



Mission

- Increase Sales

- Brand Building

Money

- **Factors affecting budget decisions**
 - Stage in product life cycle
 - Market share and consumer base
 - Competition and clutter
 - Advertising frequency
 - Product substitutability

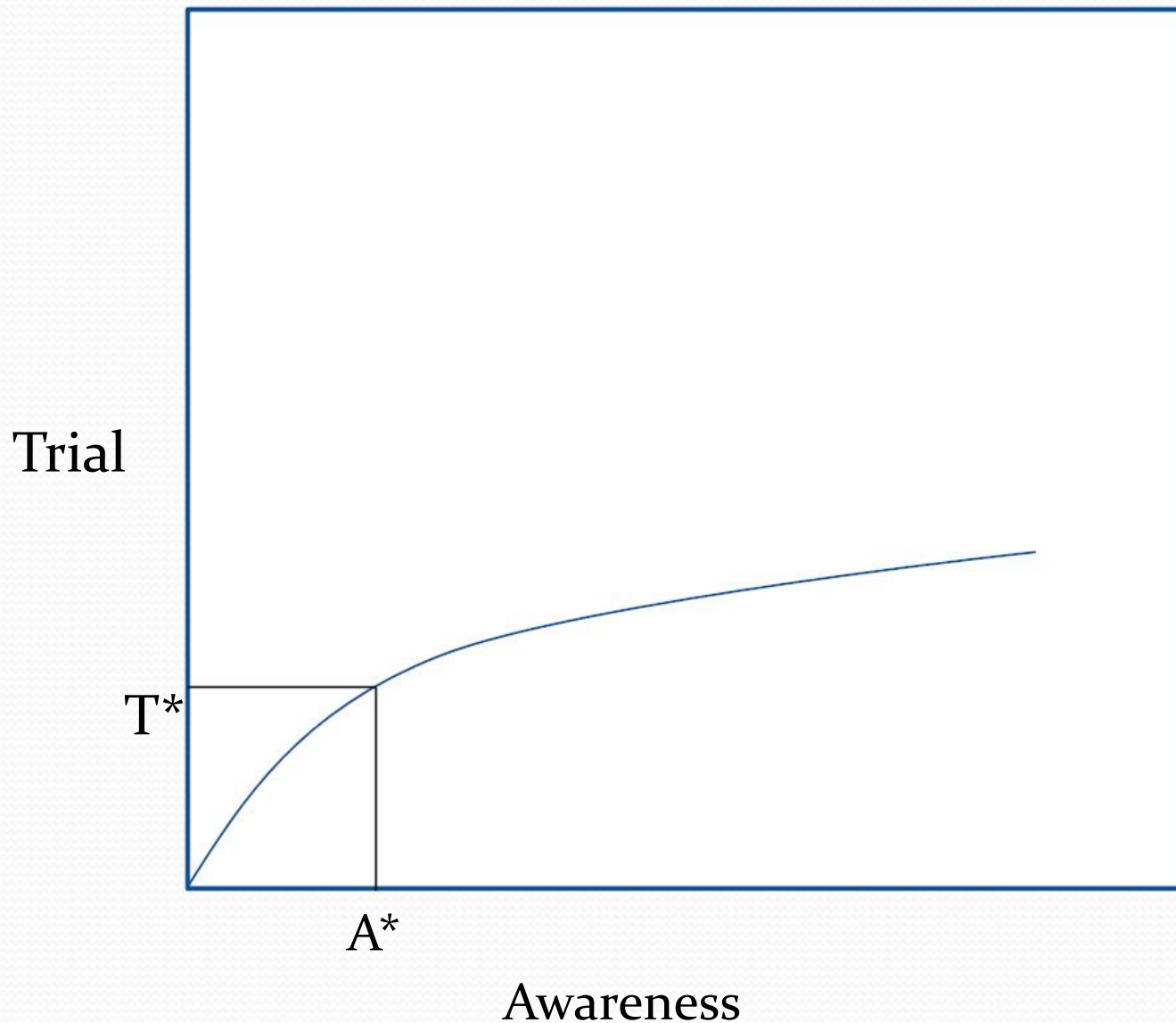
Message

- Message generation
- Message evaluation and selection
- Message execution
- Social-responsibility review

Media

- Reach, frequency, impact
- Major media types
- Specific media vehicles
- Media timing
- Geographical media allocation

Relationship between product trial rate and Audience awareness level





Media Timing Pattern

- Continuity

- Concentration

- Flighting

- pulsing

Measurement

- Communication impact

 - Consumer feedback method

 - Portfolio test

 - Laboratory test

- Sales impact

**THANK
YOU**

A wooden signpost stands in a sandy, open field under a clear sky. The signpost is made of two vertical wooden posts. A white rectangular sign is attached to the posts. The sign features the words 'THANK' and 'YOU' in large, bold, blue, sans-serif capital letters, arranged in two lines. The letter 'O' in the word 'YOU' is replaced by a simple, smiling face with rosy cheeks and a wide, open-mouthed smile. The background is a blurred landscape of dry grass and sand.