

Short-term promotion strategies

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



In 2005, Brazilian and foreign companies invested 6 million dollars in outdoor advertising. The four major forms of outdoor advertising in Brazil include transport, street furniture, billboards, and alternative media. Despite the well-known campaign for "clean city" recently launched in San Paulo, other large Brazilian cities remain open to outdoor advertising. These large cities represent extremely promising target markets for Mario Badescu brand.

The cost of advertising in the major Brazilian cities will depend on the exact billboard location and the size of each particular billboard. In our outdoor advertising, we will use simplistic approaches, which are traditional for outdoor advertising in Brazil (1, p. 104). Mario Badescu outdoor advertising billboards must attract consumers' attention, and involve them into a kind of dialogue. The benefits of outdoor advertising are evident: the customers see advertising, the product, and the slogan each time they leave home, look into the window, or simply walk across the street.

The need to use outdoor advertising in our promotion campaign is justified by the fact, that the United States mostly supplies Brazil with mass-market cosmetics. This cosmetic is more expensive than the one produced locally (7). This is why we need to use all possible advertising tools to prove, that our products are more competitive and deserve attention even despite their relatively high prices for consumers.

In outdoor advertising, we will combine the visual "green" appearance of Badescu brand with the slogan "I feel you... I touch you... I love you..." similar to the one we use in our TV advertising campaign. This will produce an engaging effect on the potential consumers (especially women). The billboards are to be located in the middle and higher class neighborhoods, to <https://assignbuster.com/short-term-promotion-strategies/>

attract the attention of the potential consumers. We will also consider the most promising high class locations for our stores, to make it convenient for our high and middle class consumers.