

World vision advertising managerial objectives

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



World Vision Advertising Managerial Objectives World Vision is a company formed in the United States in 1950 with the aim of helping orphans and children with some difficulties. The company has been successful in meeting its objectives through its contribution to helping victims of disasters, for example, earthquakes. It provides the victims especially children with the necessary needs and support after the disaster (see World Vision International 2012). The following is a blueprint that will help the management in creating awareness about the company. The blueprint will help the company create awareness in people and hence influence them to support the company in its activities and achieving its objectives.

To begin with, World Vision is among the many organizations that provide relief and support to the marginalized or underprivileged members of the society. The company has achieved these objectives bearing in mind the challenges it encounters in its endeavors. Lack of government support is the main challenge that affects the organization. Therefore, donors are the main source of support and funds for the company. It is also difficult for the company to have volunteer employees (see World Vision International 2012). Therefore, the marketing objective should target volunteers, potential donors and other sources of funds. This is only possible through creating awareness in the targets about the company.

The management should use the benefit of the company being a Christian organization to influence different people for support. People always want to help but lack organizations that they can trust. Therefore, the management should use some of the children that the organization has helped to try to influence potential donors to support its activities. Children and women are

the most vulnerable members of the society and the combination of religion and provision of care will attract many parties. To achieve this objective, the company can use a series of advertisement to try to lure supporters and volunteers into the company. The adverts should mainly feature children, which captures the attention of many individuals in the society. The best advert is the one that captures the attention and concern of individuals in the society.

World Vision enjoys the benefits of a Christian organization. Christians share the notion that helping those in need is part of their moral obligations. The management should embark on a campaign that targets Christian societies and organizations. This is through enlightening the societies about the mission and vision of the company as well as its milestones of achievement. This form of campaign puts the company in a better position that will help it achieve its marketing objective of attracting volunteers and supporters. This is possible because the nature of the organization gives it the power to talk and be heard by different members of the society. The marketing objective of creating awareness in people is the best approach that the company can take. In addition, World Vision is not a profit making or trading organization. There is no brand involved in the company and, therefore, no need to increase customer liking on a brand. Creating awareness will put the company in a position that will help it influence different parties to support its actions. This is possible because such a strategy highlights the strengths, opportunities and achievements of the company that will help in influencing potential supporters and volunteers. Therefore, the above marketing objective is the best for management to increase World Vision's target

market, which is of course supporters and volunteers.

Work Cited

World Vision International. 2012. Retrieved on 25 November, 2012. At