

# Woolworths media plan assignment



The objective of this campaign is accomplished. For future campaign could be something interesting or something that customer could win the prize. For example random the royalty card to win the prize and encourage customer to apply for royalty card. The information about how and where on each customer used the card. This could show the lifestyle of customer. And the information could help to improved service and planning for another phase of campaign. 8. Execution of the advertising campaign so that it complies with the advertising schedule and budget and meets legal and ethical requirements is important.

Does the brochure comply with legal and ethical requirements. E. G. Legislation, policies and guidelines, cultural expectations and influence, ethical principals. The brochure is absolutely complied with the legal and ethical requirement by - FAA (Advertising Federation of Australia) part a: 1. Use the above results of evaluation to measure the effectiveness in the campaign. Do any of these results show promise in the analysis and planning phase for subsequent advertising campaigns. TV. This result is very successful. This should be intuition in the subsequent advertising Internet: This result is normal.

The internet advertising should improved by advertise in the social media as well. Newspaper: This result is average. This ad should be reduced or have a prize drew Direct mail: This result is average. And it is very high cost. This advertising should be reduced or have a prize draw. Magazine: This result is average. This advertising should be reduced or have a prize draw. Planning process. TV. This budget is the highest cost. This TV advertising should run on weekend as well. Newspaper: For this price should be advertise on

Sunday paper s well. Magazine: For this price should negotiate for weekly advertising.

Direct Mail: For this budget should distribute to coverage more area.

Internet: For this budget should use free social media to absorb the price. 3.

Use feedback on the advertisement (brochure) itself to provide ideas for future advertisements and to improve advertising copy. (Feedback ask a friend) The art work should be more interesting. The brochure should add discount or special offer to customer brought feedback back to the store.

This feedback should combine with customer detail or royalty card or easy manage of customer relation management (CRM). . Use media performance (above) to determine whether alternative media approaches would yield better results. Discuss benefits. For Newspaper, Direct Mail or magazine should reduce. And put more effort on e-commerce such as backbone, mainstream or twitter. This is for the new generation. And this is the new trend for this decade. Use mobile application for ISO, Android or Window phone to collect all information, discount, customer satisfaction and complain. Use SMS alert and e-mail newsletter instead of direct mail.