

# Marks and spencer promotional activities



AO1 Effectiveness of the campaign M&S always had great products, though the prices have always been too high compared with other supermarkets. And that's probably why people don't come to M&S regularly. M&S is everyday changing to try and get new customers in. It is important to have customers in the stores, by that M&S makes profit and won't make any loss. M&S has always very strong advertisements, as such the new one, with Dannii Minogue. M&S is using her face to get customers attention and make them buy their clothes.

By having this celebrity in their advert, customers will want to buy the same clothes, because they want to look young and fashionable. This is a brilliant idea to get customers to come to M&S. Not every supermarket has the money and confidence to have a celebrity in their advertisement, so this is a good advantage to M&S. This campaign has improved the company's image and also it helped on increasing the sales. Weaknesses of the campaign M&S has been in decline since the late 1990s. Some senior executives have been asked to come into the business to try to turn things around.

M&S is one of the world's most profitable food retailers. M&S has also children's and men's clothing very popular. M&S has also women clothes, but these aren't so popular. M&S attracts around 15 million customers through its doors every year. But unfortunately only nine million of them actually buy anything. Improvements Even with the entire crisis, and the problems at the beginning, M&S ends up on making healthy profits and always delivers net margins of more than 5 per cent, which is pretty good.

M&S should focus on women's clothing to balance up its campaign so that it affects all products, not just food and children's and men's clothing, because the company does not only need food customers. Customers have to be aware of what the company has in store for them. Promotional activities used by M&S

M&S has different ways to advertise their promotional activities and let customers know about their new products. AO2 New proposed promotional plan I have to design my own promotion campaign for one of M&S products or services. I have chosen M&S's Plan A cut on waste as the focus for my promotional campaign.

I will be using some of the greatest promotional activities used by big stores like Sainsbury's, Tesco and Asda to campaign for this cut on wastage. M&S Plan A cut on waste Research M&S launched the Plan A in January 2007 with the purpose of setting up 100 commitments and achieve them in 5 years. It has been extended now for 180 commitments to achieve by 2015 to achieve the goal of becoming the world's most sustainable major retailer. Plan A is working with the customers and suppliers to combat on reducing waste. This will lead to a healthier lifestyle for everyone. Target market Promotional plan

For a successful promotional campaign, a plan has to be made which outlines and specifies the objectives. I would be proposing a number of successful promotional activities using effective communication media in my campaign. Objectives for my campaign My objectives will be based on M&S main goal, which is to cut wastage and to improve everyone's lifestyle. In order to obtain this goal, my objectives will be to \* Increase customer awareness of the ways they can cut waste \* Generate more sales for the

business \* Improve customer loyalty towards the product and business

Objectives explained

My first objective is to increase customer awareness of the cut waste carrier bags within the 4 months that the campaign will be running. I will be using leaflets and website advert to inform and attract customers. Generate more sales for the business, M&S 4 years target sales are ? 5 billion total sales growth. 1/3 of these sales will come from non food items, which include children, men and women clothing, jewellery and home ware. After creating more customer awareness my campaigns should be able to create interest and desire for customers to buy the products which will generate more sales for the business.

Improve customer loyalty towards M&S products, campaigning for the cut on waste carrier bags will also improve customer loyalty towards the new products from customers thus encouraging high street shoppers to visit M&S for their good quality products. Promotional campaign Description I designed this promotional campaign to attract customers. My campaign is going to be aimed at introducing and promoting cut on waste carrier bags to a wider audience, through different ways of advertisement. My campaign is going to be to everyone who is interested in reducing wastage. I would describe this bag, as a bag for life.

Each bag costs only 5p each. Promotional mix For my promotional campaign I have decided to use two promotional activities as my promotional mix, since they are also available to M&S. This includes advertising and sales promotions by using leaflets and website advert. Sales promotion Since my

campaign is going to be seasonal, I will use 10% off the cut on waste carrier bags product during the last month of the campaign in December. The main aim for this is, because I will want to attract customers during the Christmas season. I believe this is the season where people waste more. Timing

Promotions will be available in November during the last month of the campaign. I have chosen this timing because promotions can't obviously run through the whole year, which would affect the company's profits.

Advantages of sales promotion to my campaign By using 10% off, I will be able to encourage quick increase in sales, where by my target audience will be attracted to the promotions. This will increase M&S sales. Price reduction will be a profitable and tactical tool for the campaign, because once customers aware of the product, there will be repeat sales and with time the prices will be put back to normal.

Disadvantages If the promotions are used for the long term customers might get used to them, which will affect the business's profits. Also too much promotions, may damage the business, which is why the campaign will run for only 4 months. Just to increase customers' awareness of the product.

Advertising [Advantages of advertising. Disadvantages] M&S vouchers [Timing. Cost research] Flyers [Timing. Cost research] Factors that may affect my promotional activity Inflation This refers to a general Unemployment Recession Advertising and standards authority