



University of Management and Technology

Assignment of Marketing

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Assignment no: 3

Q#1 : Search you tube for three of your favorite television commercials, each using different execution style . For each ad, identify the execution style used and the audience targeted. is it good ad? discuss why or why not.

Comercial execution style:

It is approach,style,tone,words,and format used for executing an advertising message.The message can be presented in various execution styles,such as the following.Now from the above stated comercial execution style I searched for mine three favorite commercials (each follow different style of execution). Discribed as follow.

AD no.1:

AD Name: Lifebuoy(when germs get stronger)

Execution Style: Scientific evidence.

Audience Targeted:

Basicaly a huge amount of audience is targeted in it. Children which use to play are more effected by the germs so we can say that litle babies are targeted in this add so in this way their is a huge expectation that thier gardiener will also use this product.

Discusion:

Yes, this is good ad. As in this a product is addvertise which fight against the gems. In prove of their claim they are providing the reference of "APPROVE BY RSPH LONDON". So collectively we can say that it is a good ad.

AD no.2

AD Name: Surf Excel Ramazan 2020.

Execution Style: Musical.

Audience Targeted:

As it is a commercial of a washing powder and it is one of almost the daily used product so basically the large amount of audience is targeted regardless of age, gender or profession because anyone could have the need of it. Although house women are also one of the main target.

Discussion:

Surely this is a good ad morally, spiritually and religiously. It is not only making the audience be aware of product but also giving the message of helping other, preferring other over own self and raised the true meaning of Islam and Ramadan.

AD no.3:

AD Name: Ariel(ho jay challenge)

Execution Style: Testimonial endorsement+Personality

Audience Targeted:

As it is a commercial of a washing powder and it is one of almost the daily used product so basically the large amount of audience is targeted but house women are mainly represented in this ad.

So we can say that they are the major target. Although regardless of age, gender or profession audience is also a target because anyone could have the need of it.

Discussion:

Yeah, it is a good add as it showing the product workability by testing. It also use the Personality approach because the followers of Wasim Akram might watch the ad with more interest.

Qno.2 : Explain the decisions marketing managers make while developing an advertising program

Ans:

The commercials on television, the banners on Internet sites and the jingles on the radio are all part of advertising programs designed to inform consumers and persuade them to buy products. Before a company can develop an advertising program for a product, its marketing managers make key decisions regarding the packaging of the product, its price, the promotion for the goods and the place it will be offered. Some decisions are explained as follow.

No.1 : Product Components

Marketing managers must make a decision regarding the elements that make up the product. A company cannot simply place its product on a shelf in a retail store and expect customers to purchase the item. The product must have packaging that catches the eye of a potential customer, information regarding its contents and a name that is memorable. For example, laundry ,detergent makers do not place their detergent in a clear plastic on grocery store aisles. The detergent typically has a name

like "AIREL!," and promises to "fight clothing stains without fading clothing colors." Marketing managers decide on these

product factors before starting advertising campaigns.

No.2 : Price Point.

The price point is critical to the success of the product and the profit of the company. If marketing managers set the price of

the product too high, potential customers will buy a similar product from a competitor that is priced lower. If the price

is too low, the company's profit margin on the item will be too low to justify the cost of production. Marketing managers

look at the price of similar items in the market as well as the cost of the item to the company. Managers select a price and

use that number for the advertising campaign for consistency.

No.3 : Placement.

Marketing managers choose the method of placement for an item when developing an advertising program so that ad dollars are not

wasted on useless markets. There are three types of placement distribution:

1 : Intensive.

2 : Selective.

3 : Exclusive.

Intensive placement involves placing the product in as many markets and stores as possible for a widespread reach among consumers.

Selective placement is when the company has a specific consumer in mind. For example, if you sell high-end luxury goods, you should place the goods in cities with high disposable incomes.

Exclusive placement is used when you supply only one customer, such as a niche shop, with your items.

No.4 : Promotion.

The promotional aspect of an advertising program is the message marketing managers want their consumers to take from the product.

The message may be a value proposition, a testament of quality or some other feature of the product. For example, if your product is the lowest priced item in its product category, your job as a marketing manager is to create a statement that touts this fact in a clear, concise way.