

# Advantages of advertising on television marketing essay



**ASSIGN  
BUSTER**

Floomajuce will be marketed in Scotland as Scottish people spend a lot on juices. As Floomajuce being very tasty and is also nutritious, has less calories as its not made from concentrate. Floomajuce range of drinks also helps people in controlling cholesterol and reduces the risk of cancer. Our product is aimed to reach all age group targeted audiences, primarily focusing on the health and taste conscious people of Scotland.

## **Circulation**

Floomajuce will be distributed at all local stores and supermarkets throughout Scotland, this will help our company to have better sales of our product.

## **Marketing and Strategic Alliances**

Floomajuce will not leave any stone unturned in the effect of reaching the targeted audience. We will promote the product using strategic combination of electronic media, print media and outdoor media. we will use television commercials over the news, health and entertainment channels. We will place ads in magazines i. e. Good house Keeping, Sky Magazine, Sky Sports, BBC Top Gear, Reader's Digest and Men's Health and news papers like Sun, Metro, Guardian etc.. we will also put ads in Sunday special edition news papers which will help us to reach large number of audiences.

We will use social media like Tweeter, Face book for promoting our Floomajuce product. We will use outdoor advertising like billboards, which will have the attention of the audience. We will also put promotional outlets near major supermarkets and offer free sampling of the Floomajuce products.

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An important step to promote marketing and sales of Floomajuce range of products is to select appropriate media..

Below are the benefits and drawbacks of using various media for advertising Floomajuce as follows:

## **Newspapers**

Newspapers are the most traditional ways of promoting business and awareness among the targeted audience.

### **The advantages of Newspapers are**

Newspapers allow us to reach large number of people as everyone likes to read newspaper.

We will have the flexibility in deciding the size of placing the ad in the newspaper.

We will have the advantage of telling the customers about our product by using large space in the newspaper.

Quick turn-around helps our ad reflect the changing market conditions. We can decide to run our ad today can be in customer's hands in a day or two.

Exposure to our ad is not limited. Customers can go back to see our ad again and again if they want to.

## **Disadvantages**

Publishing ad space can be expensive depending on the day we decide to publish.

Our ad has to compete against the clutter of other competitors of advertising.

Poor photo reproduction can limit the creativity of our ad in the newspaper.

Newspapers are highly visible medium and our competitors can quickly react and publish a better ad in order to compete with our ad

## **Magazines**

Magazines are more focused, more expensive and are alternative to newspaper advertising. This medium of advertising helps our company to reach highly targeted audiences.

## **Advantages of using magazines as medium of advertising are**

It allows our company to have better targeting of audience as we have the option to choose magazine publications that cater our specific audience.

High reader involvement in magazines which means that more attention is given for our advertisement.

Publishing ad in magazine provides better quality of paper, better reproduction and full color ads. Which will help our company to know that there is a better product out in the market for audiences.

## **Disadvantages**

We need to plan weeks in advance to publish the ad in magazines as they are more competitive and most often booked in months advance.

Publishing ad in magazine has limited flexibility in terms of placement and format.

Buying space in magazine to place ad is higher compared to placing ad in newspaper.

## **Radio**

Advertising in radio is an universal medium enjoyed by people at one time or another during the day. It might me at work, home or even while traveling in bus or car.

## **Advantages of using radio as medium of advertising**

Advertising in radio helps us to promote our product to everyone in Scotland.

People tend to respond to the ad as the medium has sounds and voices.

Advertising in radio is relatively cheaper.

Radios have less inflation than those of other media.

## **Disadvantages**

As radio listeners are spread over many stations, we have to advertise simultaneously on radio several channels to reach our targeted audiences.

Listeners cannot go back and listen to the ad once they miss in that particular time when the ad is aired.

Radio is a background medium and most listeners listen to radio while they are doing some or the other work, which means that our ad has to go on air more number of times in a day.

## **Television**

Advertising on television gives us the opportunity to reach large number of people through out the nation in a short period of time

### **Advantages of advertising on television**

Advertising on television helps to promote our Floomajuce more efficiently as it is based on image and visual medium and offers the ability to convey our message with sight, sound and motion.

Television channels like Channel4, e4+1, ITV etc are watched by most of the audience. Hence advertising on these channels will promote Floomajuce.

### **Disadvantages**

Advertising about our product on television is short and may require to place the ad multiple times in the desired channels.

Advertising on television channels is concentrated in local broadcasts channels and station breaks which people might ignore them.

Advertising in Commercial breaks are often sold out far in advance.

Advertising on television is the most expensive medium in terms of airtime, creative and production of the ad

## **Social Media Advertising**

Web has revolutionized the way we communicate over the last two decades and now with the proliferation of social media, it has revolutionized the way we socialize with others. Sharing videos, photos, opinions and sometimes advertising what they love. Since all this interaction takes place through the networking site and we know a lot of information about the user, there is a huge potential for us to customize and promote Floomajuce product line.

### **Advantages**

Lots of people spend a lot of time on social media, and this provides for a great way to build

relationships with our clients and personalize our promotional efforts.

If targeted at the right audience with the right promotion, it can have cascading effect if customers

share our ad/offer with others.

We can generate awareness about our product indirectly through our own social media profile and

encouraging users to add/like us.

It is relatively cheap and highly personalizable to advertise on social media.

### **Disadvantages**

Some social network users don't pay too much attention to advertising and maybe be turned off in a

negative way

For small businesses, it may be difficult to leverage social media to create awareness about their

products as it is hard to gain the initial momentum

It is important to portray a humane side of the company by creating awareness and teach the

importance of juices, rather than directly trying to sell a particular product

## **Banner Advertising**

Banner advertising is the oldest form of online advertisement. Some forms of banner advertisements

include vertical ads and top level banners. Sometimes it can also include popups and so on. Costs for

banner advertising can be click based or based on banner location on the website and also varies with

number of visitors to the website.

## **Advantages**

A lot of advertising agencies are offering competitive pricing for Banner advertising which resulted

in a downward pressure on costs making this medium cheap and effective.



Proper location and well-designed banner ads on prominent websites can result in high traffic rates

to our product.

Effectiveness of these ads can easily be measure and fine-tuned on a regular basis as all the information about which banner ad was clicked and which website was the ad on are easily available.

We can also focus our banner ads on websites most frequented by our targeted customers resulting in

better ROI.

## **Disadvantages**

Ill placed or too flashy banner ads are sometimes seen as annoyance and can create negative

impression on the brand.

If banner ads are placed in popups or new windows, there is a likelihood that ad blockers may

completely block them

Due to over-saturation of ads and poor designs of banner ads, the convert rates are very low even if

click through rates are high.

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<https://assignbuster.com/advantages-of-advertising-on-television-marketing-essay/>

## **Target Market**

### **Primary**

ADULTS: Between 25 to 50 years old age Professionals and parents

Becoming more concern about their health

Preferred organic juices

Chosen rich nutrition than better taste

Concern about price and quality

### **Secondary**

YOUTH: Between 14 to 25 years old age.

Likes to drink cool stuff

Preference depended on fashion

Drink for style

Purchase cheap drink

Easily influence by TV, magazine and online advertisement

## **Strategy**

### **Promotion:**

Start brand and product awareness program by using TV, radio commercials, news paper, magazine and web promotional ads in Scotland beginning of May 2013 to the end of November 2013

Product:

Product range from 200ml, 500ml, 1 liter and 3. 5 liter

## **Distribution:**

We will be using supermarkets and retail stores as our distribution channels.

## **Promotional Strategy**

### **Promotion**

Free Floomajuce offer in major supermarkets in Glasgow, Edinburg, Sterling, Dundee, Perth, Aberdeen and selected stores on June 2013. Free Floomajuce t-shirts will be distributed if customers purchase the product in selected stores. This promotion is only happens on June 2013.

### **Public relation**

Publicized the heath facts of natural fruit juice. Associate these facts with Floomajuce to create its image as heath and relate to longer life. Consumer health stories related to Floomajuce might be a good idea to arouse interest in others. EX: Consumer reduces cholesterol by drinking Natural pure Juice.

### **New interactive web site and discussion board will be designed.**

Advertising Goal: To highlight the health fact of Natural Floomajuce.

Persuade: Drink Floomajuce continuously to derive benefits of natural goodness.

Remind: Make consumers think and get used to the Floomajuce product.

Floomajuce will produce Natural juice at a more reasonable price than other artificial juice products. Lower budget customer cannot purchase natural juice because of the high price strategy. There is no company in the market at the moment that competes with Floomajuce products which are natural and free from artificial chrematistics. Our aim is to make customers switch over to Floomajuce and attract new market as well.

Reasonable pricing will change the market share on Floomajuce.

Floomajuce will take over major part of the market share.

Floomajuce will offer combination of the best quality and the best service.

Price strategy is based on customer value.

Advertising:

Floomajuce will be the first pure natural fruit juice going to be introduced in Scotland. Most of the consumers don't know about how it tastes and what are the health effects of this juice are.

## **Sales Promotion**

In store sampling program: Sampling price strategy

## **Public Relation**

Stories about Floomajuce New health benefits and research findings

Development of new Floomajuce website will include discussion board and interactive futures.

## **Direct Marketing**

Television, Radio, newspapers and magazines will be use to advertise Floomajuce in

Scotland. Heath benefit of the drinking Floomajuce will be the main focus of the advertisement.

## **Feedback from customers**

Conducting focus group to analyze the Floomajuce for future product development.

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## **Market and External environmental factors**

People in Scotland spend more on fruits and vegetables, this tells us that people are more health conscious. so our product can derive benefit for this in Scottish market.

## **Social and cultural factors**

Scotland has a multicultural society so it has different types of consumer with respect to

their religion and eating habits. But these days' consumers are more conscious about their health. This is because of education and awareness everywhere. Consumers demands for foods, fruits and juices which are more nutritive and provide health benefits. The people belong to different category of classes' i. e. upper class, middle class and low class but everyone is sensible about his or her health. So consumer may belong to any of the

abovementioned classes, his maximum expenditure is on fruits and vegetables.

## **Technical Factors**

Technology is changing day by day. Due to advancement in technology healthy and nutritive juice can be extracted from different fruits. Attractive packing and labeling also plays a vital role in product promotion, the technology for which is easily available.

## **Legal Factors**

Political forces are more concerned about the people's health. It has passed a Food and Drugs act under which it has clearly defined its terms and conditions which are more focused on health and nutrition. But now government has been changed recently. It may make some changes in the Act, but the changes will definitely be in favor of consumer's health.

## **Needs of different target segments are as follows**

### **Health**

Consumers have become increasingly health conscious creating a demand for healthier products. They are aware of the fact that soft drinks do not provide essential nutrients, this causes them to choose fruit juice or water as beverage alternatives.

### **Convenience**

Customers demand proper packaging for separate activities. They address this situation by creating the same products in different packaging. For

example, some juices are sold in larger bottles for home and also lunch size boxes.

## **Taste**

Taste is essential for all consumers as it is among one of the important reasons why they purchase the product.

## **Age Appropriate**

Youth is one of the major segments for beverage consumption in Scotland. Adults would also be our major target audience as they are very health conscious and with all the benefits that Floomajuce has in it and sure would be a successful product in Scotland.

## **SWOT Analysis**

### **Strengths**

Floomajuce range of products are made of fresh fruit juice and not for concentrate.

Floomajuce is high on minerals and energetic.

Floomajuce is priced reasonable and has attractive packaging.

Our product is health conscious and anti-oxidant.

### **Weaknesses**

New brand product in market.

Not easy for customers to switch from their regular brand of juice.

## **Opportunities**

Floomajuce brand can become major competitor in the market.

## **Threats**

Competitors would introduce same kind of products in to market.

## **MARKETING STRATEGIES**

HEALTHY CONSCIOUS: Between 14 to 60 year's old age¼ Health professionals and people who are conscious or want to improve their health.

Find solution for health problem

Heart, cancer, hardening of the arteries and related diseases

Influence by the fact and scientific research

Want to live longer

Don't care about price

Concern quality minerals

Brand image is important

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Marketing Implementation Schedule



**Media**

**May**

**2013**

**June**

**2013**

**July**

**2013**

**Aug**

**2013**

**Sept**

**2013**

**Oct**

**2013**

**Paper**

**X**

**X**

**X**

**X**

**X**

**X**

**TV**

**X**

**X**

**X**

**X**

**X**

**X**

**Radio**

**X**

**X**

**X**

**X**

**Web**

**X**

**X**

**X**

**X**

**X**

**X**

**Free Sampling**

**X**

**Promotion Timing Chart**

Media

Rate

Number

Total Cost

May

Jun

Jul

Aug

Sep

Oct

## **News Paper and Magazine ads**

Metro News Paper

X

X

X

X

X

X

Sun News Paper

X

X

X

X

X

X

Guardian News Paper

X

X

X

X

X

X

Weightwatchers' Magazine

X

X

X

### Women's Health

X

X

X

### BBC Good Food

X

X

X

### Men's Health

X

X

X

### Slimming World

### Magazine

X

X

X

## **TV**

commercials

Heath

programs

X

X

X

News

X

X

X

Radio

Capital FM Scotland

X

X

X

X

X

X

Absolute Radio

X

X

X

X

X

X

Sooth Radio UK

X

X

X

X

X

X

## **Billboards**

### Subway

X

X

X

X

X

X

### Shopping Malls

X

X

X

### Bus Stations

X

X

X



## **Free**

### **Sampling**

Sainsbury Supermarkets

X

Morrison Supermarkets

X

ASDA Supermarkets

X

Web

MSN

X

X

X

X

X

X

Google

X

X

X

X

X

X

Face book

X

X

X

X

X

X

Tweeter

X

X

X

X

X

X