Princess Sumayya University for Technology

Lightweight Supplements



Advertising Technology

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**Light-Weight protein and supplements**

We are a wholesale company that focus on delivering the best protein and supplements for bodybuilders in Jordan with the most compete prices in the market for Jordanian athletes (Corporate culture), the company created by (WS 2020) the owner of the company, the name of company came from the common word of Ronnie Coleman the most wins as an IFBB Mr. Olympia 1998-2005, there is no sales history because it’s new to the market, our major concerns are competitors because they are old in the market with strong brand image and good products, their customers cannot be easily influenced to switch to our brand.

Our brand will solve a problem for people how have a problem with purchasing high end-protein for extremely high prices (low income people) there incomes are less than 400 JOD monthly, our brand provide a bundle of products (Protein “whey and mass gainer”, creatine, Carbo plus, pre workout, shakers, T-Shirts, chocolate protein bars), The superiority of our product is that have the best price in the market when you buy a package of supplements and have a strong indicators such as packaging of the protein is as the same as the logo ( no one of the competitors have this feature), we provide a low cost (price per scoop of protein) and affordable ( minimum portion sizes)

**Situation analysis**

Our product now in the introduction stage, the company try to induce their image by taking advantage of its in-house agency that focus on traditional advertising i.e. visiting gyms and giving the bodybuilders free samples and discount brochures for the first time purchase from our store and giving the owners of the gym a huge discounts when they buying large quantities of our product, to make the product appears in their cafeterias which reflected positively on the image of the company and create a huge knowledge between bodybuilders, the disadvantage of our in-house agency has a only focus on traditional marketing by defining the geographic areas where the gyms and supplement stores are located, the company want to hire an external agency to focus more on social media sites to reach customers at their homes.

The strengths of our products lie in three things that differentiate us from competitors the first one is the design of the protein packaging is the same as the brand name and logo that cannot be found on the competitors packaging which increase the customers recall and recognition , the second is prices of some of our products that have the least price in the market “ protein chocolate bar only for 1.5 JD and small portion size of protein per scoop and the same sizes of some products that competitors provide at much lower price, the third feature that we are the competent and market leaders (we are the first supplements company that provide for low income people protein with average quality and low price. Our weaknesses lies in two the things, the first one that we are new to the market and we don’t have huge budget to participate in events that can be reflected to develop a clearer knowledge of the company among target customers, and also because we are a new company we only have the main supplements that can be found in Jordanian supplements stores. Another aim for the future, is to positioning ourselves by providing U.S supplements that cannot be found in Jordanian supplements stores.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Price per kilo before customs fees and tax  (30%+16%) | 150 KG the minimum quantity can be imported (prices after the customs fees + tax) | 100 Jars the minimum quantity can be imported. | Posters For the 100 jar cost. | Total Cost 150 KG packaged and ready for sale. | 1 kilo cost | Selling price | Profit |
| Whey protein ( 8.75 JOD) | **1914** **JOD** | **Price per jar before fees (.39) 2kG,**  **100 jars after customs fees (56.94 JOD).** | **5 JOD** | **1976.05 JOD** | **13.17 JOD**  **The jar of the whey is 2 kilo (26.35 JOD)** | **30 JOD** | **3.66 JOD** |
| Gainer protein (11.92 JOD) | **2610.50 JOD** | **Price per jar before fees (.12) 1KG,**  **100 jars after customs fees (17.52 JOD).** | **4 JOD** | **2632 JOD** | **17.55 JOD** | **20 JOD** | **2.45 JOD** |
| Carbo plus (12.75 JOD) | **2794.44 JOD** | **Price per jar** **before fees (.06) 500 KG, 100 jars after customs fees (8.75JOD).** | **3 JOD** | **2806 JOD** | **18.7 JOD** | **22 JOD** | **3.3 JOD** |
| Pre work-out (17 JOD) | **3726.5 JOD** | **Price per jar before fees (.12) 1KG,**  **100 jars after customs fees (17.52 JOD).** | **4 JOD** | **3748 JOD** | **25 JOD** | **30 JOD** | **5 JOD** |
| Whey small packages 31 GRAM (PER SCOOP) | **-** | **-** | **-** | **-** | **0.42 JOD** | **0.75 JOD** | **0.33 JOD** |
| Gainer small packages 31 GRAM (PER SCOOP) | **-** | **-** | **-** | **-** | **0.55 JOD** | **1 JOD** | **0.45JOD** |

**Products Pricing Strategy**

**Industry analysis**

**Trends & Growth:** The boom sales in supplement markets in the Middle East due to the increased customer awareness of health supplements, annual growth is expected to be around 1.64% (2019-2024). It is expected that supplements industry in the Middle-East to grow 8.2% during the forecast period 2019 to 2024.

**External factors**

**Starting a business in Jordan.**

* **Technological factors in JO.**

1. **Provide advanced digital infrastructure**: fiber optic networks, develop of new business models for infrastructure expansion.
2. **Use of digital policies**: to protect intellectual property of business that goes in the internet.
3. **Enable private sector to digitize Jordan:** through various channels, such as purchasing services.
4. **Supporting e-banking and e-commerce.**

* **Political factors in Jordan**

1. **Customs fees ( (الرسوم الجمركية**. 30 percent.
2. **Hard to get credit in JO,** complexity score 95%.
3. **Registering Property:** consists of land and building, the land area should be 557.5 square meters and a two story warehouse of 929 square meters. (quality of the land 75%, cost to register 39.9, procedures to complete the register 58.3) complexity score = 66.4%

* **Social factors in JO.**

1. **Young People Group**: (15-64 years) it is the working group 57.7%.
2. **Children Group:** they are lower than 15 years 39.6%
3. **Elder People Group:** (more than 65 years) their ratio are 2.7%
4. **Social Change In JO:**

* Education spread.
* Living and health level became better.
* Women participating increased in the work in all establishments.
* Spread of transporting and communications.
* **Legal factors in JO.**

1. **Characteristics of people affected by legal issues (Increasing prices):** Poor families affected 91.8%.
2. **Labor rights:** Systems to guarantee wage payment.

* **Environmental factors in JO.**

1. **Management style:** leadership style, negotiation style, communication style.
2. **Customer value:** deliver promises, be honest, efforts should be aimed in making the quality > Price to retain your customer.

* **Economic factors in JO.**

1. **Annual growth rate:** 1.80%
2. **Interest rate:** 4%
3. **Personal income tax rate:** 20%
4. **Unemployment rate:** 19.1%
5. **Government debt to GDP:** 94.2%
6. **Currency:** 0.71$
7. **Corporate tax rate:** 20%
8. that
9. Political factors that will our company face is the high customs fees 30% when importing nutritional supplements we don’t need to get a loan from the bank because the company imports at its own financial value”**على قد ما معنا مصاري بنستورد**”, we don’t need a physical store, we just need a warehouse to store the quantities of imported supplements.
10. The infrastructure of technology and internet in Jordan is growing day by day. Since its growth it helped the community and the people of Jordan to interact online and communicate through a new gate to the outside world. Internet will help us to get to people a lot faster and a lot easier, by studying and targeting the audience of our choice. Facebook and Instagram is an example of online advertisements platform that is used widely worldwide. It will also help us to get through everyone with a fewer price
11. The target audience is the working group, people aged 15-64 which makes up 57.7% of the population in Jordan. Social factors made a difference in people to actually use supplements like protein because they are aware of the healthy lifestyle with the improvement of technology and social issues.
12. Economic factors limits people from purchasing anything they want because in Jordan we have very high tax rates and that causes our unemployment increases year. But our product is cheap that anyone in any situation can buy because of its price.
13. Most people that are affected by legal factors are the people that has low-income, which makes our company to target those people strictly.

* **Competitors Analysis**

**Muscle tech (MFS)**

**Strength:** High quality products. /Increased market trend. /Strong partnership. / Enough financial budget for marketing campaign. /Ensure customer service are meet.

**Weaknesses:** Weak brand image. /No market research in Jordan. /Moderate operating cost.

**Positioning:** high quality protein, muscle tech has a great R&D to provide the best products to be fit for different customers.

**Segmentation:** there main focus on china 5 retail stores but they exports using other websites to sell their products.

**Targeting:** They classify into categories 1. Customers looking for high quality products ages between 25 to 35 / Elders looking for health supplements ages between 55-75/ house wife looking for diet supplements ages 28-35/ males looking for supplements with a low prices, ages between 40-50.

**Size of ad and Allocating of ad budget Advertising:** 740,299$ advertising / Out-door advertising: 2,400,000$ / Print magazine: 700,000$ / Web banner: 1,500,000$ /Promotional materials (t-shirts and signage): 160,000$ /Celebrities: 200,000$.

**Media strategy:** Use e-commerce platforms / Billboards /In-store marketing campaign. ‘Marketing campaign, Culture and community partnership.’

**Optimum nutrition (ON)**

**Strength:** Highest quality sports nutrition products. / International distributors in over 70 countries worldwide. / Much focus on advertising. /Focus on worldwide events. /Shipping and return policies. / Wide range of products.

**Weaknesses:** Tapping into new market is always difficult especially in JO where the market for supplements is very niche. / Risk factor when selling products in a new country.

**Positioning:** Use strict quality control, lab testing, innovative products, GOLD standard 100% the best protein in the world.

**Segmentation:** There main focus on USA, but they have international distributors in over 70 countries.

**Targeting:**

**Size of ad and Allocating of ad budget advertising:** Advertising on TV strips 2,800,000$, 720,000$social media (FB and ad choices). / Free samples testing 4,800,000$.

**Media strategy:** E-commerce platforms, Posters on gym, Events participating (Pictures of the products behind the championship stages), / Marketing campaigns Print and video ads.

**Our product LIGHT-WEIGHT**

**Strength:** Different products design relative to market. / Only focus on the Jordan market to satisfy their supplement needs. / Average product quality that suit the citizen’s income.

**Weaknesses:** Not much social media. / Only focus on the primary supplements. / Weak brand image and knowledge. / No official website.

**Positioning:** Affordable (Minimum portion sizes). / Low cost (Price per gram and kilos).

**Segmentation:** All over the country JORDAN.

**Targeting:** Bodybuilders, woman needs a dietary supplements, Healthy people.

**Size of ad and Allocating of ad budget advertising:** 300 JOD payments for salespeople, daily payments for promoters 15 JOD, FB advertising 496.30 JOD monthly. Billboard costs 8000JD per 2months

**Media strategy:** Posters in Gyms, Posts on social media platforms, using of promoters and salespeople, and Outdoor billboard advertising

**Customer Analysis**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Demographic** | **Age: All ages 18+.** | **Income: the main focus on low income people, but we can target middle and high income people.** | **Education: Isn’t required** | **Gender: Both male and female.** |
| **Psychographic** | **Lifestyle: Dietary people.** | **Activities: Athletes/ Sports people.** | **Interest: People who focus on their health.** | **Values: Healthy lifestyle.** |
| **Geographic** | **West Amman** | **East Amman** | **Salt/Irbid/ Elzarqa/Mad-bah, Etc.…** | **Country : JO** |
| **Benefits** | **Gain weight/ Loss weight.** | **Value received> Price paid** | **Body transformation.** | **Intrinsic** |
| **Usage** | **Ease of use: on the product there is an explanation of the method of use** | **Acquisition: Past behavior and the purchase history.** | **Mobile marketing: CRM, Sales, Long-term retention** | **Loyalty : Reward programs** |

**Customer Analysis (cont’d)**

**Dividing customers into levels.**

**LEAD**: The male whose age is from 40 to 50 looking for low cost supplements.

**Iron**: Girls and house wife they are looking for diet supplements in Jordan market.

**Gold:** New to the gym members who need to consume supplements.

**Platinum:** Professional players they are looking for bundle of offers to maintain their muscle mass.

The **initiators** that the company seeks to serve are people who find it difficult to purchase high-priced supplements, and people who find that supplements are the one that will help them lose or increase their weight without paying too much money to get results.

The **influencers** that the company seeks to obtain their services are the owners of the gyms and the people with aesthetics and physique who will convince customers to try our product.

The **prices and offers** are one of the most **important features** that the customer is looking for when searching for supplements because he/she doesn’t want to spend a lot of money to get the product because he/she considers it a want, not a basic need when performing the exercise.

Our **customers can be reached** in gyms, malls, supplement stores, pharmacies, hypermarket and supermarkets.

There **are no perceptions** toward our company because we are new to the market.

|  |  |  |  |
| --- | --- | --- | --- |
| **S**  **STRENGTHS** | **W**  **WEAKNESSES** | **O**  **OPPORTUNTIES** | **T**  **THREATS** |
| * Low cost supplements (price per scoop). * Minimum portion sizes. * Unique design of the packaging same as logo and brand name. * Different slogans used on packaging talks to the people culture. * Free nutrition schedules. | * Not much focus on social media. * Not much given free promotions. * Don’t have official website. * There are some types of supplements are not found. | * Introduce an application. * Serve Vegan people. * Participate in events and concerts. * Advertise on FB videos. * I would like to demonstrate my product on online local shopping websites. * Provide clean Steroids (carries the name of our brand) only for loyal Gym owners. | * New competitors serving all the country. * Physical stores switch to focus more on online selling. * Increase taxing by the Government. * New strategies by competitors to focus on serving low-income people. |

**Goals & Objectives.**

**Business objective**: increase revenue by 6.6% in 3 months to sell the first 600 kilos of supplements we bought.

**Marketing objective:** Increase market share in the financial sector.

**Ad Goals:** increase the customers lead (long and short-run), because we are new to the market, use highly readable print in ads. Color pictures, strong headlines that attract the right type of reader. For example we will use interrogative content and interested posts of our products that will help us to increase the number of visitors to our page on FB Such as: ((كيف بروتينك من كل النواحي رح يفيدك؟, and the use of promotional booths in gyms and posters.

**Ad objective**: Increase the knowledge of the brand by using Facebook advertising and posters in gyms, and billboard advertising, and we will measure the effectiveness of advertising by the number of prospect people we will reach per day (3-10%).

**Budget** is the key factor to achieve our online ‘boost posts’ advertising objective we will spend 25$ per day (7 days a week) to reach 69k-199k people out of 2,700,000, the local people are the goal of the company. And 300 JOD monthly payment for salespeople without incentives when selling (Commissions based on their sales volume), 15 JOD daily payment for promoters they will work only in Thursday, Friday, Saturday to promote the product in different gyms (tours in gyms). For the billboard costs 4000JD per month, and we will have it for 2 months for our advertising campaign that will lead us to pay 8000JD.

This goal will continue for three months and we will add after the first month, an outdoor billboard advertisement to communicate with the target customers and show them what we have to offer and what our product is, then we will change our promotional activities after this period and we will raise the advertising budget to reach more people.

**AIDA + Dagmar Model**

Our company “Lightweight” will be selling a product that has a very high demand in the fitness industry market. As advertisers we will have to provide knowledge to our targeted market and increase brand awareness. We will sell our product for an exquisite price that will attract our customers, Also we will be setting up booths in popular places like malls, gyms, and hypermarkets, so we can send out free samples and testers of our product so we can let people know about our product, and what they’re getting for the price we’re selling it for.

The next step is making our audience to feel comfortable, and create liking to our products. Instead of buying 2kgs of a high-end protein for extremely high price, they can buy 2kgs for much lower price for average quality protein that serves and have great results with a variety of flavors that are very tasteful. This will make them prefer to buy our product since it serves the same purpose but with a much lower price. We will pass samples of our products to make them like the flavors we produce.

Convincing and purchasing a product can be tricky, there’s a lot of substitutes and competitors. Our way of convincing our potential customers to purchase our products will be to show that our quality that we serve is very good compared to the very high end products that competitors offer by sharing and giving out free samples. After they try our product, we will be giving a very intriguing promotional bundles that will make them buy our products that will finally act on that offer and make them do the purchase.

**Advertising strategy**

The main idea around the advertising is to solve a problem for bodybuilders who see dietary supplement offers on different FB pages but they didn’t have the financial ability to get the offers.

The advertising tries to communicate to potential customers that the brand makes suitable offers for all low-income and mid-income people, the aim is to make traffic on our FB page that will lead to create reaction and set the advertiser’s product apart from competitors, our unique selling proposition “buy the product at a very comfortable price and get attractive results.

The dramatic idea represented by the advertisement is that there is a new person in the muscle building game and he has a desire to buy nutritional supplements because he always reads that these products will help him to improve his results. With the increase in his exposure to the offers he faces on Facebook, the desire of the young man to try these products has increased, but he start feels a sense of pressure because he does not have the ability to purchase the offers because they were beyond his financial ability. And once when then young man was browsing his page on Facebook, he exposed to an offer of supplements at a price it suits him, so this offer generated an inner feeling for the young man to experience the product because there is only this offer in the market that will enable him to get the results he dreams about (Hard rational strategy used in the first part of the advertising).

When the young man bought the product and began to see the results that he was seeking to obtain, he began to generate a feeling of comfort for the young man towards the brand because he saw the brand as the only one that meets the purpose and at the price that suits him. (Soft emotion strategy used in the second part).

**Ad execution strategy.**

Straight sell: the using of public posts that the aim of using it, to communicate to potential customer the direct offers to promote the company products, focus on the affordable price that can anyone purchase the product.

Sense of humor: We show Waleed when he first experienced the product, and was so happy that he slept with it next to him.

Slice of life: the offers posts on Facebook reach the potential customer solve a problem to people who can’t purchase high price protein.

The feel of pressure and the feel of comfort that the young man going through before and after using the product in the first part and the second part represent the dramatization.

Combination of ideas was clear because it present the problem and how it solved step by step, and the bad feelings that was carried inside the young man toward other brand because he can’t purchase it, and the sense of comfort that generated from using our firm products.

Comparison

The video showed the place where the competing products sold, and the way the young man was exposed to a store and stop to look at the retail store from the outside without entering the store behind the glass, while he was waiting for his turn in the falafel restaurant and the way how he was contemplating at the protein that he could not buy because of its price.

Demonstration: The product has been shown two times, when he was scrolling and surfing Facebook, and when he was using it after he found out about it.

**Creative strategy for Outdoor billboard.**

The objective behind the billboard ad is to get people’s attention as much as possible. People these days don’t always have the time or the accessibility to watch TV or surf the internet on daily basis, but most people in Jordan are very busy and going to work daily. The ad will be hung in a place where the most traffic is where we target everyone and all the population and all social classes mostly low-income people who can’t afford to do so. To create brand awareness. We will be using slang words and quotes to create the feeling of belongingness and familiarity with the community of Jordan. On the billboard we mentioned that we have the cheapest prices in Jordan, the aim of that saying is to get people trying and buying our product with great quality and a lot of flavors to try out without having a great risk of paying a lot of money so benefit is high and the risk is less.

In this advertisement, we used Head strategy (Hadsell) to touch the mind and create the best response because of our prices. We used slang words and sentences to make them feel comfortable, and it’s the way people talk on a daily basis. Also talking about prices help us to define that the benefit people are getting is much higher than the cost, where we also tend to provide comfort (the language spoken), convenience (price), and quality.

The execution technique used is Straight-sell, just straight up showed our products, and the price of it and in this type of environment we live in, we think this is the best way to get through our potential clients and audience of this ad.

**Positioning**

Positioning is the place where our products will be set in the mind of the customer and the feeling that they get when they see/hear our brand name. We will be advertising the product as the cheapest and very good quality where this method will solve the problem since our community and the population of Jordan is very price sensitive, also in other ads we will show the product attributes and show the benefits. In this scenario we want to position yourself as the brand that will solve the problem for everyone, where you can get a very good quality product for cheap prices, but yet a very efficient product as well.

**Offers on Facebook:** Our aim from the ads and offers on Facebook will be interesting and attention grabbing, we want to get as many people as we can to buy our products. They are made to target the low-income population of our community, and make them purchase it with our irresistible offers that will make people purchase our products and our brand known locally that it is very good compared to other competitors

<https://www.facebook.com/LightweightSupplements/>

**Media Planning**

For the social media planning we will choose FB to promote our product by the using of our in-house agency, we will use the social media to increase the sales using boost posts four days a week to increase the knowledge of the brand and get the offer three days a week to generate more revenue, we will achieve two goals together by using this method build knowledge + generate revenues= at the same time, and the using of posters in gyms.

**The media objective and strategies: - Consideration: Traffic**.

* **Increase traffic on the page:** custom audiences in terms of:
* **Location**: Targeted people in Jordan, ages from 18 to 60, all genders.
* **Ad placement:** on feeds high visibility for our business such as **FB news feeds**, **FB marketplace**. The use of **stories** tell a rich, visual story with immersive, full screen vertical ads Such as FB stories**. FB in-stream videos** it will capture people’s attention while they’re watching videos. The use of **FB search results**.
* **Budget and schedule**: Ad delivery: **using Impressions** our ad will deliver to people as many times as possible this will help us to build knowledge about our brand, daily budget 25$, weekly 175$ per week.
* **Identity**: the name of the company light-weight protein and supplements.
* **Format and media**: Single images and videos.
* Estimated daily reach results 69k – 199K out of 2,700,000 people.

-Summary of reaches per week lets estimate that we will reach 150,000 person daily, the result at the end of the week will be 1,050,000 people out of 2,700,000 people.

* Lowest average frequency 2-3 times.
* We need to focus on reach because our challenge is growth, the more people you reach, the more sales that follow.

**Media Scheduling for 3months**

**Magazine (Flighting)**

Magazines in these times are not used as much, but there are a couple of magazines that we can collaborate with like Jordan Health magazine, and many other magazines talking about healthy lifestyle. It will be mostly through the summer since most of the people are encouraged to go to the gym in the summer because of the good weather. This will help encourage potential customers to engage with our product and check it out.

**Social Media (Facebook) (Pulsating)**

We will use pulsating advertising on social media, it's easier to reach people throughout the advertising campaign timeframe. We can make a really huge impact within the first month of our advertising, educating people about our product, create brand awareness and knowledge that will help us in the sales enormously. If people continuously see our product and ads they will have negative retention, feelings and thoughts toward our brand and products, and will eventually get bored of it and won’t pay attention to it anymore. We will be using this method for the whole 3 months, 1 Week of advertising and then stop for 1 week, and so on every day because people are always on their phone so we are not restricted on which day to post our ads.

**TV (Continuous)**

We will be using TV advertisements in continuous way, because people these days don’t really watch TV as much as before, so our plan is to always have our advertisements available, to grab their attention whenever we get the chance to do so, and grab attention to our brand and what it has to offer. It will be daily except for Sundays and Thursdays, in those days it's the beginning of the week, and people are coming back from work or school and really tired so it won’t be efficient at all, and on Thursdays it's the day where everyone in the country is out to gatherings or enjoying their next day holidays, so no one will be watching TV. Ads will be used for 1 month because of its high cost.

**Outdoor Billboard (Continuous)**

A billboard will be very useful when used in the right place. We will be doing a billboard with our brand logo on it, and the name showing. The point of using it will be to grab people’s attention while they’re driving and walking to their work, and create brand awareness and knowledge. It will be hung in Al-Madina Street, next to JoPetrol gas station, because it is a very busy street where most people usually drive-by and has the most traffic which makes it a very strategic place to be used. The billboards cost around 8000JD per 2months, and that is the time we want and required for our advertisement campaign. It will be capturing people's eyes and attention, and will be very useful to grow our sales exponentially in no time.

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