

# Advertising campaign

[Business](#), [Marketing](#)



Advertising Campaign The Smile of a Dog is a Sign of Success Objective: To inform the dog owners on how the “ high-quality ingredients for outstanding nutrition and taste” being made by the Purina Pro Plan make dogs happy.

Specific Objective: to ensure pet owners have made a step towards making their dogs smile.

Budget: advertisement of this campaign will be through print ad. As a result of this, it will cost approximately \$1000.

Message strategy: majority of the pet owners do not know that the dogs that are often jovial are the most attractive (Astrid, 2013). Purina Pro Plan dog food constitute of ingredients that keep dogs healthy.

Media strategy: the texts in the advert will be in bold and with attractive colors. The image of a healthy dog together with the logo “ Purina Pro Plan ®” will be included in the advert. The advert will be published twice in a week so as to ensure pet owners have accessed the information.

Track: the success of the campaign will be evaluated through carrying out one-on-one interviews with pet owners.

A Good Dog is always a Great Dog

Objective: To inform the dog owners on how the “ high-quality ingredients for outstanding nutrition and taste” being made by the Purina Pro Plan make dogs happy.

Specific objective: to ensure pet owners have unleashed greatness in their dogs through feeding them with Purina Pro Plan dog food.

Budget: the campaign will cost approximately \$990 because it will involve use of print ads.

Message strategy: many pet owners need to know their role in promoting the

greatness of their dogs. Purina Pro Plan dog food has ingredients that promote dog's greatness (PR Newswire, 2014).

Media strategy: large fonts as well as attractive style will be used in presenting the information in print ads. The photo of Purina Pro Plan dog food will be included in the ad. The advert will be printed every Friday.

Track: the campaign will be evaluated through one-on-one interviews.

#### MyGreatCat Campaign

Objective: pets need to be fed with Purina Pro Plan food because its high-quality ingredients.

Specific objective: to feed and rescue cats in need.

Budget: the campaign will cost \$2000 because of the TV adverts.

Message strategy: people need to know the essence of rescuing cats that are in need.

Media strategy: pictures of cats that are in need will be presented in TV adverts together with some few words summarizing the situation of the cats.

Track: the campaign will be evaluated through calls that will be made to the line that will be included in the advert.

#### NutriSavour Campaign

Objective: pets need to be fed with Purina Pro Plan food because its high-quality ingredients.

Specific objective: to show commitment on the health of a cat.

Budget: the campaign will cost \$900 as the advertisement will be carried out through radio.

Message strategy: informing the pet owners the value of a cat's health will increase the demand for the brand (Aimee, 2014).

Media strategy: information regarding the health of cats will be printed once after two weeks and provided in pet's magazine.

Track: campaign will be evaluated through one-on-one interviews with pet owners.

### Advanced Nutrition Cat Food Campaign

Objective: pets need to be fed with Purina Pro Plan food because its high-quality ingredients.

Specific objective: to advance the nutrition of a cat so as to increase its life span.

Budget: the campaign will \$3000 because of advertising through print, TV, and radio.

Message strategy: create awareness in people about the value of a cat's good health.

Media strategy: information about the nutrients associated with a cat's health will be printed, presented in radio and TV once every week.

Track: the campaign will be evaluated through comments on social media platform as well as one-on-one interviews.

### References

Aimee, L. (2014). Purina Pro Plan #MyGreatCat campaign helps feed rescue cats in need! Retrieved from <http://4theloveofanimals.com/blog/2014/06/08/purina-pro-plan-mygreatcat-campaign-helps-feed-rescue-cats-in-need/>

<https://assignbuster.com/advertising-campaign-essay-samples/>

Astrid, S. (2013). New campaign: PRO PLAN advanced nutrition cat food.

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PR Newswire. (2014). Purina® Pro Plan® Unveils New Integrated Marketing Campaign Focused on Unleashing Greatness in Every Dog. Retrieved from

<http://www.prnewswire.com/news-releases/purina-pro-plan-unveils-new-integrated-marketing-campaign-focused-on-unleashing-greatness-in-every-dog-139283933.html>