

Print advertisement



The Webber Summer Campaign Client: The Weber Grill company, located in Palatine IL Project: Promotion of outdoor grilling options and promoting Webber Grill products and accessories. New Print Campaign promoting 'The Webber Summer' Background / Overview: During times of economic success it is no surprise that people opt to dine out more. With the recent recession many families opt to save money by dining in. Barbequing is a long standing, inexpensive summer tradition and the current climate is optimal to gain significant market share. The purpose of the advertisements: To remind people of the simple pleasure of hosting and participating in a family/community barbeque, whilst making modern 'Haute cuisine' seem elitist. People who observe the advertisement should recognize a strong feeling of nostalgia of 'simpler times' and the 'simple joy' of barbequing through direct comparison. One example of this would be a the image of a family standing around a BBQ with a father at the grill looking sternly out towards the reader utilizing a bold text indicating that home cooked is better than an expensive gourmet food (In this instance it would be advisable to choose a food which is notably elitist such as Foie Gras, or caviar). Target audience: As it is the case that many family budgets are set by women and the advertisements will be hosted in Woman's Day, Good Housekeeping, Family Circle, and Redbook (Predominantly female directed publications) the target audience would be women, with families that are relatively budget conscious. Typically homeowners, or renters with access to a yard. The most important message: You don't have to spend a lot of money to have a good time with your family and friends. As any person who attends bbq's can tell you, it is the case that events hosted in the home can be as much (If not more) fun than an evening out at an expensive restaurant. From this

perspective, the message can be achieved through humor. A final tag line should be given and an example of this would be “ The Perfect Summer is brought to you by Webber” The reasons to believe the advertising message and buy: The consumer should believe in the message because, The message is true, insofar as a family bbq would likely cost a lot less money than a evening out at an upscale restaurant. The advertisement reinforces that a family bbq is fun and produces a healthy homemade product. A Webber grill makes achieving these cost savings and good times more achievable. Externalities: All of this marketing campaign rests on the idea that the company (Webber Grill Company) has the infrastructure and sales force available in order to meet the needs and demands of the consumer base. Moreover it is also important that the company is able to provide a quality product that consumers are willing to not only purchase but will overall satisfy the consumer demand. Your Parents Never Worried about Foie Gras The Perfect Family BBQ... Brought to you by a Webber Grill.