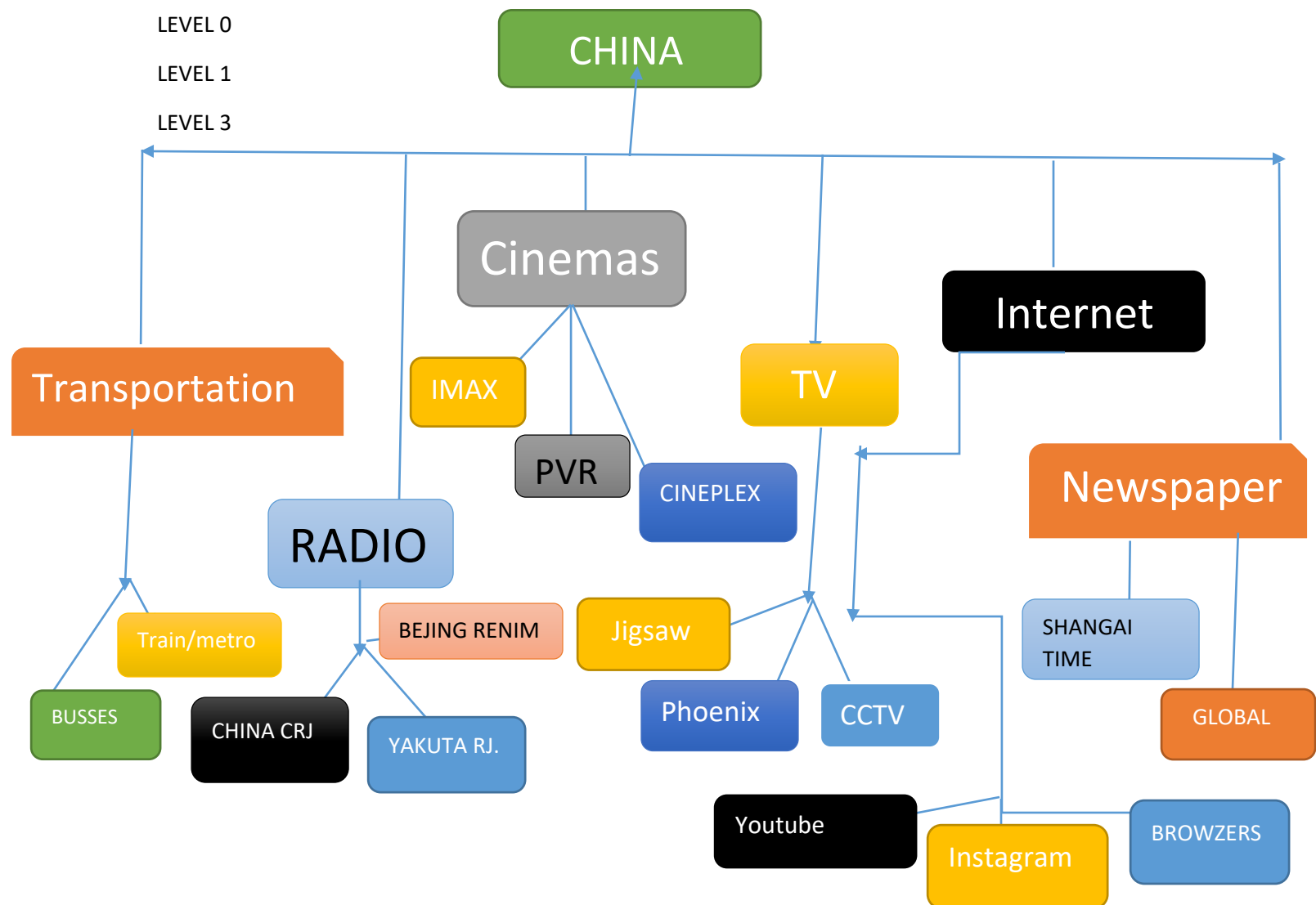


Level 0 – We have budget of \$40,000. We are explaining how we use this money to advertise.

LEVEL 1 – We choose 5 countries to advertise and launch our new product under CADBURY.



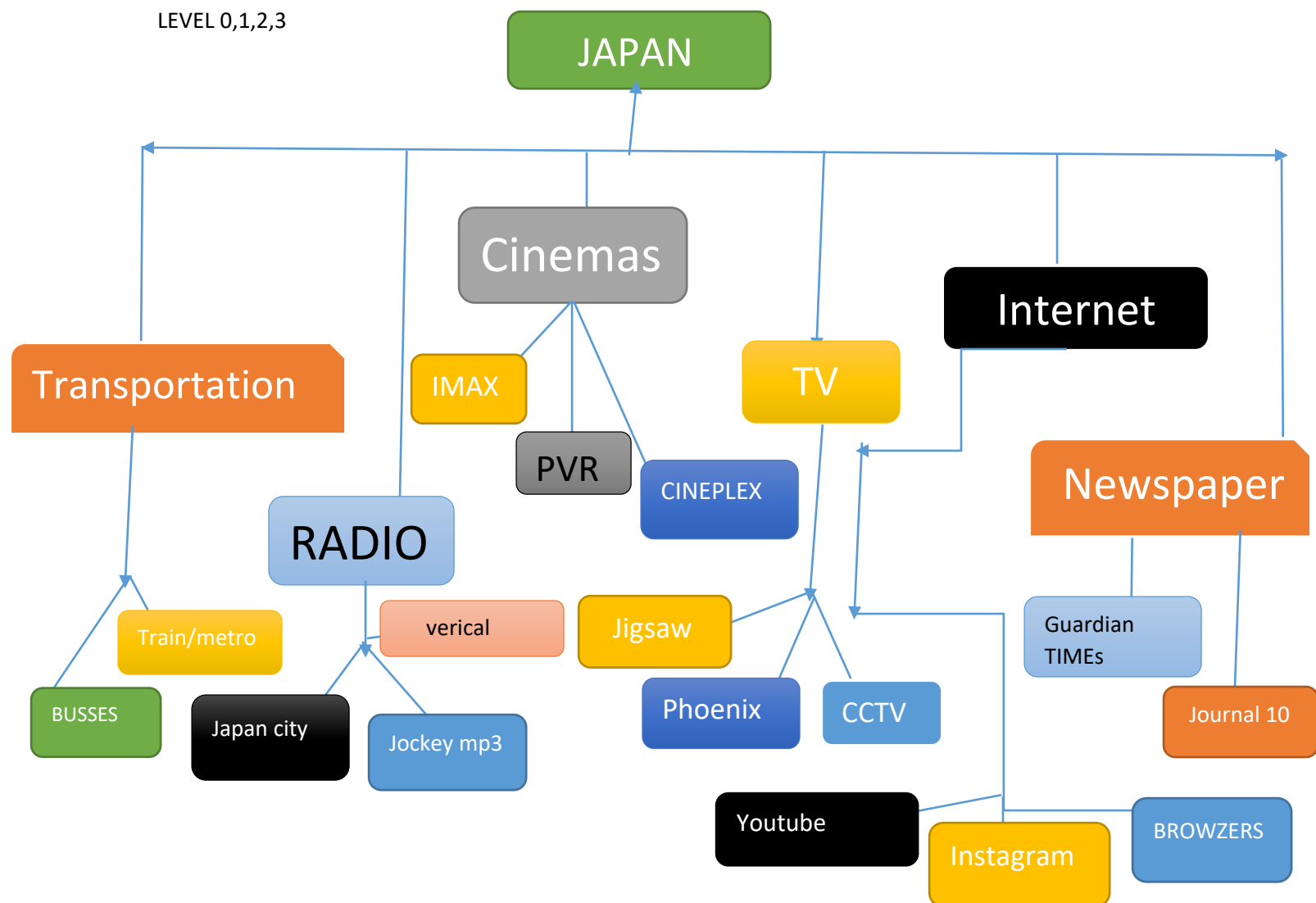
Level 0 – First and foremost about China where there is population is approx same as compare to India. Here we choose to use \$7500 on radio.

LEVEL 1 -Bejing Renim is one of the most listening radio station and they give us best offer as compare to others. People over there are busy they love to listen more radio during travel or doing work.

Level 2- ALSO we choose \$1500 for advertise on TV WHERE we choose Jigsaw tv as they give us best offer and also has best TRP rates in CHINA since last 2 years.

Level 3 – The total budget we get to advertise in China is nearly about \$9000.

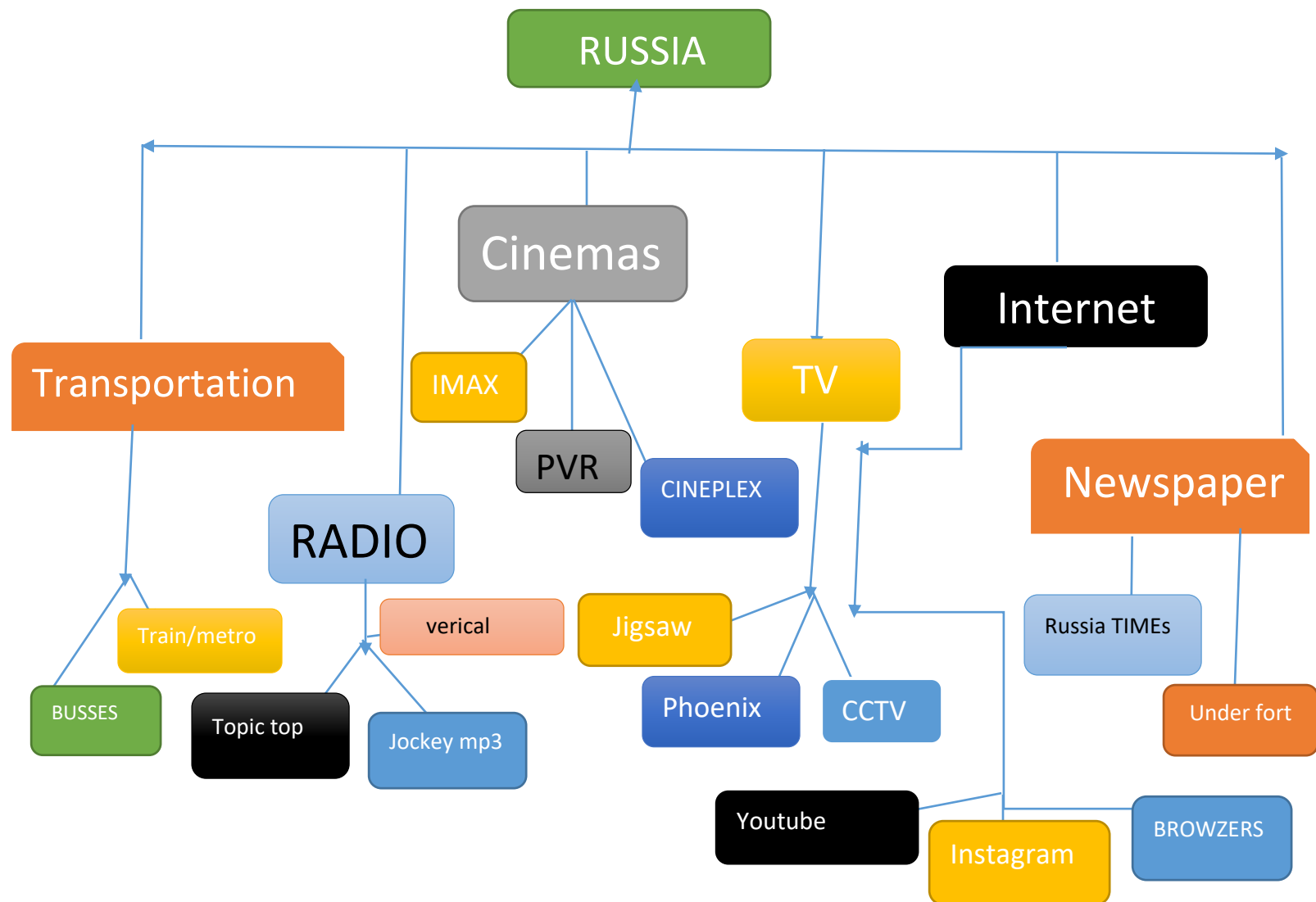
LEVEL 0,1,2,3



Level 0 – Japan is known for its technology where people are busy in their work. So our team members decide to spend \$11,000 on internet where people come to know about our new product.

Level 1 – Our team members choose youtube to spend money on youtube and other browsers like chrome and firefox. So, technically by doing work they learn about our new product.

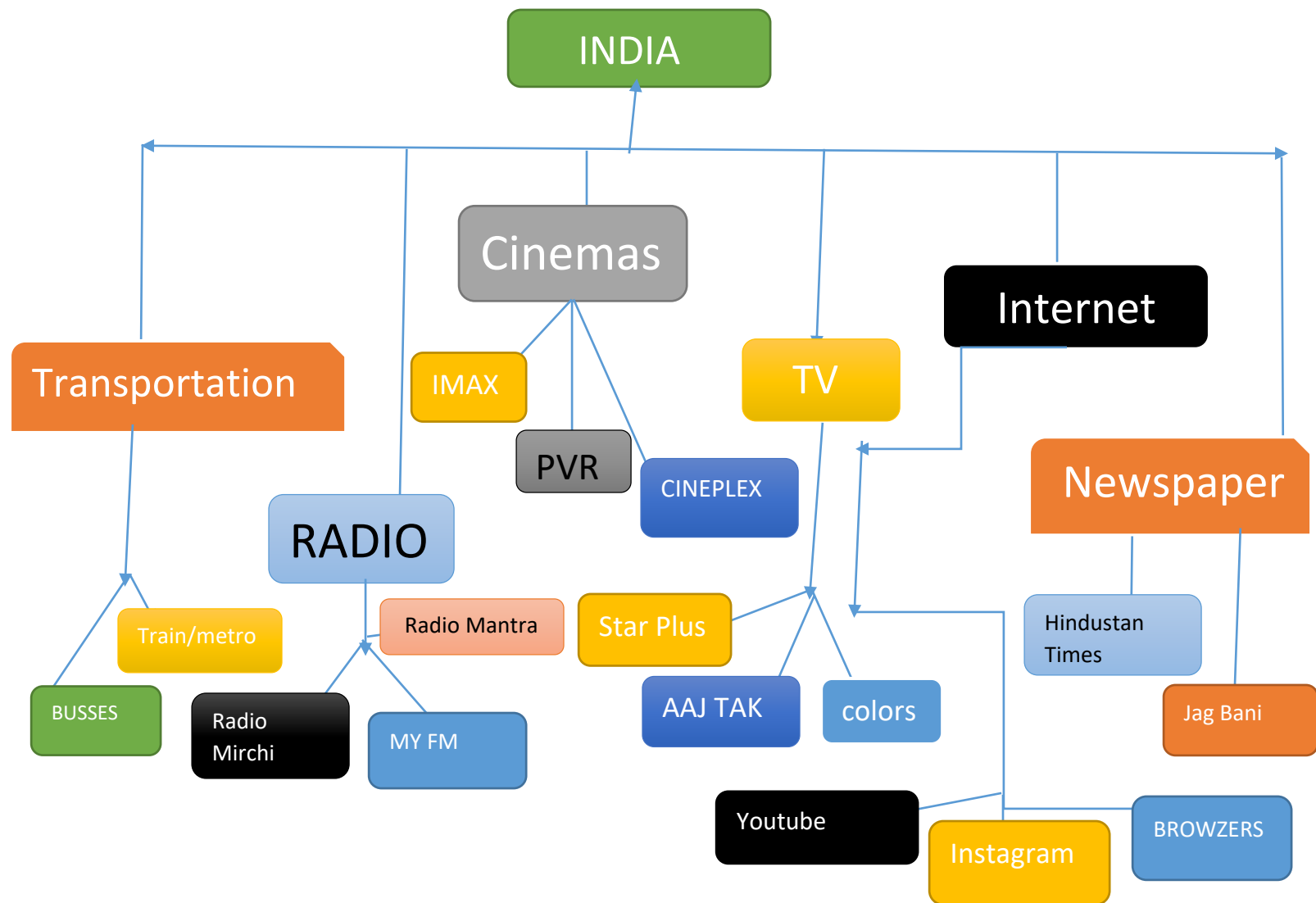
Level 2 – We are spending \$7500 on youtube as it is one of the top rated on internet and rest of the amount on browsers.



Level 0 – Russia has knowledge about advancements where people love to read newspapers according to survey 2015.

Level 1 – We choose newspapers to advertise our product where we use page no. 2 of under fort newspaper.

Level 2 – They offering us best deal so we use \$4500 for advertising our product. This is under suggestions of our team members.

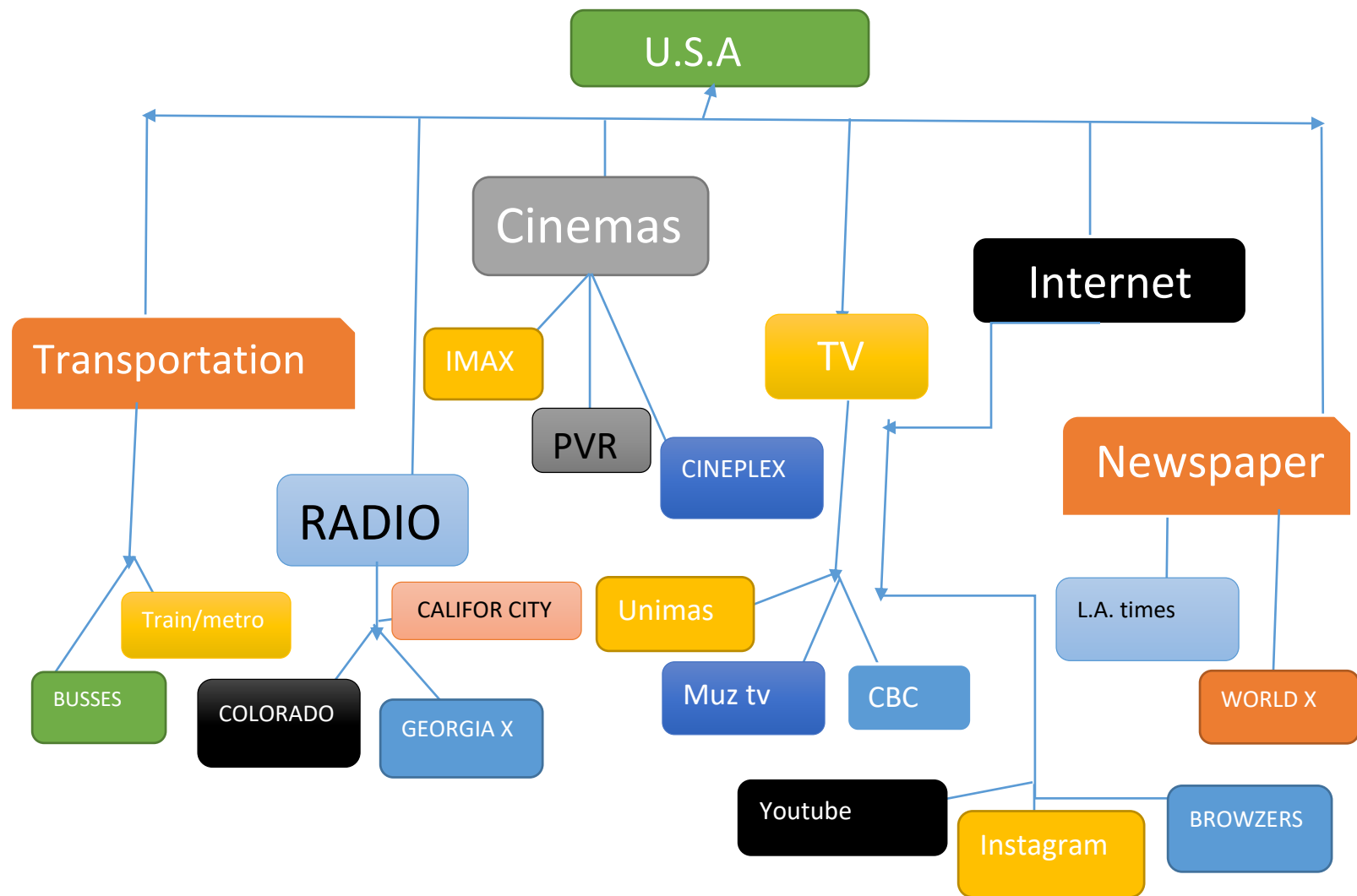


Level 0 – Population is high over there where our team members prefer to spend \$3500 on TELEVISION. All people love to watch Indian TV series and news.

Level 1 – Approx budget is less because there is INR currency where we spend less amount on Star Plus and Aaj Tak.

Level 2 – Women watch Indian series and men watch news as well. YOUNGSTERS watch colors where we are targeting colors as well on some shows.

Level 3 – Somehow we are targeting and hitting competition in the Indian market as well.



Level 0 – U.S.A the city where mostly people entertain them while traveling as many people do not have time.

Level 1 – Our team choose \$12000 for advertisement in U.S.A.

Level 2 – WE choose busses metro and highways where we put our product posters.

Level 3 – This one is best destination to reach to people.

