## Advertising

October 5, 2012

* Top-Down Marketing Plan (Situational Analysis -> Marketing Objectives -> Marketing Strategy -> Marketing Tactics)
  + Marketing Objectives
    - Clear, measurable, and realistic marketing goals accomplished within a defined time period
    - What is the end goal
    - Types
      * Sales Target (Marketing)
        + 5% growth in overall sales of Mountain Dew over a period of one year
      * Communication (Advertising)
        + Promotional Activities
        + E.g. To help consumers view the brand as flavorful, high-energy drink for youthful-thinking people looking for an alternative to colas
  + Marketing Strategy
    - How the corporation will meet the objectives
    - Select the target audience
      * TA-1: Active, young people in their teens
      * TA-2: Young adults 20-39 years old
    - Positioning
      * The position the brand occupies in the minds of the consumer
  + Marketing Tactics
    - Determine the short-term actions that execute your strategy by whom and when
    - E.g. Advertising campaigns
    - Marketing Mix [4Ps]
      * Product: Unique citrus flavor and youthful image
      * Price: Competitive price; free samples and prizes
      * Place or Distribution: Ease of access like grocery stores
      * Promotion: Promotional activities to increase sales
* Bottom-Up Marketing Plan
  + Used by smaller companies
  + Marketing Tactics -> Marketing Strategy -. Marketing Results
  + E.g. Vicks NyQuil
* Advertising Plan
  + Situational Analysis
    - SWOT
  + Advertising Objectives [p. 282]
    - It is the solution to the problem
    - Review marketing plan
    - Similar to marketing’s ‘communication’ objectives
    - Advertising Pyramid (Bottom -> Top)
      * Awareness, Comprehension, Conviction, Desire, and Action
  + Advertising Strategy: Creative Brief
    - Creative Brief
      * Written by the account executives or managers
        + Should NOT contain marketing jargon
      * It is a road-map or blueprint for creative to come up with great advertising
    - What is a great creative brief?
      * Focused
      * In touch with the brand
      * Differentiating
      * Credible
      * A catalyst or springboard for great work
    - What is not a great creative brief?
      * Data dump
      * Research report
      * Client’s internal document
      * The final product