

Successful promotional campaign examples, ideas and objectives

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



Describe the promotional mix used by two selected organizations for a selected product/service. UP explain the role of promotion within the marketing mix for a selected product/ service. UP explain the role of advertising agencies In the development of a successful promotional campaign. UP explain the reasons behind the choice of media in a successful promotional campaign. Campaign for a given product/ service to meet the needs of a given campaign/creative brief.

MI explain how promotion is integrated with the rest of the marketing mix in a selected organization to achieve its marketing aims and objectives. MM explain the advantages and disadvantages of using professional agencies in ensuring promotional success. MM provide a rationale for a promotional campaign. Del evaluate and Justify the use of an appropriate promotional mix in relation to marketing objectives for the selected organization. DO evaluate an existing, national marketing campaign.

Unit title: Tutor

Date given out: Final submission

Unit 9 - Creative Product Promotion

Mrs. C Ham's 4th April 2012 Individual tasks will be set weekly deadlines as appropriate. Interim whole assignment deadline will be 7th February 2012.

Unit abstract The promotional side of marketing is probably the one most people are familiar with. We are exposed to marketing communications many times every day and they have become part of our environment.

Within the marketing mix, the promotional aspects are concerned with this communication between the customer and the producer.

This unit introduces learners to the basic concepts which are applied in the promotions industry. Effective marketing communication and promotion depend on the understanding of customer behavior, as well as being able to design promotional campaigns to achieve certain long or short term business objectives. Modern information and communications technologies have had, and continue to have, a huge impact on this aspect of marketing and learners will explore current promotional campaigns, using some of the concepts included in this unit.

Learners will have the opportunity to consider different ways of promoting products, introducing the promotional mix at a simple level. The role of advertising agencies and the media is also explored, along with the role of the internet. The choice of media, message and methods, in relation to objectives and constraints, is examined. Learners will apply the theory by designing a promotional campaign for a selected product to meet the needs of a given campaign or creative brief.

This unit gives learners the opportunity to view familiar images experiences through informed and analytical eyes. Learning outcomes On completion of this unit a learner should: Know the constituents of the promotional mix Understand the role of promotion within the marketing mix Understand the role of advertising agencies and the media Be able to create a simple promotional campaign. Read the assignment brief and the assessment grid

carefully and make sure you are Lear about what you have to do. Ask for advice if you are unsure.

You will see that to obtain a Pass, Merit or Distinction you must read and complete each task carefully to ensure you do not miss anything out. Use the information from lessons as well as an independent research sensibly and do not commit plagiarism! Write yourself an action plan for the tasks. Think about: What you will need for each task When you plan to start & finish the task so you meet the deadline Any meanings of words you are unsure of Leaving time to process and check work prior to handing it in.

TASKS

Tick when completed

Task 1. PI - Describe the promotional mix used by two selected organizations for a selected product/service.

A) Select one higher education institution with which you have had some contact, and describe the promotional mix used in a campaign it has been running to attract students onto its business degree programmed. In your description, consider the following constituents of the promotional mix for this institution. What are their products? What is the product range? Who are the target customers? How are prices defined? How are their products distributed? This one might be quite difficult but you could learning programmed used? What are the elements of the promotional mix and the media used, including exhibitions, written materials, websites and electronic

communications, person-to-person contact etc. How have the elements in the promotional mix been designed to appeal to the target group?

a) for your chosen commercial organization, choosing one product or service that it offers.

b) Repeat task

Wok 2 Task 2 UP- Describe the role of promotion within the marketing mix for a selected product/ service.

For one of the organizations selected in Task 1,

a) Describe its brand image and how this image is supported through the rumination campaign.

b) Describe the role of promotion within the marketing mix of the promotional campaign selected in a).

Wok 3 Task 3 MM- Provide a rationale for a promotional campaign. For one of the organizations selected in Task 1:

a) Provide a rationale for its promotional campaign. Give comprehensive reasons for each part of the campaign.

Wok 4 Task 4 UP- Explain the role of advertising agencies and the media in the development of a successful promotional campaign.

a) For your selected commercial organization, find out which advertising agencies and what types of media have been used in a ruminant campaign that has proved successful for the organization.

b) Describe the services offered by the advertising agency/agencies and how the organization and agency/agencies work together in the development of a successful promotional campaign.

Wok Task 5 UP- Explain the reasons behind the choice of media in a successful promotional Choice a successful promotional campaign that is currently in the media.

In a short report, describe the campaign and explain the possible reasons behind the choice of media. DO - Evaluate an existing, national marketing campaign. Using the campaign in UP give a full evaluation of the campaign. In your evaluation give your views and conclude with recommendations.

Task 6 UP- Design a promotional campaign for a given product/service to meet the needs of a given campaign/creative brief. Imagine that you are an agency given the opportunity to make a pitch for a promotional campaign for your selected higher education institution.

The brief is: We want to encourage our students to make more use of our catering facilities, which are being improved to make them more attractive to existing and potential students. Obviously we are aware of the increasing financial burden for our students so we have been looking at providing good value food in attractive surroundings. We are looking for a cost-effective

promotional campaign to launch our updated cafe bar and we would like to incorporate some local radio adverts, an entry into the university student publications and some flyers.

We haven't decided on a name for our new facility yet. Our budget for this is EYE. ' Using the above information, design a short campaign for the launch of the cafe bar, including:

- a) a name for the new facility ? consider the branding and what this name might convey
- b) a design for a flyer
- c) a script for the radio advert
- d) a coated media schedule ? you will need to investigate the cost of local radio advertisements and use a table/Gaunt chart to show what activities will take place and when. This information will be passed on to the university marketing department for consideration.

Task 7 MM- Explain the advantages and disadvantages of using professional agencies in with your brief, but is a little concerned about the need to use a professional agency rather than do this in-house. Write a short report explaining the merits of using a professional agency to ensure the success of this type of promotional campaign.

Wok 7 Task 8 MI- Explain how the promotion is integrated with the rest of the marketing mix of a selected organization to achieve its marketing aims and objectives. For one of your selected organizations:

a) explain how their promotional activities are integrated.

b) explain how the promotional activities contribute to the achievement of it's marketing aims and objectives.

Wok Del- Evaluate and Justify the use of an appropriate promotional mix with respect to business and marketing objectives for the selected organization.

For one of your

a) evaluate and Justify the use of the promotional mix with respect to their business ND marketing objectives

b) make reasoned suggestions for changing aspects of the promotional mix, bearing in mind that the budget is likely to be very constrained.