

# Urban jungle wear

Sociology



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According to the silo, it is recognizable of which sex they are, and that is the only characteristic of the character. The basic idea of the marketing campaign is to ensure the targeted group that Daisy and Low rides jeans are positioning them in a leading position, no matter what color, sex or religion they are. A campaign should be conducted through tv stations, radio, newspapers and magazines, billboards and local Internet portals. Besides that, it is necessary to run special promotional actions through places where the targeted audiences are gathering, such as Starbuck or Lugz shops. Special attention should be given to local Internet portals which are gaining popularity and where the advertising is relatively cheap but reaches a huge number of the targeted populations.

In the development of the media campaign for Wrangler jeans, two radio spots, one billboard, two tv commercial ads and two Internet banners shall be developed. It is essential to reach as many as possible people aging between 16 and 30 which are major consumer populations for Daisy and Low ride jeans.

For the television ads, in two commercials, invisible people will be shown wearing "Daisies" and "Low rides". Invisible groups of men and women shall be distinguished by the silhouettes and jeans model that they are wearing. When an invisible man wearing jeans comes near the living person in commercial, an invisible person suddenly transforms into the visible man, suggesting that wearing Daisies or Low rides will make consumer noticeable wherever he comes or appears.

Project flow:

Television: Developing two different 30 second commercials, broadcasting them 3 times a week for a trial period of 6 months

<https://assignbuster.com/urban-jungle-wear/>

1. Ad development

a)Actors, directors, video graphics 100. 000, 00 \$

b)Storyboard development 50. 000, 00 \$

c)Agency fee 50. 000, 00 \$

TOTAL 200. 000, 00 \$

2. Air time national

30 second spot 40. 000, \$ x 3 times/week x 4 weeks x 6 months

$40. 000 \times 3 \times 4 \times 6 = 2. 880. 000$  \$ per 6 months

Television total (development + broadcasting)= 3. 080. 000, 00 \$ for trial period of 6 months

Billboards:

1. Ad development 2. 000, 00 \$

2. Placing in 20 major US cities 200. 000, 00 \$

TOTAL 202. 000, 00 \$

Internet

1. Banner Development 1. 000, 00 \$

2. Positioning banners on major 20 local portals for 6 months  $1. 000 \$ \times 20$  portals x 6 months= 120. 000, 00.