

Marketing communications plan proposal

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



Marketing Communications Plan Proposal **MARKETING COMMUNICATIONS PLAN PROPOSAL** Opportunity The economic decline in the previous five years has led to sales declines, especially in 2008 and 2009 (Koekemoer & Steve, 2012: p21). However, there are signs that this is improving. This has especially been so in the Western Europe markets with this trend expected to continue on the up. There has also been a resurgent sales trend in Japan and the US, as well as China. These new champagne markets and the apparent departure from austerity in Western Europe act as an opportunity for Moët & Chandon.

Key Market Segments

Moët & Chandon is focused on market segments in the high-end. Key markets include the United States, China and Western Europe. In Western Europe, key markets include Italy, Germany and the U. K. Outside of these regions; Moët & Chandon also caters to high-end market segments in Japan, Australia and Brazil (Kitchen, 2009: p12).

Potential Objectives, Strategy and Tactics

In order to grow in the next year, they will need to reconcile their many years of know-how with communication. Three main trends will be crucial in the next year. First, a growing split will occur between categories of brands. On one side, consumers will become more involved, and on the other, they will only see the product's usage value. Second, Moët & Chandon will need to create value, as well as innovate and renew. Third, they will have to connect with their customers' needs and meet their expectations, which are linked closely to the strengthening and evolution of the internet (Fill, 2009: p33). In the coming year, Moët & Chandon will have to come up with digital brands

that should see a boost from developing and emerging countries (Jacheet, 2012: p1). Additionally, collaborative brands will become vital and will be created through the concept of co-creation with clients, for example, through the use of iPhone applications (Yeshin, 2012: p31).

References

Fill, Chris. Marketing Communications: Interactivity, Communities and Content.

Upper Saddle River: Financial Times PrenticeHall, 2009

Jacheet, Marc. Interbrand: Creating and Managing Brand Value. June 2, 2012. (novemeber 7, 2012)

www.interbrand.com/en/best-global-brands/best-global-brands-2009/BGB-CMO-Marc-Jacheet.aspx

Kitchen, Philip. Marketing communications : principles and practice. London: International Thomson Business Press, 2009.

Koekemoer, Ludi. & Steve, Bird. Marketing communications. Lansdowne : Juta Academic, 2012.

Yeshin, Tony. Integrated Marketing Communications. London: Routledge, 2012.