

buys a selection of different styles or a certain quantity of candles. Moreover, candle companies will pay for all or part of the cost of any of the store's advertisements that include their candles, give the store owner and the employees samples of their candles, and arrange for one of the company's sales representatives to visit the store and explain to the sales staff how their candles are made.

### How Many of These Candle Companies Do You Know?

Candle-lite Candles	Yankee Candles	Colonial Candle
Glade Candles	Canadian Candle	Doozy Candle
Concord Candle	Waxman Candles	Party-lite Candles
Scentsations Candles	Upper Canada Candle	

### Pull

Most people have the pull strategy in mind when they think of marketing. The **pull strategy** attempts to increase consumer demand directly, rather than rely on retailers to sell the product to the customer. Manufacturers and importers try to convince consumers that they need their product, and that they should look for it by name when they go shopping. Levi's, for example, wants the consumer to look for the Levi's name when buying clothing. If the pull strategy has worked, the customer will look in various stores until he or she finds Levi's jeans.

Convincing the consumer to select a specific product or service requires a major advertising and promotional effort. The marketing effort is so obvious that many people believe the pull strategy is the most important, or most useful marketing strategy. However, many product managers do not rely on a pull strategy as part of their marketing plan. For example, a typical student in a typical classroom in a Canadian school would be able to name very few of the brand names of products that are used in that classroom.



*Levi's stores further strengthen the brand.*

### Combination

The pull strategy is difficult to use alone. It requires distribution partners (usually retailers) to fulfill the demand created by the manufacturer. The push strategy, however, needs no such partnership with the consumer, relying