

Marketing communication creative brief and imc plan

[Business](#)



This report aims to provide a solution via the implementation of various integrated marketing communications (IMC) strategies in order to fulfil objectives for the product – Olay Total Effects (OTE), with the main objective of changing the audiences' perspective of OTE. The current situation of Olay was assessed, leading to the identification of marketing problems, opportunities and objectives. The target audience and positioning of Olay are identified, and the campaign theme suggested would be “ Stay Fabulous at Every Age” – all IMC strategies used will revolve around this theme. The 2 main platforms for the execution of Olay's campaign would be via television and magazine advertisements. There will be an array of supporting IMC activities ranging from product sampling to event marketing. Related costs pertaining to the implementation of the IMC strategies will be examined.

The evaluation and control of the marketing efforts will be discussed and lastly, a conclusion will wrap up the report. 1. Situation Analysis 1. 1 Internal Analysis Olay, as owned by Procter & Gamble, is one of the most recognizable brands in the world that has been in the market for over 60 years. Since the brand is under P& G, also a multi-national corporation, consumers tend to have a certain credential on Olay's products, which makes it one of the better brands on shelves. Despite the strong brand equity that Olay has garnered over the years, a weakness still exists; wrong perception of product/brand.

According to (Terence A, 2010), Olay has released advertisements that misled the audience in thinking this brand caters to the older women. It is not the kind of perception Olay wants consumers to have as their target market includes women of a younger age group too. Albeit the weakness, <https://assignbuster.com/marketing-communication-creative-brief-and-imc-plan/>

Olay as a big brand, will have the ability to overcome their weakness. 1. 2
 External Analysis OTE is not the first or only anti-aging product in the market;
 it is inevitable that they will face competition from rival brands.

Other competing brands such as Bio-Essence, L'Oreal and Garnier are also
 established names with good marketing plans, which threaten Olay's
 foothold in the market. As mentioned above, consumers have a wrong
 perception of this brand/product. This result in a need for enhancing OTE
 marketing plan, so as to correct consumer's perception, which is the main
 purpose of this report. It is essential for Olay to understand what had led the
 consumers to have isperception of the brand and strengthen its marketing
 plan. 1.

3 SWOT | Internal| External| Strengths| Brand equity| Opportunities|
 Enhancement of marketing plan| Weakness| Perception of product/brand|
 Threats| Competition from rival brands| 2. Identification of Marketing
 Problem or Opportunity 2. 1 Marketing Problem Current consumer
 sentiments about OTE are that they are catered to older and matured
 women who will need this product to fight signs of aging. Younger women
 feel that this product would not be necessary since they currently do not
 have aging issues. .

2 Marketing Opportunity To overcome the problem, it gives us an
 opportunity to market the product in a manner that OTE helps to prevent by
 slowing down signs of aging, at the same time tackling current aging issues.
 The campaign would also educate consumers by highlighting the benefits of
 OTE –Fighting 7 signs of aging, which is the unique selling point of the

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product. As all they would need is this one product to ensure radiant and young skin. This would appease and appeal to the beauty conscious women.

3.

Marketing Objectives As of 2012, Olay Total Effects holds close to 0.9% of the market share (Procter & Gamble, 2012). The following marketing objectives provide an outline of what we hope to achieve by the end of our 3-month campaign with the new Olay Total Effects integrated marketing communications plan:

- * Change the perception of Consumers that the product is catered to the youth (Expected to be 30%)
- * Increase market share by 2%
- * Improve Olay Total Effects' market share position from 3rd position to the 1st position
- * Increase sales levels by \$4 million
- * Increase profits by 42%

The objectives stated above are, according to the IMC plan, set to be achieved by February 2014. The marketing campaign will also strive to cultivate new habits from both current and new users to start using Olay Total Effect from young, to prevent and fight signs of aging.

This can only be done when Olay by establishing new customer relationships, as well as to maintain existing loyal customer base. The campaign also enhances brand recall from loyal customers who exhibit repeat purchase behavior.

4. Positioning SK2 High Benefits Low Price | Olay Bio Essence L'oreal Neutrogena High Price | Biore Garnier | | Low Benefits

In order to have a better understanding of the Olay Total Effect's positioning market, a perceptual mapping is done in accordance to the perception of the consumers. Olay has positioned itself as the skincare brand, which was supported by scientifically proven chemistry. It targets the real women

whom want to see the results without having to spend a lot on other departmental stores' products and spa treatments.

This map aids to the understanding of the products view by customers especially women who are ore beauty conscious and price conscious; gaps in the market and it helps to identify the closest competitors. It is identified that Olay Total Effects are of higher price and superior benefits compared to Bio Essence and Neutrogena's anti aging products due to the ingredients used, and have focus on overall benefits, which cater to women to fight the seven signs of aging (Cosmeparadise 2012). The use of the ingredients such as VitaNiacin which contains Vitamin B3, sunscreen protection and Vitamin E that is not found in the competitors' (Lisa S, 2013), are contained in Olay Total Effects. This served as the key differentiation and advantage to Olay Total Effects whereby consumers just have to spend a fixed amount for a 7 in 1 product compared to competitor's, which would require them to buy two or more products to combat the same signs of aging. There is a gap in a low benefits and high price section.

As the consumers tend to be more knowledgeable and price conscious, they would not want to pay a high price for a low quality product that does not satisfies their needs and wants. In addition, it is difficult and costly for company to come out with a high benefits and low price products; thus the presence of the gap. We have also identified that SKll and L'oreal are the closest competitor (Jenna G, 2012) (Lindsay M, 2012). 5. Communication Objectives Majority of the women use skincare products when they realized

there is a need to take care of their skin. The aim is to get consumers to purchase Olay when they face an incomplete satisfaction.

In order for Olay to stand out to the target market, ongoing promotions and road shows during Olay's campaign period would create a stronger existence of Olay as a brand. Consumers would learn more about Olay and whilst increasing the exposure of the brand, consumers are expected to spread the word-of-mouth. In addition to the advertisements which would be done on television and print advertisements, this image is an ideal fit to what Olay is all about. All advertisements would be done in credible sources with high reading traffic, which increases the " authority" aspect. The wide exposure would change the perception tremendously, which puts Olay in the number 1 spot when it comes to anti ageing.

This will result in consumers trusting Olay and is naturally drawn in purchasing Olay. By doing so, the rebranding and perception objectives would be achieved. 6. Campaign Budget The group has decided to use Percentage-of-Sales budgeting method to determine the total amount needed for the whole marketing campaign. In this method, Olay simply establish the budget as a fixed percentage of past or anticipated sales volume. (Shrimp, 2010) After which, the Objective-and-Task budgeting method will be implemented.

The Objective-and-Task budgeting method is the most sensible and defensible advertising budgeting method – specify what role Olay expects advertising to play for Olay Total Effects and then set the budget accordingly. (Shrimp, 2010) In this marketing campaign, the objective is to rid

the stigma that only matured women uses Olay Total Effects and to create brand awareness and enhancement. 80% of the budget will be allocated to focus on ridding the stigma and to emphasize on younger women. 15% of which will be allocated to creating brand awareness and the last 5% to sales promotion. Ridding Stigma (80%)| Brand Awareness (15%)| Sales Promotion (5%)| Online Advertising| Guerilla Marketing| Free Samples Giveaways| Beauty Contest| Road Shows| Magazines for Young Women| Road Shows| Billboards on MRT stations| Skin Analysis Booth in Health ; amp; Beauty stores| Billboards on MRT| Skin Analysis Booth in Health ; amp; Beauty stores| | Commercials in Cinemas| | OLAY Flashmob| | Guests Bloggers| | TV Advertising| | Magazines for Young Women| | Skin Analysis Booth in Health ; amp; Beauty stores| | 6. 1 Budgeted Costs Media Channels| Period (For the year 2013)| Size| Production Cost| Advertising Rates| Total| TV Ads| 1st October – 31st December, Mon – fri| 30 seconds| Est.

7, 000| \$2, 400/ day| \$151, 000| Women Magazines (8DAYS, iWEEKLY, CLEO, FEMALE, WOMEN’S WEEKLY)| October to December Issues| Full page colour. Outside back cover. | Est. \$2, 000| \$5, 700 (weekly)\$6, 000 (weekly)\$10, 150 (monthly)\$7, 140 (monthly)\$9, 655 (monthly)| \$119, 935| Cinema Commercials (GV)| 1st October – 31st December | 30 seconds| (Same ad used for tv)| \$1275/ week/ hall| \$34, 425| Road Shows| 25th – 27th Oct’ 13, 29th – 1st Dec’ 13 (fri, sat and sun) | On weekends at NAC Civic Plaza| Est. 250, 000| NIL| \$250, 000| Billboards/ Decals on MRT Stations| 1st October – 31st December| Orchard, Somerset, Cityhall| Est, \$8, 000| \$12, 000/ week/ station| \$440, 000| Internet| 1st June to 31st December| Olay Website, Facebook, Youtube, Twitterand Instagram| NIL| NIL| NIL| Guerilla Marketing| <https://assignbuster.com/marketing-communication-creative-brief-and-imc-plan/>

1st October – 31st December| Mirrors in women’s restrooms; WA, OI, TM| Est. \$6, 000| Est. \$5, 000/ month/ level for a mall| \$186, 000| Petty Cash (Standee for booths/ free samples/ etc)| 1st October – 31st December| 1) Watsons, Guardian, SASA, road show (40 stores in total)2) 1, 000, 000 sample packs| \$250/ standee\$0. 0/ sample pack| NIL| \$ 510, 000 + \$8, 640 (extras for just in case situations)| Grand Total :\$1, 700, 000| 7.

Campaign Target Audience 7. 1 Brand Loyalty Olay targets consumers who are mainly at the age of 24 – 35, who falls under Generation X. Members of the generation X are deemed to be more individualistic, technologically adept, flexible and value work-life balance (Sally K, 2013). Since this group of people is recognized for its well adaptability to changes, they are less committed to a brand and prone to brand switching, considering other brands that offer more benefits to consumers (Sally K, 2013). From the above mentioned, Olay should create a comprehensive IMC plan that enables messages to be sent across to target audiences by different media in a specific time period.

7. 2 Creative Targets Roles| Description| Examples| Initiator| Initiators are individuals who first recognize the problem. In the perspective of OTE, dermatologist and esthetician usually play the role of an initiator. | Gatekeeper| Gatekeepers are the ones who collect and control the flow of product information to the decision maker. | Marketers are the gatekeepers who decide what information they would like to deliver to consumers.

| Influencer| Influencers are individuals who could influence buying decision. | Collaborating with famous bloggers and hiring brand ambassador, like <https://assignbuster.com/marketing-communication-creative-brief-and-imc-plan/>

Michelle Phan, to drive consumer interest in OTE, acting as the influencer to the product. Decider| Deciders are the people who make the final decision of a purchase. | The target audience of OTE is the decider. | Purchaser| Purchasers are people who purchase the products or services. | In the case of OTE, purchaser can be anyone, from people who do not use the product to people who use the product.

| User| These are the people who will be using the products or services that was purchased. | The target audience of OTE is the user. | (Table 1. 1) When it comes to IMC planning, it is essential to identify who are involved in the decision making process. This involves the six different roles in the creative target shown from the above table (Krishna K, 2005). (Table 1.

1) 7. 3 Behavioural Sequence Model (BSM) Need Recognition Information Search Evaluation of Alternatives Purchase Decision Post-Purchase Behaviour (Table 1. 2) The behavioural sequence model (BSM) “ A planning tool that looks at how decisions are made and the roles people play in the decision process. ” (Larry P, 2008). The five decision stages in the BSM are, Need Recognition, Information Search, Evaluation of Alternatives, Purchase Decision and Post-Purchase Behaviour, as seen from the above table.

Table 1. 2) Need recognition stage represents the phase where individual recognizes an unmet need (Larry P, 2008). When these people realized there is a discrepancy between current skin condition and desired skin condition, they will see a need to purchase skincare products. In the next stage, information search, various marketing stimuli stimulate consumers' interest, thereby maximizing consumers' desire to seek out information through

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different forms of communication tools, for instance, TV ads, print ads, road-show events, and so forth (Charles W. 011).

After obtaining relevant information, consumers will go through the stage of evaluating alternatives, where consumer evaluates a diverse range of skincare products which falls under the evoked set, seen under table (positioning). Subsequently, consumers will determine certain attributes that have the abilities to satisfy their needs. Such evaluation aids consumers on final purchase decision, which involves the brand and type of skincare product consumers want to buy and where do they buy it from. Post-purchase behavior determines the satisfactory or dissatisfactory faced by consumers with their purchase. In this stage, Olay has to consider doing close follow-ups with current consumers to build long-term customer relationship. 8.

Choice of Media 8. 1 Traditional Advertising i. TV Commercials To have advertisements during a television commercial break is one of the best ways to get maximum reach of the target audience within a short period of time. Although it is also the most expensive form of advertising, but it promises its high returns. Olay Total Effects' advertisement would be scheduled at the last commercial break, the last advertisement before start of the last 15 minutes of the 9PM drama series on Mediacorp's Channel 8. (Fig.

2. 7) ii. Magazines for Young Women (Print Advertisements) To get rid of the stigma, OTE would be advertised on trendier magazines targeting at younger women. A few examples of such magazines would be " 8 DAYS", " i WEEKLY" and " CLEO" magazines. Since young females aged 20 to 29 makes up the
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main readership of such magazines, OTE can “ leech” on this factor and bring brand awareness to them and try to alter their perception of OTE.

On the print advertisements on the magazines, there will also be free samples of the OTE for the readers to encourage trial. (Fig. 1. 7 ; amp; 1. 8) iii.

Commercials in Cinemas A short advertisement also similar to the one played on television, would be played in cinemas before the movie starts. This form of advertising would be better and more efficient than on television to a certain extent because people, the movie goers will be “ forced” to watch the commercials while the people who are watching television, can choose to switch channels when commercials are played due to lack of interest. The cinemas also has a wide audience range from people as young as 15 to 34. Watching movies is among the top popular recreational activities to do in Singapore. Hence, OTE utilize this factor to introduce OTE to the younger crowd.

(Fig. 2. 7) iv. Road Shows Road shows can help create awareness by arousing the curiosity of passersby and attract them over to the booth. It also creates publicity, as it could be a word-of-mouth topic for passerby. It also enhances trial use of OTE, as samples would be given away for free (Fig.

2. 3). The main objective of having a road show would most probably to be able to advocate and to educate consumers, and allowing them to have a better understanding of OTE with the programs planned for the road show. v.

Billboards/ Decals on MRT Stations There would be decals stuck on the glass doors of selected MRT Stations.

Stations like Orchard, Somerset and Cityhall. These are the major central and interchange stations where most traffic occurs daily. Decals are stuck on the glass doors and exposure would occur when a person waits patiently for the train at the doors. Imagine during peak hours, with the number of people waiting for trains, the amount of exposure occur will be significant. (Fig.

1. 9, 2. 0 ; amp; 2. 1) vi. Skin Analysis Booth in Health ; amp; Beauty Stores (Watsons, Guardian Pharmacy ; amp; SASA) As evident as the title described, there would be a booth each set up in Watsons, Guardian pharmacy and SASA stores.

There will be an Olay Skincare professional scheduled at the stores, doing analysis for the shoppers and enticing them to purchase try OTE to try. Sample sizes of OTE will also be given away for trial use. This skin analysis booth will only be activated during the weekends (Friday – Sunday) for the whole of the 3-month long marketing campaign. (Fig. 2. 5) 8.

2 Modern' or Online Advertising vii. Social Media Platforms Besides the traditional advertising, there would be advertising on the World Wide Web too. Social media platforms like Facebook, Twitter, Instagram, YouTube and Olay's own website. These platforms would be constantly updated with news and happenings of OTE on and off the campaign. They are a form of 2 ways interaction advertising.

A 2-ways advertising would be more effective as consumers may feel that they are important and cared for, as their needs and wants can and will be recognized by Olay with the interaction. With today's advancement in technology, it is hard not to be tech-savvy. People are increasingly dependent on technology. With this, people could be easily reached. From maps to finding a good restaurant, from reading to socializing – these could be done easily with the help of a smart phone.

However, on the World Wide Web, people are selective to what they want to expose themselves to. People might click on OTE's commercial on YouTube and watch the full-length commercial because that is what they are keen on. But if they do not have any slight interest in it, they can choose to skip it or worse, they would not even come across to it. While on the other hand, on Facebook, one person may post it on their Facebook wall and his Facebook friends would then be exposed to it. viii.

Guest Bloggers With the advancement in technology, more and more consumers tend to spend a lot of time online. There is also a trend in the younger consumers including generation y, where reading blogs has seemingly become an interest and activity to do while on the Internet, especially amongst young women. There are blogs that talk about almost anything and everything including health and beauty lifestyle. That is why, blogging has become popular and it is a very powerful tool in marketing. Thus, several “ hot” and popular bloggers would be chosen to blog about OTE on their blog so that their readers will be exposed to it when they enter the blogs.

ix. Guerilla Marketing This is perhaps, the most interesting, most fun and engaging form of advertisement. At times, it could also be the most cost efficient form of advertising. It not only attracts a great attention from people, but it creates hype and word of mouth from people especially the younger crowds. This might even lead them to talk about it online which aids in reaching to an even larger audience. In the context of Olay, there would be a type of sticker decals that would be stuck in the restroom mirrors of malls like Far East Plaza (FEP), Wisma Atria (WA), Orchard ION (OI), Tampines Mall (TM) and Century Square (CS).

Detailed explanation of these stickers would be explained in the later part of the report. (Fig. 1. 5 ; amp; 1. 6) 9. Creative Strategy 9.

1 Campaign Theme The campaign would be revolving around the theme: “ Stay Fabulous at Every Age”. It is also OTE’s tagline. This short but sweet tagline is to relay a message to consumers that it is possible to stay amazing, feel good and wonderful of oneself regardless of age or stage of life. 9. 2 Share of Market Share of voice refers to how much a firm spends on advertising relative to other brands in the category.

As the share of voice increases, the market share increases too. As the number one skincare brand in the world, evidently, Olay has a high market share. (Proctor & Gamble, 2010) However, the competitors’ share of voice is high too especially when in such a saturated skincare market. Therefore, this also means Olay should make a higher investment to defend and sustain its positioning in the market or more ideally, to increase its market share. 9. 3

Creative Idea In this campaign, besides the common advertising; television
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advertisement, print advertising on magazines, MRT billboards, online advertising and free sample giveaways, the main focus would be the road shows, guest bloggers, guerilla marketing (sticker decals in the restrooms at major malls), and flash mob.

The idea here is to create a young, lively, energetic yet classy image for the brand - OTE, and to relay the message that anti-aging skincare products are not just for the aged. Prevention is always better than cure but in this sense, delaying aging process on the skin. The whole of this campaign is to create an impact. . 4 Creative Style 9. 41 Unique Selling Proposition OTE moisturizer is the only product currently in the market that can combat all 7 signs of aging.

With the advertisements in sync to this style, it makes OTE a truly unique, one and only all in one anti-aging moisturizer. No one other product in this market is similar to OTE. 9. 42 Brand Image A celebrity in the local television company; MediaCorp, would be hired to use as a spokesperson to endorse OTE for the local market. The celebrity selected would be Rebecca Lim, aged 26.

The main reason for using her as OTE spokesperson is to portray a young and energetic image and personality for the brand, as it has a current perception amongst consumers, that only the aged women need anti-aging products, which is only partly true. This could be the reason that many anti-aging skincare brands use a relatively aged celebrity to endorse their brand, hence the stigma. This is applicable to not only other brands, but OTE itself as well. The celebrity used previously on global terms was Thandie Newton, <https://assignbuster.com/marketing-communication-creative-brief-and-imc-plan/>

aged 40, a British actress. OTE want to relay a message that women should start their anti-aging skincare as young as when they hit the age of 24 and the perception that OTE is the most suitable product to use. By using a young local celebrity, the target audience in the local market can relate better.

9. 43 Resonance Resonance styled advertising is achieved when certain target audience can identify with, to a particular campaign. In the case of OTE, it is targeted to consumers that are facing the same “ problem” situation, whereby they need to purchase and use too many different products to combat many different signs of aging. However, here with OTE, it is a 7 in 1 anti-aging moisturizer, combating the 7 main and the common signs of aging. With just one tub of OTE, it is able to fight the many signs of anti-aging.

9. 5 Creative Execution 9. 51 Commercial Style Olay Total Effects’ commercial will be aired in the local television channels (MediaCorp’s Channel 8) and selected cinema theatres – Golden Village. It will be based on celebrity endorsement and appealing to consumer fears (of aging) alongside with a classy yet energetic music to portray a young brand image to the consumers. The role of celebrity endorsement in OTE commercial is Identification (attractiveness) whereby consumers identify themselves with the celebrity and implementing the endorser’s attitudes, behaviors, likes, or preference – to tell consumers that to stay youthful, and to reverse the work of time, they can use OTE just like Rebecca Lim does, to tackle the aging skin problem, and that it is a product not just for aged women, and also, to

educate the younger women that they should start their anti-aging skincare regime as young as when they hit 24. To appeal to consumer fears, 7 main and common signs of aging would be listed to “scare” and to instill fear in targeted consumers.

It is also to stimulate audience involvement with the message relayed. In order to avoid negative consequences and realize that fear (aging skin), consumers will be prone to use OTE, thinking it is the product that will solve their problem. 9. 53 Road Show & Beauty Contest For road shows, there would be one show each going on, on the last weekend (Friday to Sunday) of October and November. The venue would be at the atrium outside Ngee Ann City (NAC). There would be programs like fun and games hosted by Olay Total Effects' very own spokesperson; Rebecca Lim from Mediacorp, for the audience to participate, lucky draws with attractive prizes to be won, “how to” skincare class by Olay's very own skincare professionals, OTE sales promotion booth and lastly, Ms Olay Queen beauty contest finals that would be held on the very last day of the road show.

Before the finals of the contest, online voting will be held on going for a month. 9. 54 Guest Bloggers Several chosen guest bloggers also known as celebrity bloggers would be invited to the road shows and to participate in the activities organized during the road shows. The guests bloggers would be sponsored a year worth of anti-aging skincare products from OTE which includes the entire range of the OTE products, will also be given to the guest bloggers to use. However, the guest bloggers would have to dedicate a couple of blog entries to OTE. This form of advertising targets the right

audience for OTE (as mentioned earlier) as it targets the younger generation women in Singapore.

9. 55 Guerilla Marketing As part of OTE guerilla marketing idea, it is to have sticker decals designed with a “ blank” face that only features signs of aging on the skin on one side and another half of the face that reveals the restroom users’ own face. Women who use the mirrors can fit their face into the blank face. This is to allow the women to use the decal to visualize themselves in the coming years, with signs of aging showing. Above this side of the sticker decal, it will be labeled as “ without Olay Total Effects” while on the other half, it will be labeled saying “ with Olay Total Effects”. It provides the consumers to get an interesting and fun comparison with or without the usage of Olay Total Effects.

This guerilla marketing allows involvement with the brand and consumers. It also enhances the probability to getting consumers to remember OTE as a brand. It is observed that women, who are vain (well, most women are), tend to spend more time in front of the mirrors to ensure that they look perfect before leaving the restroom. This guerilla marketing not only is able to target the right audience (women), but also to create a “ stickiness” effect - easy to comprehend “ activity”, leaves impression due to its unexpectedness and uniqueness, its concreteness, ability to affect and arouse emotional impact (fear of facing aging skin problem), and it tells a “ story” to the targeted audience. (Shrimp, 2010) 9.

56 Flash Mob Last but not the least, there would be an OTE flash mob that will be scheduled in the cross junction of Orchard Road, in between Mandarin

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Gallery and NAC, Paragon and Knightsbrige (shown in appendices). A group of cheerleaders donning on the cheerleading costumes with one alphabet each printed on the top to form the three words: “ Olay Total Effects”. The cheerleaders would rush to the cross junction in the midst of a red light and do a cheer with their cheerleading stunts. An ending pose will feature them doing a stunt showing “ Olay Total Effects” on their costumes. This creates hype and awareness, and gives Olay Total Effects free publicity - passersby may snap photos or videos and then have it posted on social media platforms, which in turn, gain more exposure to the brand, reaching to a wider audience as mentioned earlier.

10. Media Strategy 10. 1 Primary Media: It is evident that slotting an advertisement of your brand during television commercials is a tactic many companies are using. We intend to advertise our brand, Olay, during commercials, specifically at 9pm drama series on MediaCorp’s Channel 8, the time when young ladies tune in after school and work. During that time, females would feel the day’s exhaustion and the need to take care of their skin. That is when our advertisement would catch their attention most.

10. 2 Secondary Media: The secondary media we have decided to use to stimulate awareness and promote our product is advertorial in magazines. As aforementioned, we have considered featuring our brand in various magazines such as 8 Days, iWeekly, Cleo, Female and Woman’s Weekly due to their high readership that is apt for OTE’s target audience. For example, iWeekly has weekly issues which increase the chances of Olay being exposed to readers. For magazines like Cleo and Female, it is apparent that their

target audience is females and it is most apt to use it as a platform for us to publicize Olay. When readers are frequently exposed to Olay advertorials, they might just make a decision to give our products a try the next time they need a solution to their problem.

They would feel that Olay is credible and popular amongst females.

Campaign Period : 1st October 2013 – 31st December 2013| Media Channel| Format| Timings| Costs| Television:| Channel 8| Monday-Friday| 9pm 30 Seconds| \$151, 000| Magazines:| 8 Days| Full Page Colour. -Outside -Back cover| October to December Issues| \$119, 935| Female| | | iWeekly| | | Cleo | | | Female| | | Women’s Weekly| | | Cinema Commercials:| Golden Village| 1st October 2013 – 31st December 2013| 30 Seconds| \$34, 425| Road Shows| Ngee Ann City Civic Plaza| 25th – 27th Oct’ 13, 29th – 1st Dec’ 13 (fri, sat and sun)| Weekends at NAC Civic Plaza| \$250, 000| Billboards/ Decals | MRT Stations| 1st October 2013 – 31st December 2013| Orchard, Somerset and City Hall| \$440, 000| Internet| Social Media Platforms| 1st June to 31st December| Olay Website, Facebook, YouTube, Twitter and Instagram| NIL| Guerrilla Marketing| Mirrors in women’s restrooms| 1st October 2013 – 31st December 2013| WA, OI, TM| \$186, 000| 11. Other IMC Activities 11. 1 Product Sample OTE’s new campaign aims to change the stigma that the products are for both young and mature woman. For the other IMC activities, there would be four main platforms used and they are namely product sampling, sales promotion, sponsorship or partnership, event marketing and lastly, public relation.

In order to change this stigma, we will be giving away free product samples. By using product samples can lower the opportunity costs of buyers and win potential customers. Product sampling is one of the best marketing tools brands can use to attract new consumers and at the same time, liberate consumers from its competitors who may not have considered switching brands due to repeat purchase behaviour (Burt Rhodes. 2010). When offering a sample, it allows consumers to consider the sample brand and may break them of their repetitive buying behaviour of other brands.

The location for product sampling allows us to reach to a more defined target audience in large volume thus we will be choosing supermarkets and drugstores for distribution. We will be distributing free samples at the drugs and beauty stores to reinforce our campaign. These will be done at the first and last quarter of our campaign year. The total cost is estimated to be \$32,000. This includes production of samples, hiring distributors and logistics, and other miscellaneous costs.

Location	Quantity	Frequency	Period
Bishan Junction 8 Watsons	350/day	Monday – Thursday	First 2 weeks of first quarter & last quarter of campaign
Takashimaya Watson	550/day	Monday – Thursday	First 2 weeks of first quarter & last quarter of campaign
Changi Airport Guardian	200/day	Monday – Thursday	First 2 weeks of first quarter & last quarter of campaign

$\$0.50$ (estimated cost of per sample) \times 1100 (total quantity per day) \times 16 (16 days in total) = \$ 8, 800
 $\$12,000$ + \$3000 (miscellaneous costs) = \$11, 800

11. 2 Sales Promotion Our new OTE Campaign aims to reward

consumers with better deals by stimulating initial purchase. Currently OTE products are priced from \$19.90-\$49.

90. We would like to adopt the price deal strategy for our products by offering 50% off on their 3rd bottle on their next purchase. However consumers have to exchange their 1st and 2nd bottle to be entitled to this discount. This encourages eco friendly recycling of the OTE product bottles aiming to support save mother nature and at the same time, fulfilling Olay's corporate social responsibility. We will also provide special price-pack deal, this mean that instead of the current 250 ml OTE products, the new packaging offers a consumer a 25% more of the product for the same price.

This encourages price sensitive consumers who are looking for better deals especially if they are frequent user of these products. These consumers would rather buy more and stock up their products and gain more of the product, which allows OTE to stimulate more sales. 11. 3

Sponsorship/Partnership We aim to go into a partnership with the Breast Cancer Foundation Singapore and be one of their key sponsors for their events starting from October 2013 - January 2014. BCF is dedicated to raise breast cancer awareness, promote early detection and provide support to people affected by the disease.

By sponsoring specific programs and event activity that they have available, we hope to piggyback off the BCF's influence and ability to penetrate places in which we may not have easy access. In conjunction with the Breast Cancer Awareness month (October 2013 - December 2013) OTE would change our usual Gold and Black packaging to the Pink in support of this special cause.

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OTE would also like to donate 5% of the sales profit made from the special pink packaging of OTE to the Breast Cancer Foundation Singapore to raise breast cancer awareness and provide support to people affected by this disease. The key objective is for the public to associate OTE as a brand that advocates beauty “ Love your Skin you are in”. We also hope to entice young independent women to influence their fellow friends, family, colleague, to purchase OTE and change the perception that OTE is for older mature woman. The total budget set aside for this is \$200, 000 and is subjected to the Breast Cancer Foundation Singapore.

1. 4 Event Marketing Olay’s event marketing would be branched out into two categories, with the first being a road-show and the second in the form of guerilla marketing. For the road-shows, it would be held at Orchard Road; NAC on 2 of the weekends. Skin analysis booths would be set up providing free analysis for individuals who are interested and samples would be given out too. In accordance to our campaign, the selection of the new face for Olay, the last day of the event would be set as the final selection of the winner for this competition. The concept behind the guerilla marketing effort would be similar to that of a flash mob – hired-help are sent to a particular place and a particular time, doing things that would generate attention.

A cheerleading theme would be implemented – a cheerleading team donning a special made Olay cheerleading uniform (black and gold uniform; primary colors of Olay) would appear at Orchard Road (in between the cross traffic junction of Paragon, Knightbridge, NAC and Mandarin Gallery) on a Saturday at noon, performing a short and brief number advocate the benefits of OTE.

As referred from Levinson (2007), word-of-mouth is favorable and could help an organization earn revenue; the use of guerrilla marketing will help generate word-of-mouth. The reason behind choosing cheerleading as the theme behind the flash mob is that it reflects the idea of youth and being young, which is the message that Olay wants to get across to the audiences. The large LCD screen on Knightsbridge would be utilized too, showing a live-broadcast of the flash mob at real time, allowing it to be seen by more people. The media would be contacted before this event, gaining publicity, which is a function of public relations. On-lookers of the flash mob event may also upload pictures/videos/comments regarding Olay's event on social media platforms (which is another function of public relation that would be further elaborated below) which in turn helps promote Olay to a further level.

These two methods are able to garner attention and create hype for Olay, enhancing the spread of our marketing campaign efforts. 11. 5 Public Relation In order to get good and free publicity, Olay will be actively involved in garnering good relationship with the various media. Media packages and samples of new products will be sent to various publications in hope of getting free coverage in magazines or interviews. Due to the advancement of technology, people are able to stay connected all the time via various social media platforms. With this Olay could make use of the influence of social media platforms in order to get marketing messages across to the audience effectively, as a public relation function.

The preliminary selection of the Ms Olay Queen beauty competition will be held on Facebook, where contestants post their photos on the social media

platform and the photos with the higher amount of votes would be chosen for the appearance at the roadshows. As of now, there, is currently a Olay Singapore Facebook page but however, the amount of “ likes” it has is very little (5, 000>) when compared to SKII Singapore’s Facebook page (61, 000; gt;) (Fig. 1. 1 and 1. 2). With that being said, Olay Singapore could aim to build up a larger audience base on the social media platform and Ms Olay Queen could be the catalyst that attracts more people to support the page.

Celebrity bloggers as mentioned above (i. e. Xiaxue aka Wendy Cheng) who has high readership could also be hired to write reviews about Olay products as consumers are more likely to believe in a product when someone they trust recommends it and it could also serve as a form of publicity for Olay.

12. Evaluation and ControlAs we went through the entire marketing communication campaign, the most important action to be taken is to evaluate the whole process, implement some of the control actions to correct or reinforce the marketing efforts.

Thus, this would serve the understanding of the campaign progress and at the same time to ensure that the performance level can be up to the standard and meet the objectives of this whole campaign. The table below illustrates the objectives and necessary corrective measures to be taken to reach the goals of the campaign. Objectives| Evaluation Techniques| Corrective Actions| Change perception of the consumers that the Olay Total Effects is not only catered to mature women but the younger ones as well (Expected to be 30%)| Conduct a focus group research perception survey and social media analysis after the campaign to compare the results before

the campaign. This is to understand changes in the perception of the consumers towards the Olay Total Effects whether is on a gaining situation. | If the result gather does not meet objective, redesign the campaign to highly involve the younger consumers.

Tv advertisement to be show more often and more print advertisement to reach out for younger ones. To increase market share by 2%| Calculate and compare Olay Total Effect's market standing at the end of September and December (Market shares is dependent on the total sales in the country and is highlighted quarterly)| Market research is to be conducted to have a better understanding of whether the campaign is on the right track and gaining positive response if there is a significant decrease or market share are remain constant, company need to re-evaluate the campaign. | To improve Olay Total Effect's market share position from 3rd to 1st | Calculate the market share and determine the weakest point of gaining the market share. The audited figures can come from AC Nielsen| By increasing the frequency of advertising show on the medias to enhance the penetration of Olay Total Effects in customers mind and reinforce the benefits to encourage purchase; Add a complementary product or service to educate the wrong perception of the younger ones towards the Olay Total Effects| To increase sales by \$4millions with the help of Medias| By Comparing the sales figures before and after the advertising campaign| Analysis of the effectiveness of the whole campaign| If monthly sales fail to meet target sales, marketing efforts needs to be reinforced. .

e. Employed salesperson to interact and educated the customers as to be part of the loyal or repeated ones thus boosting the sales| To increase profits by 42%| By using the sales gain from the advertising campaign and subtract all the expenditures spends to understand the profit increased which is to be compare with the last year'sAnalysis and optimise the use of resources to reduce expenditures and cost| This marketing objective of increase profits by 42% may not be attainable within a short period of one year. However it aids a good indicator of how positive the campaign isRe-evaluate campaign and re-allocate the resources and optimise sales if the profit is not growing monthly. | Conclusion OTE hopes to achieve the marketing objectives by changing perception of its target audience, To achieve the objectives - market OTE in a younger and vibrant approach which will send the message that OTE is for younger woman. To achieve greater reach, this report has suggested many innovative IMC strategies which would entice the consumers.