

# [Contact points for jones synergy energy drink campaign and conclusion](https://assignbuster.com/contact-points-for-jones-synergy-energy-drink-campaign-conclusion/)

Can you make it look like the billboard example You don't have to list so many points, 2 or 3 would be fine. But when you make your points, you haveto back it up with facts.   
Billboards   
Advantages:   
High Resolution and Visibility   
Strong Stopping Power   
GreatLocking Power Due to size   
Bigger Perception about product and company   
Disadvantages:   
Danger to Environment and beauty of area   
Dangerous for Driving People   
Limited Coverage of people   
Only 10 to 20 Second Message Exposure   
Disadvantages:   
Message must be brief and relatively simple (Points)   
Outdoor advertising is a glance medium. At best, research has shown that billboards only draw 2-3 seconds of a reader's time.   
95% of the time, the audience is in motion (Driving)   
Very limited amount of copy can be used (no more than 10-12 words)   
It is difficult to communicate product details, competitive advantages, and specific consumer benefits.   
(Facts)   
Low recall (Points)   
Commuters behind the wheel and other potential customers are exposed very briefly to outdoor messages, minimizing message retention. Such adverse conditions as heavy traffic or bad weather also can limit message impact and recall.   
May not accurately project the high quality image of Jones Synergy   
(Facts)   
Advantages of Using Event Marketing:   
Positive and long-term association with product   
Spontaneous help in developing Distribution System   
Quick introduction with Target Audience   
Immediate Feedback   
Help in identifying pros and cons of product   
Increased company and brand awareness   
Help in targeting specific life style and market   
Opening of new fronts and Target markets   
Better Focus on Target Customers   
Reinforcement of consumer perception about brand   
Creativity and Flexibility together   
Development of key brand association among customers   
Distinctive personality and better positioning of brand   
Expression of community commitment and societal marketing   
Partnership in customers' social life for longer lasting brand equity   
Opportunity to immediately reward customers   
Further extensions to merchandising and promotional opportunities   
Disadvantages of Using Event Marketing:   
May alert the competitors and invite avoidable or unnecessary competition   
May create resentment on certain occasions where customers don't like to involved in promotional or selling activities   
Possibility of negative publicity   
May offend decent and reserve customers   
Resentment from competitors' loyal customers   
Possibility of Limited Access to Target customers   
Cannot Cover All places of similar nature   
Budgetary limitations, may face difficulty in financial management   
Restricted Geographical Coverage   
Limited Demographic involvement   
May not attract some specific demographic groups   
Can increase frustration among employees as it creates undue job pressure as well   
Company may lose its control over administrative and other promotional issues   
Development of funds can be overlooked in short-term as all attention is on spending and on promoting the product   
Over excitement may lead to unjust and wrong decisions about target market and customers