

Example of advertising campaign plan report

[Business](#), [Company](#)



Advertising Campaign Plan

Campaign objective

Wrigley's 5 gum is a well-established gum organization that has developed extra brands in the market to meet the gum growing demand especially among the young. To increase its sales, the company needs to advertise its products and increase suppliers. Thus, the objective of the campaign is to divide the principles of a congested class to apprehend the minds and hearts of the rousingly insignificant audience of teens.

Business condition

Wrigley's 5 gum sales among the teenagers were dropping. The youth and teens are the long-term of the gum class and fundamental to Wrigley's 5 gum future development that had considerably dropped in the last financial year. The adverts on the media especially radio, print, and television need to have strong and appealing messages such as flavor duration or breathe-freshening. Because this is the main message, it should cost around 60% of the advertisement budget. Since Orbit, the major competitor has their unique approach and peculiar personality of involving the youths, Wrigley's 5-gum need something in the advert that can counteract that. At least 2% of the budget will gather for these needs and keep the products moving fast in the market (Mitchel, 2002).

Brands from classification in addition to confections

Company's aspiration is to develop a brand, which may live among these largely desired brands: brands, which meet excellence and offer an outlet for self-expression. The campaign thus aims at introducing new brand with true

badge value and more expectation that present teens' iPods, jeans, cell phones, shoes, etc.

The number 5 is developed to higher than "just gum." This one, the target market would identify as the legal and essential part of their lives, a brand that will make them appreciate the experience and share the joy with others.

How to connect with the "Gum Junkie"

Children, teen, and young adults are experience gum junkies where they are possessed with gathering fresh experience. The Wrigley gum company will need a sizeable percentage of budgets on creative arts and designs to appeal to this group and make their clients satisfied with new experience gain by the new brands (Mitchel, 2002).

How to go above the ordinary chewing merits

Wrigley 5 gum ensures current version of a measure class benefit was a non-beginner with respect to the children and teens. It is basic that they need a fresher, wider experience from new brands, and this Wrigley 5 gum is committed to ensuring they attain it. The concept of introducing the new 5 brand is the first gum in classification, which may be experienced instead of just chewed, and the new product can exemplify and motivate this practical state of heart.

Associated actions

Wrigley 5 gum website

Organization of a central yearly competition for health gum project

Organization of weekly informational occasion and conference

Newsletters

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Build extensive awareness and trial fast

A . key objective of the whole 5 plan is to create distribution in crucial channels (drug, food, and C-store) very fast. It is essential that the marketing develop vast awareness to push trial so that distributors would persist to be concern and supportive of the new brand. The communication plan will be developed by a cross-operational team, stressed mass media (print, TV, and digital during the launch. Furthermore, to push the trial, there should be fresh scheming on brand and attention in three new flavors: cobalt, rain, and flare (Mitchel, 2002).

Experimental sampling events and general market metrics

The company needs to partner with Live Nation to create 5 lounge incorporated within its venues so that children and teen may take entertainment or music absorption to wholly new level in gum industry for the first time. The company is set to attain the year-one dollar share goal in just months since 5 is the fastest improving brand in kids and teens field. The market efforts should develop increase revenue and minimize losses through application of modern approaches (Mitchel, 2002).

Reference:

Mitchel, C. (2002). Selling the Brand Inside. Harvard business review, 1 p. 1-11.