

Services such as
postpaid plans
marketing essay



**ASSIGN
BUSTER**

DiGi is the Telecommunication SdnBhd that provider mobile service in Malaysia. DiGi is offer services such as postpaid plans& prepaid plans, international calling, international roaming, data plans and services, SMS, MMS, GPRS, EDGE and WAPservices. The objectives in this DiGi advertisement is advertise that DiGiis upgrading LTE network sites and improve the internet coverage in Malaysia. DiGi wants attract more customer switch to be DiGi by using upgrading LTE networking and services.

DiGi is provides the high speed internet covering at least 95. 8% of all Malaysia. Internet can enrich lives, empower communities, and transform the business. Therefore, increase coverage of high speed internet (3G & EDGE) to cover of all Malaysian.

Stronger, more stable network

DiGi upgrade the stronger and more stable networking with improves capacity and the opportunity to provide DiGi user with the best wireless Internet experience. Therefore, DiGiusers can reduce the probability unstable line where the connection speed can vary a lot, or get frequent disconnections.

LTE Equipped

DiGi is going to provides 1st LTE-equipped and ready to deliver fibre-like speeds to support the forthcoming LTE mobile devices. Therefore, DiGi is also provides the technology in advance to coming smartphone such as iPhone 5. It is able to using LTE to connect the network.

Appeal and Unique Selling Proposition

Appeal

DiGi is advertising the power of useful by using internet by upgrade the new technology LTE equipped network. DiGi using the yellow colour kid represent the DiGi user in the advertisement, such as capture the lost cat photo and share to internet to the world ask for help to find out the lost cat. Besides that, DiGi user can access the internet to connect social media for search the old friends or make new friends. From the advertisement, DiGi is showing the high speed internet to access internet, such as the couple find new place for dinner and they can search with high speed by using google map to allocate the location. Internet also helps the DiGi user gathering more information and bigger idea. Moreover, DiGi is also provides the high speed internet for 95.8% coverage in Malaysia, so the DiGi user can access the internet at any corner or any place. Additionally, DiGi Telco is provides first LTE equipped network in Malaysia. DiGi also advert that DiGi is always smarter choice to the customer.

Differentiate (Benefit, Uniqueness and Potency)

Benefit

Innovation

DiGi is upgrade the LTE-equipped network and ready to deliver fibre-like speeds to support the forthcoming LTE mobile devices. Therefore, person who is holding LTE mobile devices can be enjoy the fibre-like speeds to connect the internet by DiGi Network.

Expanding High Speed Internet Coverage (3G / EDGE)

DiGi is upgrading the high speed internet coverage at least 95.8% of all Malaysia. The user can receive the stronger signal that provides by DiGi. So, DiGi user can access the internet at anywhere in Malaysia, such as inside building area or garden.

More Stable Network

DiGi user can receive more stable connection to higher speed internet for search information. For example, DiGi user need find a place for having dinner, and they are no idea where to going. So, DiGi user can search information and immediately receive the suggestion by internet that which restaurant is provides good taste of food.

Uniqueness

1st Malaysia LTE- Equipped Network

DiGi is 1st telecommunication company that upgrade the LTE-equipped network and equipped to deliver fibre-like speeds to support the forthcoming LTE mobile devices.

High Speed Internet Coverage

In the TV advertisement, DiGi is advert the Telco is expand to 95.8% of coverage in Malaysia. That means DiGi is covering all area to DiGi for access the Internet.

Potency

Innovation

DiGi is innovation that becomes the first Telco set up LTE equipped network in Malaysia. And it is get ready for the upcoming technology LTE mobile devices.

Reinforce

DiGi is using TOMORROW NETWORK to promote their telco services is improvement high speed internet and expand the coverage DiGi network in Malaysia to attract more customer. Besides that, in the advertisement DiGi is using google map and social media to showing how helpful of internet and promote with their internet network is 95. 8% coverage in Malaysia. More than that, DiGi advert by using kids is because DiGi think that kids is represent new generation same as the new technology LTE equipped network. Last but not least, the advertisement provides more DiGi upgrade information in the [www. digi. com. my](http://www.digi.com.my).

Inform

DiGi is advertises on the television at ntv7. It is because ntv7 is target audience in urban people and this advertisement is in English version. Besides that, the broadcast time of DiGi advertisement is showing at 2pm to 4pm and 7pm to 10pm. This is because the 2pm-4pm younger customers are free after their school or tea break to watch TV. And the urban people are only free to sit and watch the TV at 7pm-9pm pacific time.

Persuade

The major customer need or want is getting a large coverage of telecommunication services and high connection speed in their busy life. Therefore, DiGi is trying to meet the customer satisfaction by using improve their services such as increase the internet speed and expand the coverage.

Segmentation and Target Audience

Demographic

DiGi is using demographic segmentation to segment the market. It is divide the market as life stage segmentation variables. DiGi is segment life stage variable base on child, youth, collegiate, adult and senior. After segment the market, DiGi is found that the collegiate segment is the bigger usage of the internet. From the advertisement, we also found that DiGi is using the collegiate to advert in the advertisement.

Socioeconomic

DiGi is using socioeconomic segmentation to segment the market. It is divide the market as education segmentation variables. DiGi is segment education variables base on no educated, some high school, and professional graduate. It is because the advertisement is using English language to advertise. Therefore, the customer has some high school knowledge to understand the English and knowing to access internet.

Target audience

Primary Target Market

The primary target market of DiGi is targeted collegiate. It is because the collegiate is the bigger usage of the internet and also received good

education level in Malaysia. Besides that, collegiate is like to online search to do their assignment and using social media to communicate with their friend. And also from the advertisement, we also found that DiGi is using the collegiate to advert in the advertisement.

Secondary Target Market

The secondary target market of DiGi is targeted office worker. It is because the office worker has enough knowledge to access the internet and also able contact with the customer by using phone online sending e-mail or search the customer location. From the advertisement, access the internet to find the location for dinner with the customer.

Inferences

Using energetic music to present

DiGi advertisement is using energetic background music to present the advertisement. It makes the audience feel that using DiGi telecommunication will be getting more energetic and young.

Clear voice tone of speaking

From the advertisement, we can hear the clear voice tone speaking in English and easy to understand and clear deliver the message to the audience.

Target young people

From the advertisement, we can see that DiGi is using the young people take part in the advertisement. It is because DiGi is targeting young people for

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future growth and for the introduction of new products such as LTE to the customer.

High Speed Internet 95. 8% for Malaysian

In the TV advertisement, DiGi is advert that expands to 95. 8% of coverage in Malaysia. Therefore, DiGi is allowed to access the internet all area in Malaysia to search information and social media.

Provide website for information upgrade

DiGi is using website to deliver more information about tomorrow network to customer. Before end of the advertisement, DiGi provides the website address [www. digi. com. my](http://www.digi.com.my) for customer logon to search more updating information of DiGi tomorrow network.

High technology

DiGi is going to provides 1st LTE-equipped and ready to deliver fibre-like speeds to support the forthcoming LTE mobile devices. Therefore, DiGi is prepared in advance for coming new high technology LTE mobile devices.

Always the smarter choice

From end of the advertisement DiGi shown that they are always the smarter choice. DiGi wants the customer feel that by using the DiGi, will become make them also become a smarter consumer and making a smarter choice.

Power of internet

From the advertisement, DiGi is advert the power of internet can help the user to find the lost cat, friend, dinner location, and getting more idea at around the whole world.

Using yellow colour represent DiGi

From the advertisement, we can found the every there are a lot of yellow colour. It is because yellow is representing the DiGi telecommunication.

Therefore, when customer sees the yellow colour and will make them think of the DiGi.

Printing Advertisement

Introduction

The Magic Health is a shower system product by Panasonic that provides perfectly-timed hot and cold water to invigorate the customer. The objective Panasonic advertise on newspaper is notify to their loyalty customer Panasonic is launch new product call Magic Health shower and inform them about the benefit and features of the product.

Product Features

E-Cycle

The Panasonic magic health shower system e-cycle is alternates between hot and cold water to enhance blood circulation. It can let customer without doing exercise to enhance blood circulation and provides comfortable feeling to customer who is taking a bath by using magic health show system.

E-Hybrid

The Panasonic magic health shower system e-hybrid is combines water and air bubbles infused with negative ions to create effect of a refreshing massage. It have the massaging effect to relaxes customer and reduce tired level from customer.

Energy- saving performance

The Panasonic magic health shower system provides 43% less electricity usage and 20% less water usage. This features can helps the customer to save more money from the long term usage by adding energy saving performance to the product.

Appeal and Unique Selling Proposition

Appeal

Panasonic magic health is advertising that is home use shower product with hot and cold hydrotherapy. In advertisement, Panasonic is differentiating the shower product and provides the product image such as DH-3KD1, DH-3KE1, DH-3KP2, DH-3KP1, and DH-3KT1 to match the different segment customer needs. Besides that, Panasonic is using a beauty girl shower to present happy and comfortable feeling by using magic health shower product. In advertisement also show the benefit of the product and the product features to the customer. Moreover, it also provides the contact number, working period, website, and address to the customer who is interest to purchase the product. Last but not least, Panasonic also using the slogan idea provide product and services base on ideas that enrich lifestyles, assist the innovation of society, enhance lives, and broaden horizons.

Differentiate (Benefit, Uniqueness and Potency)

Benefit

Energy- saving performance

Panasonic magic health shower system provides 43% less electricity usage and 20% less water usage. This benefit can help the customer to save more money with long term usage.

High Technology

Panasonic is bringing out new revolution shower system by using e-cycle and e-hybrid to bring new technology to meet the customer need. Customer can be adjust temperature and enjoy the massage to feel energised and relaxed.

Innovation Safety features

Panasonic magic health shower system provides innovation safety that nine safety points for optimal protection. It can make customer feel safety by using this product.

Uniqueness

Nine Safety Protection

From the advertisement, we can found that Panasonic is innovation and enhance the safety protection system on the product. It can make customer feel safe and confident to purchase the magic health shower system.

Energy Saving

From the advertisement, we can found that Panasonic is 43% less electricity usage and 20% less water usage. This features can helps the customer to save more money from the long term usage and also green the environment.

Reinforce

In the newspaper advertisement, Panasonic using their slogan ideas for life to represent the product and services base on ideas that enrich lifestyles, assist the innovation of society, making live more easily, and more comfortable. Besides that, Panasonic is reinforcing the consumers by using a model AyumiHamasaki to promote their product which at mid of advertisement to show the comfortable and happiness to the customer. Moreover, in the newspaper Panasonic advert the benefit and safety to customer. And also provides the product image to customer knowing the design and colour. Furthermore, it also provides the contact number, working period, website, and address to the customer who intends to purchase the product.

Inform

Panasonic is advertises on sinchew newspaper. It is because sinchew is target Chinese audience and the middle income category. In advertisement, it is using Chinese as delivery language. Panasonic posted this advertisement on sinchew newspaper rather than other newspaper because it wants to deliver the product information to middle income category.

Persuade

The major customers tend to enjoy their lifestyle after come back of work and saving their money. Therefore, Panasonic create the product that can control the temperature shower and massage function to the customer. Moreover, Panasonic also attract the price sensitive customer due to 43% less electricity usage and 20% less water usage.

Segmentation and Target Audience

Socioeconomic

Panasonic is using socioeconomic segmentation to segment the market. It is divide the market as income segmentation variables. Panasonic is segment income variables base on low income, middle income, and high income. And Panasonic is targeted middle income to high income. It is because middle income to high come customer is afforded to use the product every day.

Demographic

Panasonic is using demographic segmentation to segment the market. It is divide the market as residence tenure segmentation variable. Panasonic is segment own new house or rent house. And Panasonic is targeted own new house segmentation variable. It is because the customer who are own new house need to purchase functional furniture. So, Panasonic is chosen them as target segmentation.

Target audience

Primary Target Market

The primary target market of Panasonic magic health is targeted new own house. It is because Panasonic magic health is home use product and

customer who are own new house need to purchase functional furniture. Therefore, Panasonic provides 2 different of colour and model product to give the new own house to select which model of product is suit new house design.

Secondary Target Market

The secondary target market of Panasonic magic health is targeted office worker. It is because the office worker is long period of sitting or busy with their work and not much free time to do exercise. Therefore, Panasonic is launch system e-cycle that alternates between hot and cold water to enhance blood circulation to make life healthier. Besides that, the office worker has to wake up early for their work and they need is a adjust shower system for the morning bath.

Inferences

Clear contact information

At the bottom of the newspaper advertisement, Panasonic is provides the customer care centre number, working hours, address, and the company website. For the customer who intend purchase Panasonic magic health shower system back home.

Layout of newspaper advertisement

From the printing newspaper advertisement Panasonic is advert three quarter in a page. It is because, Panasonic want ensure the customer have seen the advertisement in newspaper.

Headline of Panasonic Magic Health

The inference of headline is that “ Immerse in wonders of Panasonic Magic Health”. This headline in newspaper is message the customer enjoy the benefit provides by magic health shower system in their life.

Panasonic Idea For Life

The slogan Panasonic is ideas for life to represent the product and services base on ideas to enrich lifestyles, assist the innovation of society, making live more easily, and more comfortable.

Energy- saving performance

The Panasonic magic health shower system provides 43% less electricity usage and 20% less water usage. This features can helps the customer to save more money from the long term usage by adding energy saving performance to the product.

Safety product

From the advertisement, we can found that there Panasonic is innovation and enhance the safety protection system on the product. It can make customer feel safe and confident to purchase the magic health shower system.

Innovation

Panasonic magic health is combination e-cycle and e-hybrid to bring new technology to meet the customer need. Customer can be adjusts temperature and enjoy the massage to feel energised and relaxed.

Visual element

Panasonic used image as visual element to send the message to target audience. From the advertisement, we can found the different type of model of shower system to show the customer. Besides that, Panasonic is using black and white word explains the product features and benefit to give customer who are intend to purchase and know more detail of product.