

Entering the out of home market

Business



Nonetheless, there is a high probability that MagicADs can gain an advantage since this technology has already been successful in the South East Asia market garnering the advertising projects of industry giants such as Sony Ericsson, Diageo, Coca-Cola, Adidas, Swatch, and Unilever. This, together with a pipeline of innovative/unique products at various stages of development can give the advertising firm an edge in the 'Out of home' advertising sector.

MagiqADs will still need to verify this claim by conducting an intensive feasibility study- one which does not only identify the competitors and market segments but also specifies the financial and technical requirements of the project. I assume this will be conducted as this the standard operating procedure, especially for large-scale marketing. Perhaps what MagiqADs can do is to launch a test run of its product and evaluate the response of the 'spectators' of the advertising medium. This way, they can gain insight into how effective the technology will be.

MagiqADs can start by acquiring projects from its clients in South East Asia who also have operations in the United Kingdom. The company can make use of their success in Asia for these companies as a boost to their credibility and capacity to deliver. Sony Ericsson, Diageo, Coca-Cola, Adidas, Swatch, and Unilever all have operations in London. The company should focus on targeting Coca-Cola since it is the UK's top-selling brand with 2006 sales of 942. 3 million all the while campaigning vigorously for advertising projects from the other mentioned firms. After it has gained these clients, it should target other top-selling brands of other companies.

The company is planning to target various floor spaces such as Transport, Supermarkets / Retail General, Pubs / Bars / Breweries, Mobile Phone, Health

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Clubs, and Shopping Centres. The competition is expected to be fierce as the leading companies are dominating the use of these floor spaces which may leave no suitable space for MagiqADs' advertising materials. What the firm can do is to check on the availability of advertising space because they may have attractive advertising materials but what good can it be when it cannot be displayed. The company should also consider the lifespan of the effectiveness of its Floorstoppers because consumer preferences change over time. New products and services that may surpass the Floorstoppers and MagiqADs strategy should also be considered. In the end, it will all be about knowing the market and knowing how the company will operate and respond to the competition and changing preferences of the consumers.