

# Marketing communications program for wao



**ASSIGN  
BUSTER**

## 1. 0 Executive Summary

This report is a marketing communications program for WAO, targeting women in general, as their primary target, and getting sponsors and donor (secondary target audience) to fund the operation of WAO. Some of the possible marketing or promotional efforts can be put across through events sponsorship, cause-related marketing, and of course, the advertising media, such as television, magazines, and Internet. The objectives of this campaign are to create awareness, raise funds, and educate the public on women's rights and respect for women. The positioning statement is " Stop. Think. React!".

## 2. 0 Introduction

### 2. 1 Objective / Purpose

The objective of this report is to design a marketing communications program targeting the women and the public, creating more awareness on and educating the public on ' violence against women', for the Women's Aid Organization (WAO) in Malaysia.

### 2. 2 Scope and Coverage

The scope and coverage of this report includes the appropriate marketing communications program, the definition of target audiences, the behavioral sequence model (BSM), the communication and action objectives and the many alternative of promotion strategies.

### 2. 3 Scale and Limitation

The limitations are probably the inability to estimate the proper or exact amount of budget as there are no prior or past budget to be of measurable guidelines or forecasts for the coming year, and the difficulty in narrowing a specific target market for WAO, since WAO is a non-profit-organization for women of all ages and races living in any urban or rural area of Malaysia.

### 3.0 Target Market

#### 3.1 Primary Target Market

The primary target market for WAO is the women, not just any women, but WAO mostly stressed on the women that are violently abused, physically, emotionally, or even sexually. The demographic of these women are between 21-35 years of age, whether students or are already in the workforce, of any marital status regardless whether single or married, living in sub-urban or urban area, having at least basic income of RM1500 onwards (for the women in workforce) and being of reachable means, in other words, having at least one media exposure, whether through radio, television, Internet, or magazine.

#### 3.2 Secondary Target Market

The secondary target market or better said as target audiences, are the public, and the potential or existing corporate sponsors for WAO. These groups are the companies that had previously jointed or could consider joining effort with WAO in promotional campaigns to achieve both party's promotion objectives and goals. These corporations are most likely the governmental bodies or the companies that have a need to reach their

target market through goodwill or through cause-related marketing, or companies that directly or indirectly deal with the environmental issues closely in their product offerings, or services.

### 3. 3 Positioning

The WAO mission statement is “ to promote and create respect, protection and fulfillment of equal rights for women, and to work towards the elimination of discrimination against women and to bring about equality between women and men”. On that note, one of the positioning statements that are possible would be “ Respect, You Deserve It!”, however, this positioning statement would only appeal to the primary target market only, the women.

A successful promotional campaign has to appeal not only to the primary target market, but as well as the secondary target audience. Therefore, the more suitable positioning statement that can accommodate all target audiences is “ Stop. Think. React!” This positioning statement is short, eye-catching, easy to remember, and able to speak as one voice (synergistic) through all marketing communications program and promotional efforts to every target audience.

WAO is known as an organization for women, therefore there is no need to stress the obvious to the secondary target audiences. This positioning statement is chosen in hope to be able to come forth strong and challenge everybody to really ‘ Stop’, take a moment and take notice, ‘ Think’ about the unfortunate women (victim), and ‘ React’, to make a difference for the women (or themselves) and the community.

#### 4. 0 Behavioral Sequence Model (BSM) for Primary Target Market

According to Rossiter ; Percy (1997), a behavioral sequence model (BSM) uses a grid format to identify the primary target market's decision: in terms of (1) WHAT – the major decision stages preceding, including, and following purchase (or in this case, usage of service), (2) WHO – the decision participants and their decision roles, (3) WHERE – the locations of the decision stages, (4) WHEN – the timing of each stages, and (5) HOW – a brief description of how each decision stages are accomplished. This BSM is constructed for WAO's primary target market.