

Project : Task#1

Planning Your Campaign

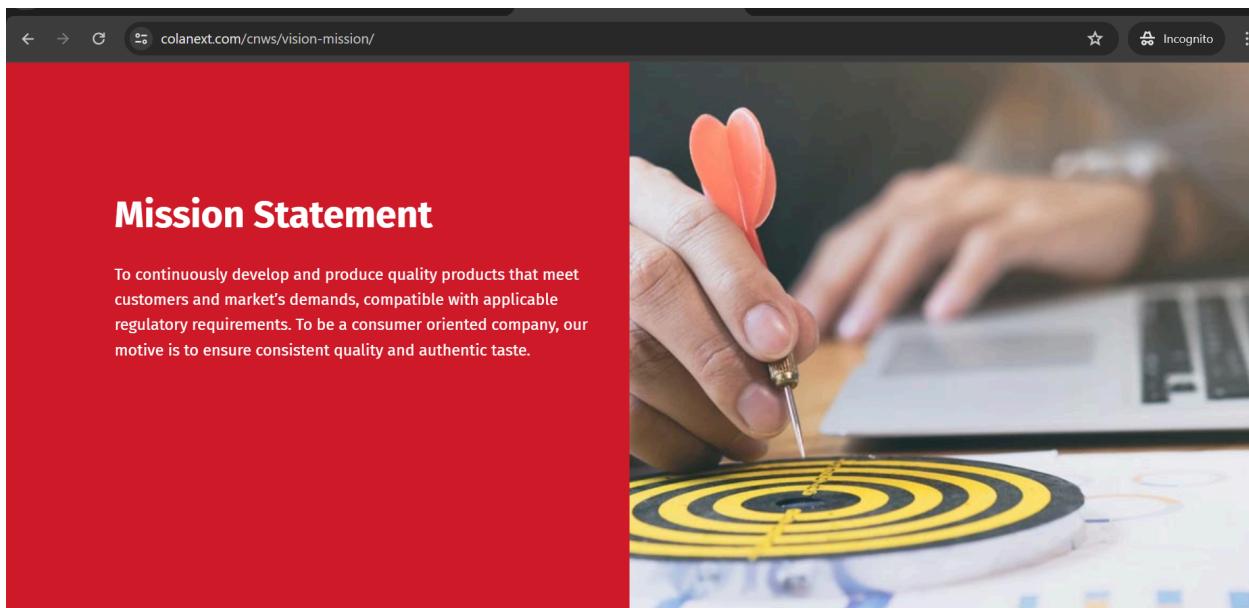
1. What product did you choose?

The product we chose was Cola Next.

2. What is the name of the company that produces that product (this will be your client)?

The name of the parent company is **Mezan Group**. They are the proud producers of Mezan Oil & Banaspati, Olive Oil (Olivola), Mezan UltraRich, Mezan Har Dum, and Mezan Baithak, as well as providing office space in the cutting-edge Mezan Tower, which is managed by Mezan Properties Wing. Mezan Beverages, a firm with strong roots in Pakistani culture and community, is pleased to be socially responsible.

3. What is the company's mission statement?



- a. Create one objective for your advertising campaign.

- i. Be sure to make your objective specific and measurable and give it a deadline.

Increase Cola Next sales with brand awareness among children and adults between 10-65 in Pakistan's metropolitan regions by 35% during the next six months.

This aim preserves specificity by targeting individuals aged 18 to 65, while remaining focused on Pakistan's metropolitan regions. It remains quantifiable, with a defined goal of a 15% boost to brand recognition. The six-month deadline provides a set timetable for evaluating the performance of the advertising effort.

4. Primary and Secondary Markets

a. Define who the primary target market is for your product. (You must include AT LEAST ONE demographic, psychographic, and geographic. BE SPECIFIC!!)

Demographic: We target mostly the young adults and adults who drink soft-drinks regularly. These people can easily be classified by their age brackets which would include the ranges of 10-65 since these are people who consume cold drinks in Pakistan without any demarcation.

Psychographic: We would like to target the people who rightly so are boycotting products that are funding bloodshed across the world. We would like to fill the gap in the market with our product.

Geographic: We would like to capture the markets in the urban town centers who will consume soft drinks due to extremely hot temperatures. Such as Karachi, Islamabad, Lahore, Multan. These climates mean people will drink soft drinks due to the hot and dry climate.

b. Define who the secondary target market is for your product. (You must include AT LEAST ONE demographic, psychographic, and geographic. BE SPECIFIC!!)

Demographic: We will choose restaurants as our secondary markets. These will be restaurants that are operated locally, and traditionally because these are the restaurants in contact with the majority of the masses. The scale can be measured from the number of employees. I would target small businesses according to the definition from Pakistan Institution of Development Economics, ‘A small firm is the one with employees not exceeding 50’.

Psychographic: We would also like to target the restaurants looking for a local alternative for soft drinks with reference to events going on in the world. The business owners support ideologies that promote local products.

Geographic: We would like to capture the restaurants in the urban town centers and restaurants who will serve soft drinks and also increase brand awareness as soft drinks go well with food items such as Biryani, fast food. Corporate restaurants will never want to sell internationally branded products.

5. Advertising Budget

a. You will have \$5,000-\$7000 to run your advertising campaign.

b. Using the Internet, research the average cost of the following advertising mediums:

i. How much on average does it cost to run a print ad in a local magazine versus a national magazine?

This is a cost of the advertisement placed in a national magazine such as Akhbar e Jehan published by Jang group.

← → ⌂ akhbar-e-jehan.com/ret-card/

Positions	Size	Rates	Package Rates AJK + MAG
Inside Full Page	Full Page Color	Rs. 1,30,000	1,10,500 + 19,500
Inside Full Page 12 insertion	37cm X 25cm	110,500	93,925 + 16,575
Inside Full Page 26 insertion	37cm X 25cm	91,000	77,350 + 13,650
Inside Full Page 52 insertion	37cm X 25cm	65,000	55,250 + 9,750
Inside Half Page	19cm X 25cm	75,000	
Outside Back Centre Spread	37cm X 25cm	160,000	140,000+ 20,000
Inside Front Cover	37cm X 25cm	210,000	155,000 + 55,000
Back Cover	37cm X 25cm	310,000	235,000 + 75,000
Centre Spread	41cm X 57cm	350,000	
Double Spread	37cm X 52cm	325,000	
News / Feature Style	37cm X 25cm	400,000	
Title Page	41cm X 28cm	1,000,000	
Title Page Strip	5cm X 25cm	300,000	
Centre Page Strip	37cm X 8cm	95,000	
Centre Spread Strip	5cm X 52cm	100,000	
Inside Page Strip	37cm X 8cm	60,000	
Centre Spread Shoot	2 Pages	6,00,000 to 5,00,000	

We were unable to find a national magazine for Pakistan. We could find local magazines, however here is a tentative price for an international magazine should we choose to publish our ad such as reader's digest.

Full Page
Full Page covers the entire page of the magazine.

Half Page
It covers half page of the magazine

Double Spread
A Double Spread Ad spreads on two pages of the magazine. A Central Double Spread Ad is placed in the...

Cover Page
Ad is placed on the Inside Front Cover on the left hand side, Inside Back Cover on the right hand side and Ba...

ii. Use the research how much a company would pay to run a radio ad.

Here is a rough rate card for running an advertisement on Hot FM 105.

Sales & Marketing

HOT FM Radio Network Rate Card

S. No.	Station Name	Rate
1.	Karachi	PKR 1,500/-
2.	Hyderabad	PKR 1,000/-
3.	Multan	PKR 1,000/-
4.	Quetta	PKR 800/-
5.	Larkana	PKR 800/-
6.	Nawabshah	PKR 800/-
7.	Mirpurkhas	PKR 500/-
8.	Jacobabad	PKR 500/-
9.	Dadu	PKR 500/-
10.	Badin	PKR 500/-
11.	Mithi	PKR 500/-
12.	Nausshero Feroz	PKR 500/-
13.	Sanghar	PKR 500/-
14.	Shikarpur	PKR 500/-
15.	Layyah	PKR 500/-

1. What type of radio advertising did you choose (traditional or streaming)?

We chose to go with streaming advertisements since people who we are targeting tend to listen to streaming advertisements such as the young people and adults.

3. If you chose streaming advertising:

a. Which outlet did you choose?

b. What is the circulation?

c. How much is the minimum cost?

iii. Use the research to determine average cost of a billboard and record your answers below.

1. What city did you choose?

Karachi.

2. What type of billboard did you choose (physical or digital)?

We choose a physical billboard since it is within our budget, and displays the required advertisements without concerns of power outages.

3. What is the cost?

As per billboardspakistan.com, they state “According to some industry estimates, the cost of a standard-sized billboard in Pakistan can range from 725,000 PKR (approx.) per month. However, prices can be much higher for larger or more prominent billboards”.

4. Taking your budget into consideration, would you be able to include a billboard as a medium of advertising in the campaign you are creating for your client? Why or Why not?

The feasibility must be calculated. Since we have a budget of an average \$6000. The cost for a physical billboard will be calculated as:

$$725,000(\text{cost of billboard on average}) / 280(\text{dollar rate}) = \$2590.$$

This would be approximately half of our budget. However, according to our estimates, it will constitute as the greatest contributor for increasing brand awareness and sales. It will increase brand awareness and with the ongoing political situation in the world, we expect more people to purchase our product.

5. Explain your answer.

The billboard will be half of our advertisement budget but this can be compensated for by a catchy billboard which will serve as the greatest point of contact with our future customers. People are already searching for an alternate in the market for international soft drinks, so once they see our advertisement they are bound to purchase our drink as per their psychographic segmentation. Furthermore, once they try our product, they will act as retained customers.

Some other reasons for using billboards will be to:

- Billboards are large. We will position them in strategic locations, such as Shahrah-e-Faisal or in congested metropolitan areas such as Saddar. These assure strong visibility to our audience.
- Brand Exposure: Billboards provide continual interaction with our brand message, which helps to raise brand recognition among frequent passers-by.
- Targeted Reach: By deliberately placing our billboards in places where our target audience is most likely to notice them, we may successfully reach certain demographics.
- Non-intrusive: Unlike certain kinds of advertising, billboards do not interrupt or disturb customer experiences, allowing them to interact with your message at their own speed.
- Local Targeting: If your company targets a local market, billboards might be an efficient approach to reach customers in a specific region.
- Longevity: Without digital or broadcast advertising, which are limited to airtime, billboards have a longer shelf life and may display your message for up to a month, allowing you to maximize your advertising spend over time.

iv. Research the going rate for 30 second television commercials in primetime on network TV.

GEO Entertainment Rack Rates
Effective from 01st September, 2021

GEO Entertainment Television (Pvt.) Ltd.
Plot# 98-C, Al-Murtaza Commercial Lane-2
Phase VIII DHA, Karachi
Tel: +92 (321) 9221012 - 14 & 17
www.geo.tv

Time Slot	Rack Rates (Per 60 Seconds)
00:00 - 00:59	40,000
01:00 - 01:59	32,000
02:00 - 02:59	15,900
03:00 - 03:59	8,000
04:00 - 04:59	7,969
05:00 - 05:59	7,969
06:00 - 06:59	7,969
07:00 - 07:59	7,969
08:00 - 08:59	30,000
09:00 - 09:59	75,000
10:00 - 10:59	75,000
11:00 - 11:59	35,000
12:00 - 12:59	40,000
13:00 - 13:59	40,000
14:00 - 14:59	40,000
15:00 - 15:59	40,000
16:00 - 16:59	40,000
17:00 - 17:59	40,000
18:00 - 18:59	60,000
19:00 - 19:59	145,000
20:00 - 20:59	300,000
21:00 - 21:59	210,000
22:00 - 22:59	155,000
23:00 - 23:59	65,000

timenspacemedia.com/ary-digital-channel-advertising-tariff-rate.php

Time Slot	New Rate/Minute
Good Morning Pakistan (9:00am-11:30am)	60,000
11:30am-4:00pm	50,000
4:00pm-6:00pm	60,000
6:00pm-7:00pm	80,000
7:00pm-8:00	125,000
Bulbulay (Sunday's at 7:30pm – 8:00pm)	160,000
8:00pm – 10:00pm	190,000
10:00pm- 11:00pm	125,000
11:00pm- 1:30am	60,000
1:30- 9:00am	30,000

advertisepakistan.com/tables/ary-news-channel.php

Time Slot	Gross Rate/Min in USD	TARIFF RATES/MIN in Pkr
00:00 - 00:59	\$157.04	25,000 Pkr
01:00 - 07:59	\$125.63	20,000 Pkr
08:00 - 08:59	\$157.04	25,000 Pkr
09:00 - 10:59	\$251.26	40,000 Pkr
11:00 - 17:59	\$219.85	35,000 Pkr
18:00 - 18:59	\$251.26	40,000 Pkr
19:00 - 19:59	\$502.51	80,000 Pkr
20:00 - 22:59	\$942.21	150,000 Pkr
23:00 - 23:59	\$502.51	80,000 Pkr

1. What is one television show that your primary target market would most likely watch?

Our audience is most likely going to watch one show of Tabish Hashmi's "Hansna Mana Hai" on Geo News and "Jeeto Pakistan" on ARY Digital.

Project : Task#02

The Print Ad

Project : Task#02



 Cola Next Junaid Akram.mp4

Project : Task#04

Campaign Objective

Increase Cola Next sales with brand awareness among children and adults between 10-65 in Pakistan's metropolitan regions by 35% during the next six months.

Client's Primary Target Market:

Demographic: Young adults and adults aged 10-65 who regularly consume soft drinks.

Psychographic: Consumers boycotting products associated with funding conflict.

Geographic: Urban centers in Pakistan such as Karachi, Islamabad, Lahore, and Multan with hot and dry climates.

Radio Script:

Attention Grabbing Opener	Major Content	Call To Action
Sound of Refreshing Fizz	Are you tired of supporting products tied to global conflicts? Introducing Cola Next, a refreshing alternative that's locally made and socially responsible. Made with the finest ingredients, Cola Next is the drink of choice for those who care about where their money goes.	Try Cola Next today and taste the difference. Visit your nearest store or order online now.
	Upbeat music begins	
	With Cola Next, you're not just enjoying a drink; you're supporting local communities and businesses. So why settle for anything less? Switch to Cola Next and join the movement towards a more ethical choice.	Don't miss out on the chance to make a difference. Choose Cola Next for your next refreshment.
	Music fades out	

3 local radio stations:

1. FM 91 - This station has a wide reach among young adults and adults in urban areas, making it an ideal choice to target our primary market.

2. City FM 89 - Known for its vibrant and energetic programming, City FM 89 attracts listeners who are socially conscious and open to trying new products like Cola Next.

3. Power 99 FM - With a focus on pop culture and current trends, Power 99 FM appeals to a diverse audience, including those interested in supporting local businesses and initiatives like Cola Next.