

Outline for Advertising Pitch!

- **Cover Page** (Company & Product Name, Group # and Members and Semester)
- **Table of Contents** (Contents and Page Numbers)

I. **Situation Analysis: (includes explanations of the following)**

A. Product History: How was product developed & how it's used? What does the product do? Describe product visually and mechanically.

B. Product Evaluation:

- i. Develop a SWOT analysis:(SWOT: Strengths, Weaknesses, Opportunities and Threats)
- ii. Explain Product Differentiation
- iii. Explain Branding strategy: identify products and their source and to differentiate them from others. Brand: combination of name, words, symbols or design that identifies the product and its source and distinguishes it from competing products.

C. Consumer Evaluation (includes explanations of the following)

1. **Consumer Make-up:** List all possible consumer groups.

ALL POSSIBLE MARKETS

2. **Positioning:** Positioning is another term for fitting the product into the lifestyle of the buyer. It refers to segmenting a market by either or both of two ways: (1) Creating a product to meet the needs of a specialized group; (2) identifying and advertising a feature of an existing product that meets the needs of a specialized group. Positioning is viewing the product through the eyes of the consumer. You position your product by placing it a certain way in the consumer's mind. The point is to try to develop a position that has a certain difference.

D. Competitor Evaluation (includes explanations of the following)

1. **Primary Competition:** Those products that compete directly (i.e.: McDonalds, Wendy's, Burger King, etc.) Direct Competitors are those who market similar products in the same category to the same group of customers or prospects.

2. **Secondary Competition:** All forces that inhibit the sale of a product. The inhibiting forces may be products in the same subclass as your product, products in the same product class, or another product beyond your product's class.

II. **Marketing Goals (includes explanations of the following)**

- A. **Short Term:** Marketing goals for the company flow directly out of the organizations' corporate goals. They should include information on such areas as sales, margins, or profits. Also include information on expected market share or share improvement, current and proposed market penetration, and where changes should occur.
- B. **Long Term** (*1 to 5 years in the future*)

III. Advertising Recommendations: These recommendations are the heart of the advertising plan. What follows is an outline of the elements you will want to include.

A. **Target Market:** Identify the target market to whom the advertising will be directed. Include the following:

1. **Demographic Profile:** pick ONE of the groups from your consumer evaluation.

2. **Psychographic Characteristics:** A description of a market based on factors such as attitudes, opinions, interests, perceptions, and lifestyles of consumers comprising that market. Psychographics seeks to describe the human characteristics of consumers that may have a bearing on their response to products, packaging, advertising and public relations efforts. Such variables may span a spectrum for self-concept and life-style to attitudes, interests and opinions, as well as perceptions of product attributes.

a. **Examples of psychographics:** Activities: leisure time preferences, community involvement, preferences for social events, etc. Interests: family orientation, sports interests, media usage, music, etc. Opinions: political preferences, views on social issues, etc.

b. **Identify:** how many of those types of people there are, and give some indication of why they are prospects – that is, are they present users, users of competitive products, or not users in the category? Also, be sure to support the recommendations for selecting the particular target market segment of the population.

B. **Advertising Objectives:** The basics of what the advertising is supposed to accomplish. These objectives should be a clearly stated measurable end result of an advertising message or messages. Usually the objective is measured in terms of a change in awareness, preferences, convictions or other communication effects.

Examples:

- Increase awareness in __% of target market within __ time period
- Enhance perception of superiority within ___ time period
- ___% of current users will purchase product within __ time period

These objectives should reflect Marketing Goals

C. Creative Strategy: This explains “what” you’ll be saying in the advertising campaign. The creative strategy is the most important element in the entire plan. If you select the wrong approach or feature an unimportant benefit, no matter how much media you buy or how creative your other communication ideas may be, the advertising campaign will likely fail. The advertising objectives should be clear concise statements.

Examples:

- To position product as ___?
- To strengthen image of product in consumers mind
- To create continuity within campaign
- To differentiate product by ___?

These objectives should reflect Marketing Goals & Advertising Objectives.

D. Executions: This section shows how the creative strategy has been fulfilled. *Include at least 1 example of each type of medium including:*

- Print layouts and copy
- Radio scripts
- Television storyboards
- Theme lines, art, package designs, illustrations, and so on
- Brochure or catalog layouts
- Outdoor board designs
- Advertising specialties
- Sales promotion ideas
- Internet ads

IV. Media Recommendations (includes explanations of the following)

A. Media Objectives: This section relates media to the overall marketing & advertising plan, the specific goal of the media. Include:

1. The target audience to be reached in terms of demographics and psychographics
2. Continuity needed
3. Special geographic weighting needed
4. Degree to which media will have to support promotions
5. Creative strategy implications

B. Media Strategy: This section covers the specifics of the media plan. That means each of the media proposed should be listed and then support given for that recommendation. In addition, each of the strategies must be related to one or more of the media objectives. In some cases, explanations of why other more obvious strategies were not used or why a new plan that doesn't follow historical tradition is necessary. The strategies should include the following:

1. Media classes selected (e.g., network TV or magazines)
2. Local and/or National strategies
3. Explanations of why a strategy is different from previous ones
4. Specifications of the size of media units to be used (15 or 30 second spots, full or fractional pages)
5. Relationship of strategy to that of competitors, with special emphasis on certain key brands that must be dealt with specifically (does the competition have a campaign that you will be directly opposing and/or challenging?)
6. A rationale for EACH strategy statement
7. Explanations of EACH media strategy (Descriptions of each type of media used, why, how often, etc.)

**V. Integrated Marketing Recommendations
(Includes explanations of the following)**

A. Sales Promotion

1. **Sales Promotion Objectives**
2. **Sales Promotion Strategies**
3. **Sales Promotion Executions**

B. Public Relations Recommendations: A brief description of the public relations activities that will be used in support of the product or service. Ideally, summary statements of the following should be included:

1. **Public Relations Objectives**
2. **Public Relations Strategies**
3. **Public Relations Executions**

VI. Conclusions: Be short and to the point. This section should not repeat material previously included. Create a summary of the main points that you want to focus on, especially the problems and opportunities the product or service face.