points of sale is very important in order to achieve the objective of the operation, in particular to place the marketing material next to the products, in front of the cash registers, the displays of the points of sale and wherever the consumer can make the purchase decision, the colors, the shapes, as well as the different media of advertising at the point of sale must help the brand and the product, whether new or not, to stand out in a supermarket or in the various points of sale in order to strongly stimulate sales. So the goal is to set up an advertisement that attracts attention and catches the eye such as the bright colors, the clearly visible logo location, catchy slogans as well as highlight the virtues of the product such as its positioning, its advantages, etc."

- The role of digital social networks in the implementation of out-of-media communication in the launch phase of a new product

Facebook Instagram, Google network as well as local websites are the preferred social networks for the implementation of out-of-media communication for the product launch.

The evolution of digital social networks has led to a change in the way companies establish their marketing strategies, something that has allowed a massive presence of companies on digital social networks and digital platforms used by consumers, these main techniques are the introduction of relevant and fashionable content in the various publications, while keeping consistency between the latter, allocate budgets higher than the reference average of the budgets consumed by the main competitors (sponsorship), the introduction in the digital strategy, the most followed local sites, and the use of hashtags and influencers.

So the sponsorship, hashtag as well as the fact of introducing relevant content are effective techniques that allow companies to increase the visibility of their publications on social networks.

- The elements that allow the evaluation of the effectiveness of social networks in the context of off-media are the achievement of the previously established objectives, the total achieved (reach, the number of views, engagement, click-through rate, success of the event, the target target reached).

4.2 Results and discussion of the results

The use of digital social networks by companies aims to guarantee the implementation of out-of-media communication actions. The use of digital social networks within companies is a technique that should not be neglected to ensure the success of the implementation of out-of-media communication actions, especially for promotional operations and especially in events. The means of communication allow better visibility, because today everyone is connected, companies specify that the success of their events for the product launch is conditioned by the use of digital social networks, these are useful before, during and after the event, they are therefore essential means in the event for a new product. Facebook Instagram communication of an event for a new product is very important, because many users of these networks share and communicate the information to others, which makes the publication reach even more people better than not posting it.

Advertising in sales places is used by companies in the product launch phase to highlight Marketing elements when the product is intended for the target of children. Companies use advertising to launch a new product when the target is the child. Companies attach great importance to advertising in places of sale, it is also a privileged non-media means that requires a lot of creativity, especially when it comes to launching a new product for the target of the child, the use of elements that can attract the attention of the child is essential in order to guarantee the success of this operation, through the use of certain media such as stickers, flags, dungler, poster, the use of colors and all the attractive shapes to attract the child who is the heart of the target of this new product.

Direct marketing is carried out by companies as part of the events in order to make the product known to the heart of the target. Companies are constantly working to publicize its new products, using non-media means, therefore, and in particular through the use of direct marketing companies favor the use of the latter in the launch of new products, among its techniques, we can find phoning, email marketing, postal mailing and direct event marketing for consumers, it is a question of going to the target by proceeding with an event, this in order to make the new product known directly to the heart of the target by being closer to the consumer, and to retain it.

Companies aim to attract the attention of the consumer, encourage purchase, stimulate sales, and retain customers and this through the use of non-media means of communication, in particular advertising in places of sale, Direct marketing, and events. So the orientation towards push theory in the launch phase is essential because it adds an important value either for the company or for the product.

For this we can say that the companies:

- Favours in the launch phase advertising in places of sales, direct marketing, and events;
- Digital social networks are used to increase and succeed in setting up non-media resources;
- The use of advertising in places of sale requires creative work in order to visually impact, and attract the customer especially when the target is the child;
- Companies active in the use of direct marketing to launch their products.

5. Conclusion:

In a highly competitive environment, each company operating on a market, in particular that of the agri-food sector, must necessarily stand out in order to ensure its continuity and its notoriety, and this by opting for a differentiation strategy. In this perspective, the company must constantly launch, renew its products and even exclude those that do not bring it profits and do not make it gain market share.

The launch of a better product that perfectly meets the needs of consumers allows this company to maintain its positioning on the market, its brand image in the mind of the consumer and boost its sales. In order to succeed in this differentiation, the company must put in place all the necessary means for this operation, in particular the organizational, financial, technical means and everything that allows it to offer a better product, not only to face the competition on the market but also to satisfy the consumer and manage to give him a good impression and a better image of it, and show him that it is an innovative company.

Launching a new product is a process that requires a lot of thought and requires being a strategist, because this is the most difficult phase of the product life cycle, for this it would first of all be necessary to find the right concept and ensure the adequacy between this new product project and the objectives set by the company.

The implementation of a new product on the market requires communication, in order to promote it, make it known, and make it sell. During the launch phase, the company most often chooses the most suitable and least expensive means of communication, because this stage is characterized by the increase in budgets allocated to communication, and this just to publicize the product in the first place.

In this context, the use of non-media communication is undoubtedly a very useful way to communicate about the new product, and which offers better visibility but which is above all less expensive compared to the budgets of other means of communication.

Our research work aimed to identify the role of non-media communication tools in the launch phase of a new product within the company.

After analyzing the results obtained during our field survey, it turns out that out-of-media communication is still relevant, despite the advent of digital and more trendy and fashionable today, so using this technique of the communication mix should not be neglected and ignored during the product launch phase

We noted through this study that companies attach great importance to off-media communication, in particular promotions at the point of sale, direct marketing, events, and the use of digital social networks as part of off-media these are the most preferred means, these allow the company to effectively achieve its previously set goals, reach its desired targets, publicize and sell its new product. The objectives and targets achieved by using non-media are considered important compared to other communication media.

We have also noticed that out-of-media communication is an essential and essential ingredient within companies for the launch of their products, so the success of this operation is conditioned by the presence of out-of-media communication especially to reach all the targets that are deemed unattainable by the media or other communication media.

All these results allowed us to answer our hypotheses as well as to understand and have more clarifications in relation to our research theme. So we can say that agri-food companies focus their communication on off-media in the launch phase and mainly on on-site promotion of sales, direct marketing, and events as well as digital social networks to successfully implement these off-media means. Nevertheless, it would be important for these companies to mobilize other non-media means in order to maximize their sales and boost their marketing actions.

Our study tried to shed some light on the role played by the non-media in the product launch phase within companies, hoping that it will open up new research perspectives, in particular in commercial communication for new products, as well as other means of communication that allow the sale and marketing of products, and which greatly help to increase the economic development of companies.

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