

# Case study – creative advertising-sunday communication ltd

Business



The graph shows that for 1998 – 1999, Sunday had a substantial growth in market, mainly attributing to its view of MAP as an opportunity to lure subscribers away from competitors through Creative Advertising. The graph shows that for 1998 – 2005, Sunday had spent less year on year on promotional activities, but could sustain increasing revenue year on year by increasing subscriber base through price discounts. The graph shows that for 1998 – 1999, Sunday's Brand Image creation with high volume growth in subsequent years while marketing cost kept on varying.

Few of the main reasons why Sunday's Brand Mantra and awareness of 1999 could not sustain beyond 2005: 1. Emotional Modifier as “Life Style” & Descriptive Modifier as ‘Excitement’ failed to get reinforced by the Brand Function of “Liberty”. 2. Exhaustion of Locked-Up consumers. 3.

Since heavy investment is made on 36, Sunday might have planned to reposition itself differently. Questions at Stake 1.

How would Sunday compete in the new era of interactive integrated marketing? 2. Would the APAC acquisition challenge the credibility of the innovative, independent brand image that made Sunday such a success? 3. Would Sunday's irreverent brand image ultimately fizzle out among the new branding superstar? Creative Advertising is a unique key to success through advertising, and you'll most likely get an answer that echoes the mantra of Stephan Vogel, Google & Matter Germany's chief creative officer: ‘Nothing is more efficient than creative advertising.’

Creative advertising is more memorable, longer lasting, works with less media spending, and builds a fan community... Faster. “

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