

Marketing strategy of amul assignment

[Art & Culture](#)



**ASSIGN
BUSTER**

Television[edit] This is normally the most expensive medium, and as such is generally only open to the major advertisers, although some regional contractors offer more affordable packages to their local advertisers. It offers by far the widest coverage, particularly at peak hours (roughly 7.00-10.30 p. M.) and especially of family audiences. Offering sight, sound, movement and color, it has the greatest impact, especially for those products or services where a 'demonstration' is essential; since it combines the virtues of both the 'story-teller' and the 'demonstrator'.

To be effective, these messages must be simple and able to overcome surrounding family life distractions especially the TV remote. Radio[edit] Radio advertising has increased greatly in recent years, with the granting of many more licenses. It typically reaches specific audiences at different times of the day-?? adults at breakfast, housewives during the day, and commuters during rush hours. It can be a cost-effective way of reaching these audiences-?? especially since production costs are much cheaper than for television, though the lack of visual elements may limit the message.

In radio advertising it is important to identify the right timing to reach specific radio listeners. For instance, many people only listen to the radio when they are stuck in traffic, whereas other listeners may only listen in the evenings. The 24-hour availability of radio is helpful to reach a variety of customer sub-segments. In addition, it is a well-established medium to reach rural areas. Cinema[edit] Though national audience numbers are down, this may be the most effective medium for extending coverage to younger age groups, since the core audience is 15 to 35.

Internet/Web Advertising[edit] This rapidly growing marketing force borrows much from the example of press advertising, but the most effective use-?? adopted by search engines-?? is interactive. Mobile Advertising[edit] Personal mobile phones have become an attractive advertising media to network operators, but are relatively unproven and remain in media buyers' sidelines. Audience Research[edit] Identifying the audience for a magazine or newspaper, or determining who watches television at a given time, is a specialized form of market research, often conducted on behalf of media owners.

Press figures are slightly complicated by the fact that there are two measures: readership (total number of readers of a publication, no matter where they read it), and circulation (the number of copies actually sold, which Advertising-free media refers to media outlets whose output is not funded or subsidized by the sale of advertising space. It includes in its scope mass media entities such as websites, television and radio networks, and magazines. The public broadcasters of a number of countries air without commercials.

Perhaps the best known example of this is the United Kingdom's public broadcaster, the BBC, whose domestic networks do not carry commercials. Instead, they are, in common with most other public broadcasters in Europe, funded by a television license fee levied on the owners of all television sets. A 2006 report by the Senate of Canada suggested that the country's public broadcaster, the Canadian Broadcasting Corporation, be funded sufficiently by the federal government so that it could air without any advertising. L]

Advertising media scheduling[edit] Scheduling refers to the pattern of
<https://assignbuster.com/marketing-strategy-of-amul-assignment/>

advertising timing, represented as plots on a yearly flowchart. These plots indicate the pattern of scheduled times advertising must appear to coincide with favorable selling periods. The classic scheduling models are Continuity, Blighting and Pulsing. Marketing and Selling Strategy of Maul [pick] Maul is the largest co-operative movement in India and as the country's largest food whitener, condensed milk, saturated fats and long life milk.

Maul follows a unique business model, which aims at providing 'value for money' rodents to its consumers, while protecting the interests of the milk-producing farmers who are its suppliers as well as its owners. In butter, cheese and saturated fats, Maul has remained the undisputed market leader since its inception in 1955, by offering quality products at competitive prices. In other categories, Maul has nullified its late mover disadvantage through aggressive pricing, better quality, innovative promotion, and superior distribution. The cooperative model pioneered by Maul - is known as the "And pattern" operative system.

It was a three-tier structure that comprised village societies, district level dairy unions and a state level federation. Each tier was economically independent of the others and comprised representatives elected from the tier below it. The organizations at each level were governed by their own bylaws, and were managed by democratically elected boards. The marketing strategy of new offerings of Maul is to primarily create a brand so as to enable itself to create a monopolistic or oligopolies situation in a market segment which is essentially homogeneous and thus create brand loyalty.