TO: Kelly Anderson, Marketing Executive

FROM: Jonathon Fitzgerald, Market Research Assistant

DATE: June 14, 2007

SUBJECT: Fall Clothes Line Promotion

Market research and analysis show that the proposed advertising media for the new fall lines need to be reprioritized and changed. Findings from focus groups and surveys have made it apparent that we need to update our advertising efforts to align them with the styles and trends of young adults today. No longer are young adults interested in sitcoms as they watch reality televisions shows. Also, it has become increasingly important to use the internet as a tool to communicate with our target audience to show our dominance in the clothing industry.

**Internet Advertising**

XYZ Company needs to focus advertising on internet sites that appeal to young people. According to surveys, 72% of our target market uses the internet for five hours or more per week. The following list shows in order of popularity the most frequented sites:

* Google
* Facebook
* Myspace
* EBay
* iTunes

Shifting our efforts from our other media sources such as radio and magazine to these popular internet sites will more effectively promote our product sales. Young adults are spending more and more time on the internet downloading music, communicating and researching for homework and less and less time reading paper magazines and listening to the radio. As the trend for cultural icons to go digital, so must our marketing plans.

**Television Advertising**

It used to be common to advertise for our products on shows like *Friends* and *Seinfeld* for our target audience, but even the face of television is changing. Young adults are tuning into reality television shows for their entertainment. Results from the focus group show that our target audience is most interested in shows like *American Idol*, *The Apprentice*, and *America's Next Top Model*. The only non-reality television show to be ranked in the top ten most commonly watched shows by males and females 18-25 is *Desperate Housewives*. At Blue Incorporated, we need to focus our advertising budget on reality television shows and reduce the amount of advertising spent on other programs.

By refocusing our advertising efforts of our new line of clothing we will be able to maximize the exposure of our product to our target market and therefore increase our sales. Tapping into the trends of young adults will help us gain market share and sales through effective advertising.

Attachments: Focus Group Results, January- May 2007; Survey Findings, January - April 2007

**This is a sample memo; facts and statistics used are fictional.**

TO: Kelly Anderson, Marketing Executive

FROM: Fake Name, Market Research Assistant

DATE: December 24, 2024

SUBJECT: Pizza House Promotion

Market research and analysis show that the proposed advertising media for the new fall lines need to be reprioritized and changed. Findings from focus groups and surveys have made it apparent that we need to update our advertising efforts to align them with the styles and trends of young adults today. No longer are young adults interested in sitcoms as they watch reality televisions shows. Also, it has become increasingly important to use the internet as a tool to communicate with our target audience to show our dominance in the clothing industry.

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To: Pizza House CEO

From: Fake Name

Date: December 24, 2024

Subject: Pizza House Add Campaign

Due to Pizza Houses current belief that their pizza chain offers a higher number of toppings per slice and that due to the number of toppings that leads to happier customers than Dice Pizza who offers a lower number of toppings, I believe it is appropriate for our next add campaign to focus on this belief and showcase that

1. Pizza House slices have a higher average number of toppings per slice than Dice Pizza
2. Pizza House Customers are happier overall because they like when pizza slices have a higher number of toppings

In order to back such claims a simple study should be done to see if

1. Pizza House does have an overall higher average of toppings per slice than Dice Pizza
2. Customers are happier when toppings per slice is high

To perform such a study data would be collected from Pizza House and Dice Pizza related to the average number of toppings per slice of pizza, as well as the customer satisfaction scores after eating a slice of pizza with varying number of toppings.

To get the average number of toppings per slice of pizza a sample of 30 total pizzas will be ordered from both Pizza House and Dice Pizza of the exact same size, and the number of toppings on each slice will be counted. These differences in count of toppings per slice will be showcased graphically as a side-by-side box plots to allow for an easier view of the variation between data, and a general numerical summary of average toppings per slice and standard deviation to showcase consistency.

To see if customers are happier when toppings per slice is high a sample of 50 customers will be split into 5 groups of 10 individuals with each group being given a pizza with a topping amount between 1 and 5 toppings per slice of pizza, with, 1 toppings being low and 5 toppings per slice being high. A simple break down of the groups are as followed Group 1 (1 topping), Group 2 (2 toppings), Group 3 (3 toppings), Group 4 (4 toppings) Group 5 (5 toppings). These customers will be given a questionnaire related to their satisfaction after eating a slice of pizza with a varying number of toppings. The customer will be asked to rate their satisfaction on a discrete scale of 1 to 10, with 1 being low and 10 being amazing. These scores will be showcased graphically via scatter plot for each individual group as well as including an association line between score and number of toppings. In addition, numerical data of correlation coefficient will be showcased in order to show the strength of the correlation between customer satisfaction and number of toppings.

In order to validate the belief that Pizza House has a more toppings per slice than Dice Pizza. In the first study the overall average of toppings per slice for Pizza House needs to be greater than Dice Pizza in addition the Standard Deviation needs to be low to showcase our consistency.

In order to validate that Customers are happier when toppings per slice is high the graph needs to showcase a strong linear association between customer satisfaction and number of toppings per slice of pizza. With customer satisfaction increasing as the number of toppings increase. In addition, the correlation coefficient should be as close to 1 as possible.

In order to collect such data

A simple questionair would be given to customers after eating a slice of pizza with varying number of toppings.

graphical summaries would be collected

Count the number of toppings per slice of pizza

Box plot of number of toppings per slice of pizza

Line graph of the number of toppings per slice vs customer satisifaction score.

Data would be summarized and shown as side by side box plots showcasing variation between number of toppings per slice of our chain and the competitor. We would also showcase numerical average and standard deviation of the number of toppings per slice as well, to help showcase the belief that Pizza House has a higher number of toppings per slice than our competitor Dice Pizza.

there is a correlation between the number of toppings per slice and the customers overall satisfaction score.

In order to facilitate such a study, the following data should be collected Qualitative

Number of toppings per slice of pizza

This would be a discrete variable.

Customer Satisfaction score after slice.

For visualizations we would

Showcase the average number of toppings per slice of Pizza House vs Dice Pizza as a bar graph.

Showcase the number of toppings per pizza and customer satisfaction score as a line graph

We would showcase the number of toppings per slice and customer satisfaction

I propose

Correlation between the number of toppings per slice and customer satisfaction scores

The study would sample

The number of topings typically placed on a slice of pizza and the customers satisfaction after eating

We would collect