

# Contact points for jones synergy energy drink campaign and 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 have to back it up with facts.

Billboards

Advantages:

High Resolution and Visibility

Strong Stopping Power

Great Locking 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 <https://assignbuster.com/contact-points-for-jones-synergy-energy-drink-campaign-conclusion/>

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

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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