

JT355 Advertising

Advertising Plan Outline

I. INTRODUCTION / EXECUTIVE SUMMARY

A brief narrative overview of the situation, the recommended objectives and strategy, and the total budget expenditure.

II. SITUATION ANALYSIS

Advertising Problem or Opportunity

More detailed discussion about the client organization, product, and market. Based on Marketing Plan, Business Plan and/or other research.

Client: Description of company and background on the segment or industry in which it operates.

Product: Product brand name and description. Positioning, differentiation and packaging (if applicable). Stage in product life cycle (new, growing, mature, declining), sales history and market share. Background on product or service: category, including customs, how product is sold.

Markets served: Purchase patterns or processes for this product. Channels of distribution, pricing strategies, past promotional activities, etc.

Marketing Objectives. Succinct list of desired outcomes, including long- and short-term sales goals.

Examples:

*To increase market share by 3% by year-end.
To generate \$40 million in sales of new product in first quarter.
To become #1 brand in consumer awareness, preference and purchases in the U.S. by 2004*

III RECOMMENDATIONS (KEY PLANNING DECISIONS)

Advertising Objectives

Two to four concise statements of *communications* (versus marketing) outcomes to be pursued. *Examples:*

To create awareness of brand among 35% of consumers by year-end.

To foster positive attitudes (preferences) among heavy users in the product category by 2005.

To generate 10,000 sales leads by 2nd quarter.

To stimulate 25,000 calls to customer order desk in March.

Considerations in formulating objectives.

-- Should be *specific, measurable, attainable* (realistic) and should state *time frame* for accomplishment.

-- Should focus on behavior changes sought, i.e. changes in awareness, understanding, interest, desire, conviction, actions.

-- Should anticipate/focus on specific measures to be used: awareness studies, attitude studies, actions (inquiries, increase in average order sizes, repeat purchases, visits to store, 800-number calls, web site hits, etc.

Target Audiences

List of key audience segments to be reached.

Priority of segments: e.g. primary v. secondary v. tertiary. Heavy users v. other usage levels.

Purchase roles for each segment: users, specifiers, purchasers, approvers.

Characteristics of each segment: geographic, demographic.

Behavioral considerations for each segment: learning abilities, motivations (involvement, needs, concerns, interests), attitudes, psychographics (lifestyles)

Relationship of target segments to total market, e.g. what segments are omitted?

Possible influencers of audience behavior, i.e. who also must be reached. Might include: reference groups, opinion leaders, social arbiters. *Examples*: family, community leaders, advisers, fashion trendsetters.

Competitive Product Advantage

Branding. Description of branding to be used in campaign, including enhancement or revision of current brand strategy.

Featured Benefit. (Also can be described as the *promise, reason-why, or unique selling proposition*). The one argument that should dominate advertising.

Secondary benefits. Alternative benefits that can be addressed, or should be the focus for special audience segments.

High or low-involvement product? What are consequences for strategy?

Product Image, Position and Personality

How should audiences think about the product/service?

Tone or feeling to be conveyed

Differentiation from other products

Suggestions for Improving Product/Offering

Possible changes in design, pricing, packaging, distribution or policies – to improve promotional success.

IV. ADVERTISING CREATIVE STRATEGY

“**Big Idea**” – The overarching or dominant theme or copy/visual gimmick/device to be used in the campaign.

Communication Strategy

Directness of message: Hard sell v. soft sell, lecture v. drama.

Appeal: head v. heart (rational v. emotional)

Storytelling approach: Straightforward, demonstration, comparison, problem solution/avoidance, slice of life, spokesperson or endorser.

Copy Elements:

Slogans, tag lines

Long v. short copy length?

Direct response devices (if any): 800-numbers, coupons, web addresses

Visual Elements

Visual appeals.

Illustrations: Photos v. drawings, stills v. motion; color v. black and white.

Unique graphical considerations.

Logo, trademarks, etc.

Audio elements: Music, jingles, sound effects.

V. ADVERTISING MEDIA STRATEGY

Media to be used

Traditional media: newspapers, magazine, television, radio, out-of-home.

Online media

Specialized non-traditional (specify)

Media objectives: reach, frequency, gross rating points

Timing: Dates when ads to appear.

Pattern/continuity of exposure: Continuous, flighting or pulsing, etc.

Media availability concerns (Might media not be available when or where needed?)

Appropriateness to message

Cost: Ad size/commercial length, production costs, media costs

Cost efficiency against target audiences.

VII. INTEGRATED MARKETING COMMUNICATIONS

Sales Promotion

Consumer: Price-off deals, coupons, refunds/rebates, sampling, contests and sweepstakes, premiums, ad specialties, continuity/loyalty programs

Trade: Point-of-purchase, dealer kits, trade incentives/deals, contests, trade shows/exhibits/special events.

Sales staff support: sales aids, audio-visuals, training.

Direct Marketing/Response

Direct mail, catalogs, online, tele-marketing, direct response ads, infomercials

Public Relations

Publicity, events, sponsorships, speeches, cause-related marketing (philanthropy), publications, tours, web sites.

VI. IMPLEMENTATION/TACTICS (Staffing, Calendar)

Coordination of effort by account management/account service team

Qualifications, experience of team.

Tasks to be performed

Key dates for implementation

VIII. EVALUATION

Formative Research

Message development research (surveys, focus groups, observation)

Content analysis of competing ads

Copy testing of preliminary treatments (focus groups, mall intercepts, anteroom/trailers)

Experiments comparing effectiveness of 2 or more treatments

Test marketing/field testing

Physiological measures in laboratories (eye tracking, pupillometer, psychogalvanometer [galvanic skin response], tachiscope, EEG, web site usability).

Progressive/Concurrent Testing

Concurrent surveys

Attitude tests

Tracking studies: Interviews, diaries, pantry checks, product sales/scanner data

Minute-by-minute (frame-by-frame) audience tests of commercials in labs or theaters

In-market tests

Evaluative Research (Success of Campaign)

Memory Tests (ad recall, recognition)

Persuasion Tests

Direct Response Counts

Brand tracking

Sales Results

IX. BUDGET

Proposed Spending/Allocation by Category

Rationale for setting budget total: As a % sales/profits; share of market; task; competitive imperatives.

Contingencies

Competition

Profit or sales growth/decline.

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