

Creative product promotion



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Unit 9: exploring creative product promotion P4: explain the reasons behind the choice of media in a successful promotional campaign. Brandon Baumgart IBS 1c P4 Version 3 30 may 2012 Mrs. Daymond From mouth-to-mouth to TV and Internet. In 1886 when coca cola started they didn't had TVs, radios and Internet to tell people they have invented something new. So everything was from mouth-to-mouth, through the flyers, the newspapers or big wall paintings on high buildings.

Later they could add the radio in this list. And that status they still have but how do they do that now a day? They do that most through the TV will all the happy people who drink Coke and with the happy and bright colours and their slogan: OPENHAPPINESS. Why one the TV and Internet and not on the radio for example? Because if you hear a commercial on the radio you only HEAR and not see the commercial but on TV you SEE and HEAR the commercial and because of that you want a Coke.

The number one reason is that almost everybody has now a day a TV, a computer and a smartphone with internet, so Cola has to go with their time and now they have a general site about all the different kinds of beverage the have, they also have a Coca Cola web shop, a Cola diet site, a Cola goes green site and many more. All these sites are for people want to know more about Coca Cola or buy their stuff. Coca-Cola uses direct marketing in many ways. First, the company partners with various restaurants, movie theatres, etc. to carry its product.

Unit 9: exploring creative product promotion P5: design a promotional campaign for a given product/service to meet the needs of a given campaign/creative brief @ Fair trade Max Havelaar products Brandon

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Baumgart IBS 1c P5 Version 1 27 January ' 12 Mrs. Daymond Table of contents 1. Introduction 2. Campaign brief 3. Creative brief 4. Budget and time lining 5. Mood board 6. Conclusion Introduction In this task you design a promotional campaign for a given product/service to meet the needs of a given campaign/creative brief @ Fair trade Max Havelaar. Fairtrade since 1988

Max Havelaar Foundation was founded in 1988 by Nico Roozen and Frans van der Hoff in response to an urgent call of coffee farmers in Mexico. " Aid is good, but a fair price for our coffee is better. Then we don't need to hold or hand," they argued. With a fair price for coffee beans, small farmers take matters into their own hands. I hope you will learn as much I will with typing this report. Campaign brief Background to the proposed campaign The Max Havelaar Foundation grants since 1988 in the Netherlands, a hallmark of coffee at a fair price for producers in the market.

The initiative was developed in consultation betweenMexicancoffee farmers and a Dutch aid organization. The organization is further supported by ICCO, an interchurch organization for development. The initiative was copied: Max Havelaar is now also the name of the only independent fair trade label for foods whose producers in Latin America, Africa and Southeast Asia by buying a higher price than the world price is paid. On top producers receive a premium as an extra.

The name comes from the book Max Havelaar (1860) by Multatuli, which injustice is made of coffee farmers in the former Dutch East Indies. The mark guarantees that organizations of small farmers or plantations in developing countries receive a fair price for their products. Although the mark, partly

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because of his name, especially evokes associations with coffee, it is also found in ice cream, tea, chocolate, honey, cocoa, fruit juice, rice, wine, beer, sugar and fruit. Include the make " Oke", under that name bananas, oranges, pineapples and mangoes sold, may Fairtrade / Max Havelaar label.

In addition there are other brands such as Ben & Jerry's (ice world 100% fairtrade), Verkade, Swiss Noir (chocolate), Penotti (chocolate spread) and Fair Trade Original (an array of products). There are also several supermarkets (such as Albert Heijn " Pure and Honest" and Lidl " Fair Globe") that choose to sell fruit to sell under their own brand of course Fairtrade / Max Havelaar label. In January 2010, the supermarket chain PLUS the largest commitment to fair trade made. From this date all bananas Plus sells Fairtrade / Max Havelaar certified. In 2011, the SPAR supermarket organizations and ALERT followed suit.

The foundation itself is acting in any of these products, it provides only the label that guarantees a fair trade. In 2004, 3% of the Dutch coffee and 2% of the Belgian coffee certified under the Max Havelaar label. In many countries there are foundations that same goal and same working method. The Max Havelaar label is now (2009) in some 23 countries and used products come from some 55 countries. Of these, approximately a half million farmers directly (and workers) benefit. These organizations have joined the international Fairtrade Labelling Organizations (FLO).

The Fairtrade mark (the international version of the Max Havelaar label), with 2006 revenue growth of 40%, the largest increase was in the United States where coffee sales quadrupled. In January 2006, the Max Havelaar label a big campaign in the Netherlands to focus on products with its brand to establish.

The advertising slogan "no discount, but advantage," with a wink referring to the price war between the Dutch supermarkets, wanted the label to highlight that the products are more expensive, but that a portion of the proceeds benefit the producers. We are going to do it big than in 2006.

We want more people to be aware about the products they buy. We are going to show in our commercials small movies about where their "cheap" coffee comes from and where our coffee comes from. Also we are making a Facebook page and a Twitter page to keep them updated. Objectives To increase awareness of the product through advertising from 36% to 46% by the end of the year 2012. And that more people buy our products. Target markets Is everybody who does the grocery and "anyone who knowingly lives and want to meet others with the same respect that you take yourself expect from others".

Product/service specification Nowadays you can find the Max Havelaar Fairtrade Mark not only coffee but a wide range of products such as chocolate, fruit, wine, tea, spices and even on ice and peanut butter. Also adorns the label on products such as cotton bath towels, blankets, shirts and curtains and flowers. The Max Havelaar Fairtrade Mark is the only standard that the 'Triple P' of sustainable development - People, Planet and Profit - completely covers. Through a guaranteed fair price creates the label space for both economic development and environmental improvement and social progress.

Fairtrade system that makes it a unique model with the highest standard for sustainable development. People The identity of the Max Havelaar label is primarily associated with social justice. Respect for human rights and labor

standards, according to the Charter and Conventions of the United Nations, are the starting point. But social progress is not as the basis for prosperity and ecological health is destroyed. Planet Farmers realize that is why many organizations turn to organic farming. Part of the products with the Max Havelaar Fairtrade Mark also has an organic label.

But the Max Havelaar label itself represents a healthy environment. Dealing with soil, water, air and biodiversity in Fairtrade bound by rules. Basic standards to be met as a condition for certification. The system also offers guidelines for further improvement. Profit And the financial area, because that's not without. The space created by a fair reward for goods supplied. Through better trading conditions to improve poor farmers Fairtrade gradually their living standards. They have tools at hand to invest in their operations and their environmental performance, with organic certification often represents the pinnacle.

Fairtrade in the third P belongs right there. He suggests farmers are able to trust the future to work on sustainable development. Creative brief Background/introduction We are Cherry Red™, one of the most efficient advertising agencies. Established in 1991 we strive to offer the greatest service possible putting the client at the centre of business. Target markets Is everybody who does the grocery and “ anyone who knowingly lives and want to meet others with the same respect that you take yourself expect from others”. Women respond most favourably to social responsibility messages.

Design marketing materials aimed at women. The age group 25-34 respond more favourably to socially responsible messaging. People identify with fair

wages and employee treatment. Wealthy people and people who buy gifts often tend to do it online and in boutiques. A great website, product reviews, and well-trained sales people will help you sell. Promotional/advertising objectives Create consumers demand and awareness for the Fair trade products Max Havelaar: proud to be fair. Promotional/advertising proposition That the products they buy must stay fair too the farmers and for the customers. Support Fair trade * Empowerment *Poverty* Conservation * Social improvement * Clean environment * Development * Transparency * Co-operation These points will make a better world. Tone of voice Serious, friendly, “ green”, everyday and FAIR. Mandatory inclusions Max Havelaar fair trade logo, Max Havelaar website, available at the better supermarket. Budget and timing Promotional Designs For Campaign| Costs| Logo Design| Email Design| Posters| Leaflet Design| Newspaper Advert Design| Website Design| Commercial on TV| €50. 00| €160. 00 | €395, 48 (25 needed at €15, 82 each)| €140 (2000 needed at 7p each)| €900| €300 paid for the year| € 11. 00| Maximum Budget Of: ? 15. 000, 00| Total Cost: ? 12. 945, 48| We want the ad’s come out in the holiday period because people will give and buy more in this season because it stands for togetherness, joy, giving and caring for fellow creature. Conclusion This was a very interesting task. Now I know more about how too make a simple promotional campaign. And also know more about Max Havelaar Fairtrade products. Such as that Max Havelaar is not a brand. Max Havelaar Foundation is part of an international umbrella: Fairtrade Labelling Organizations (FLO). I hope you have leared as much as I have.