

Planning a promotional campaign to loreal reports example

[Environment](#), [Animals](#)



Planning a Promotional Campaign to L’Oreal The use of animal products in the cosmetic industry is at an alarming rate. Each year millions of animals are forced to undergo painful laboratory testing for the products to determine their suitability for use by human. Some of their parts are also used to make the products like their nails and fur. It is, therefore, necessary to conduct a campaign program by collaborating with a leading cosmetic company like L’Oreal. L’Oreal is a French leading company in cosmetics; its headquarters are in Clichy, Hauts-de-Seine with a registered office in Paris. It has grown over the years while concentrating on cosmetics, hair colors, skin care, sun protection, makeup, perfumes and hair care. L’Oreal has faced claims from animal activists in using animal product. Since 1989, the company has been producing animal-free products. Animals have the right to life just like any other living thing. Therefore, it is important to put across a message to stop this. The campaign slogan is “advancing the use of animal-cruelty free products and vegan products.” Animals protection will lead to a better society that practices valid morals like caring for animals and also it will prevent poaching of animals like rhinos and elephants. The report will analyze the audience, the objectives, the media of communications to be used, the strengths and weaknesses of some communication Medias, claims, promises, reassurance, and conclusion. The campaign plan and strategies

Overview

Marketers analyze the market situation to identify opportunity to increase the sales of their commodity in which case it is advisable to attract competitor customers. For example, in this case Loreal will have to attract users of other beauty products. the media plan starts by defining the target

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audience to be brand switchers and then identifies reasons to give the same potential switchers reasons to switch such as animal cruelty free, lower costs, no side effects or additional plan features.

This target audience is always defined by demographics and psychographics with the demographics including gender, age, education, house hold income, marital status, employment status and type of residence. Using demographic variables, for example the audience target for Loreal animal cruelty, free beauty product and vegan beauty product could be individuals who are between 18-45 years with both low and middle income (Creamer 29)

Psychographics on the other hand is the consumer's personality traits, beliefs and attitudes on social issues. It defines the targeted audience by the psychographical preference. The most commonly used psychographic system is called VAS (Short for Values and Lifestyle) developed by SRI in 1980s. VAL placed US adult consumers in eight different categories: Innovators, Thinkers, Achievers, Experiencers, Believers, Strivers, Makers and Survivors with each categories having its own unique characteristic (Creamer 29). AudienceThe report targets to reach the customers of the general republic, the animal rights activists, the media, and politicians like m. ps and cabinet ministers. The following are the objectives of the report objectives1. To increase public awareness about the use of free animal cruelty -free products and vegan products. 2. To attract the animal activists to campaign for the products of L'Oreal and use them as an example to other cosmetic companies. 3. To inform at the media houses on the technologies being used by L'Oreal to produce its products. 4. To reduce poaching of

animals Benefits The main advantages of conducting this report are to give an analysis into the technologies the company has been using, therefore, increasing its market position in the industry. The report will also help the public to discover that the enterprise is very efficient in carrying out its operations in making the products. The other cosmetic companies will be able to learn from the report and stop using animal products. Media It was necessary to determine the objectives and the effective media to use in order to take the message to reach the highest frequency of audience throughout the whole world.

Objectives of the media

1. To put the message across to a broad platform of audience
2. To initiate feedback on the topics from the discussions put on the media
3. To influence change to the general public and government institutions.

There are several mediums of communication that are available to use. The written media include the use of pamphlets, brochures and banners, printed t-shirts. This mode of communication is efficient, but there is a limitation of reaching a subtle number of people. It can be only used within the locality. The next method that can be used is through broadcasting in the radios and TV programs. This method is very effective to reach a larger group of people around 75% percentage of the total audience. The third method to use is the internet; there are millions of people using the internet every day. The social media like Facebook, Twitter, and Instagram have millions of users some who are the users of cosmetic products from L'Oréal. This media method will cover around 90% of the total audience as it will be able to reach the most number of people (Zimmerman 54). In order to achieve most of our objectives, it was easier to use all forms

of communications. Within the local communities, we used written materials and promotions like giving free printed t-shirts for anyone who purchased a vegan product. Through the television networks, we used advertisements with the slogan “ buy a Vegan product save an animal from cruelty.” This was able to spur a lot of discussions on whether the campaign was really worth it at the time when most industries only cared about getting more profits. Most people were able to get the message we create a face book page called “ cosmetic products 21st century” and a twitter handle @vegan products.. There were also Ads on websites like Google, Wal-Mart and many other online shopping sites for beauty products. Timeline and budgetThe campaign is to take a short period of about six to seven months. The budget is around \$300, 000 including all the staff salaries and materials required to carry out the campaign. Measuring IMC program effectivenessIn order to find out if the objectives of the program have been reached, its effectiveness will be measured by change in purchase behavior of consumers. They will be more willing to buy animal free-products. This will be carried out in several states across America and France. There will also be an evaluation on the feedback from the audience about the topic and what they think about using the animal-cruelty free product. If more than 60% agree with the slogan then, the campaign will be successful (Healey 31). Other things to measure is the number of face book page likes and twitter handle followers, keeping to the budget and time limits constrains. The techniques used are the sampling procedures and statistical methods. Evaluation

Promotional campaign is an essential marketing strategy of an organization by series of advertisements’. There are many tools of promotional campaign

which involves using different tools and platforms that shares the same ideas and message to sell a business or event to the targeted market. This includes the usage of various media resources including internet, magazines, radio, television, posters in a specific time frame. This is a successful promotional campaign because it bears the three desired outcomes; reaching the intended and targeted audience, the message should be understood by the same audience and also the message has the capacity to stimulate the recipient to a point of taking action

Conclusion The campaign will be very effective considering that there was an effective message to put a social issue; the medium used are also very effective. However, it can be further improved by including more cosmetic industries in Europe.

Works cited

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