

# [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