* Creative Concept Research
  + Developing Creative Concepts
    - Two ad concepts
      * Show how much kids love Kraft
      * Emphasize on the calcium benefits
    - TV spots and focus groups with a sample of mothers
      * Focus Group 1
        + Concept 1 - Wasn’t strong enough
        + Concept 2 - Was not persuasive [“Cheese has calcium, duh!”]
      * Focus Group 2
        + Showed kids eating gooey grilled-cheese sandwiches

Voice-over [2 out of 5 kids don’t get enough calcium] made parents feel guilty

Used a female announcer and a “dairy fairy”

* + Pretest and Post-test
    - Pretesting
      * Increase the likelihood of preparing the most effective ad messages
      * Prevents communication gaps and message content flaws
      * Improves the ads
    - Posttesting or ‘ad tracking’
      * Evaluating the effectiveness of the ad or campaign
      * Directions for the future [strategy and budget]
    - Example
      * “Calcium They Need” Commercial
      * 5 test markets
      * 10% increase in sales
      * National campaign begun in 1999
  + Steps in the Research Process
    - Analyze the situation and define the problem
    - Conduct informal or exploratory research
      * Secondary: Previously collected data. E.g. company records [internal] and trade publications or journals [external]
        + Problems: Obsolete, irrelevant, employed wrong research methods, and unreliable
    - Establish Research Objectives
      * Problem: Department stores are losing customers
      * Research Objectives: Who are the customers? Who is the competition? Why do they like the competition? How are we perceived?
    - Conduct Formal Research
      * Primary: Data collected from the marketplace
        + Problems: Time-consuming and expensive
      * Qualitative: Focus groups, interviews
        + E.g. v=lgwPw59iqhw
      * Quantitative: Observation, experiments, and surveys
        + E.g. v=VSd0OkunkDo
    - Interpret and report findings
      * What do the numbers mean?
      * Use visual aids like tables and graphs
      * Avoid jargon. In short, make it simple and direct
      * Researcher or the account planner should make recommendations for management actions

## Chapter 8 - Marketing and Advertising Planning

* Marketing & Advertising Planning
  + Strategic planning is the process of determining…
    - Objectives – What you want to accomplish (the destination)
    - Strategies – How to accomplish the objectives (the route to the destination)
    - Tactics – Makes the plan come to life (demonstration, testimonial, or story)
  + Top-Down Marketing Plan
    - Mission Statement
      * Short description of the organization’s purpose and philosophy
    - Situation Analysis
      * Internal Environments
        + **Strengths** and **Weaknesses**: Financial condition, personnel issues, or technical expertise
      * External Environments
        + **Opportunities:** Area for the company to develop an advantage over its competition
        + **Threats:** Trend in the environment that will erode business unless the company takes action
      * Example
        + Mountain Dew

Strengths: Well-defined, attractive brand image as a high-energy, full flavored, carbonated beverage.

Weaknesses: Brand’s age.

Opportunities: Increased interest in energy drinks [MD is caffeinated] (Possible positioning opportunity).

Threats: Rising prices of ingredients (sugar), fuel, and competition [Pepsi and Coke].