

# Marketing communication objective



**ASSIGN  
BUSTER**

Marketing communication objective Planning is everything when it comes to measuring your success. If you fail to plan, it's like a sailboat in the middle of the ocean without sails; you have no clue in which direction you will be sailing. This is why developing a marketing communication objective is paramount to your marketing success. What is marketing communications without having an objective? After all, an objective is the goal intended to be attained, which should be attainable and can be measured.

Objectives should also be accomplished within a time period. Now, having said that, what specifically is a marketing communications objective? Found in both the marcomm plan and creative strategy statements, the marketing communication objectives are determined by problems the target or product category may encounter and any market opportunities the product has to solve to overcome these problems. Your marketing communication objective should describe what you want your target audience to think, feel, and do after they are exposed to your marketing message.

It should answer the fundamental question, "What's in it for me?". Too often, marketing messages fail to deliver the benefits the target audience will get if the target uses the company's product or service. People make purchases based on what they will receive out of the purchase or service. This is why it's important to include the benefit the target will receive, in your marketing message. Some common marketing communication objectives include: 1 . Create a brand awareness for your company 2. Defining a need the product or service can fulfill 3.

Encouraging action from the target Defining your objectives may be a challenge at first, however, once you have a clear objective, then you will be able to move forward with your marketing communication strategy.

Marketing Communications Objectives: To successfully penetrate the Canadian QSR by generating awareness and brand building preference by 25%. To stimulate trial purchase by 20% and repeat purchase by 13% by offering incentives that encourage brand switching. To gain a 3.5% share of the Canadian QSR market by the end of one year.

To establish Carl's Jr. as the new and preferred provider of the 'classic' style hamburger by a minimum of 10% among Canadian consumers. To introduce Carl's Jr. new 'Six dollar' Jalapeno burger and get and stimulate trial purchase of 10% by offering quantity discount incentives. Marketing Communications Strategies: The overall message to be communicated to the target audience is that Carl's Jr. is offerings not currently found in the Canadian fast food industry. The creative plan used to deliver this message will include key points such as Carl's Jr. extensive menu selection, offering both 'meaty' burgers and sandwiches along with salads and other low carb options. Other key points will emphasize Carl's Jr. premium offerings such as the 'Six Dollar' Jalapeno burger, which is the first of its kind in the North American market and their innovative partial table service. The main technique used to deliver this message will include humor and controversial issues, in order to generate awareness that can later be developed into consumer demand. T.V. and radio commercials would be the most effective vehicles to deliver this message.

The media plan would include a Direct Response Plan, Interactive Communications Plan, Sales Promotion Plan and a Public Relations Plan.

Creative Plan Objectives: To introduce Carl's Jr. as the new style of QSR in the Canadian market. To communicate Carl's Jr. extensive menu selection including light and low carb options To communicate Carl's Jr. innovative partial table service To promote Carl's Jr. new 'Six Dollar' Jalapeno burger To position Carl's Jr. as the QSR for men who like a lot of meat in their burgers and sandwiches.