



ADVERTISING PLANNING PROCESS AND STRATEGY

Dr. Parul Singhal

Corporate plan
(Corporate objectives and strategies)

Marketing Plan
(Marketing objectives and strategies)

Steps involved in the marketing plan

1. Situational analysis
2. Set marketing objectives
3. Device marketing strategies
4. Frame implementation tactics
5. Monitor and evaluate performance

Advtg Plan
(Ad objectives and strategies)

Steps involved in the IMC Plan

1. Situational analysis
2. Determine a problem or opportunity
3. Determine the communication objectives
4. Determine the budget
5. Develop Ad Strategies
 - a. Select target audience
 - b. Arrive at the communication mix
 - c. Design message strategies
 - d. Determine media strategies
6. Implement the strategies and monitor activities
7. Evaluate the planning process

Advertising Planning

- Aims to provide a **flow for the execution** of creative media and advertising strategy.
- Advertising Strategy is the **communication that conveys brands primary benefits** and how it can serve consumer's needs.'
- Strategic planning is the process of **devising a plan of action** for meeting an organisation's goal with its limited resources and in lieu with market conditions.
- Hierarchy: Corporate plan decides marketing plan decides advertising plan.



Strategic Plan Components

- ❑ Objectives: What the company wants to achieve. Objectives dictate course of action. Eg: Penetrate 20% of company's rural target audience.
- ❑ Strategy: A long term plan of action designed to achieve objectives. Eg: Launch smaller packs with reduced prices , intensify rural distribution.
- ❑ Tactics: Immediate action with resources at hand, short term isolated events to take advantage of opportunities at hand. Eg: pack products in plastic pouches of 25 gm priced at 5 rs., appoint 3 new distributors to handle target audience territories. Etc.



Marketing Plan

- Written document that details objectives, strategies and tactics for marketing department.
- Based on in depth understanding of firm's internal and external environment- industry, competition, product's current positioning and its customers.
- Situational Analysis(SWOT)
- Marketing Objectives
- Marketing Strategies
- Implementation tactics
- Monitoring and evaluating performance



Situational Analysis

- Industry situation: user base/ industry practice/ growth rate/ factors
- Product situation: Info regarding product's strengths and weaknesses, sales and profit margins, market share and growth rate.
- Competitive Situation: Major competitors their S&W, strategies, market share and growth rate.
- Socio Cultural Situation: Consumer tastes and preferences, cultural norms target market etc.
- Distribution Situation: Channels of distribution/ modes of transportation.
- Promotion situation: Current campaigns, objectives/ media/ message/ budget/ results etc.
- Macro Factors(PESTEL)

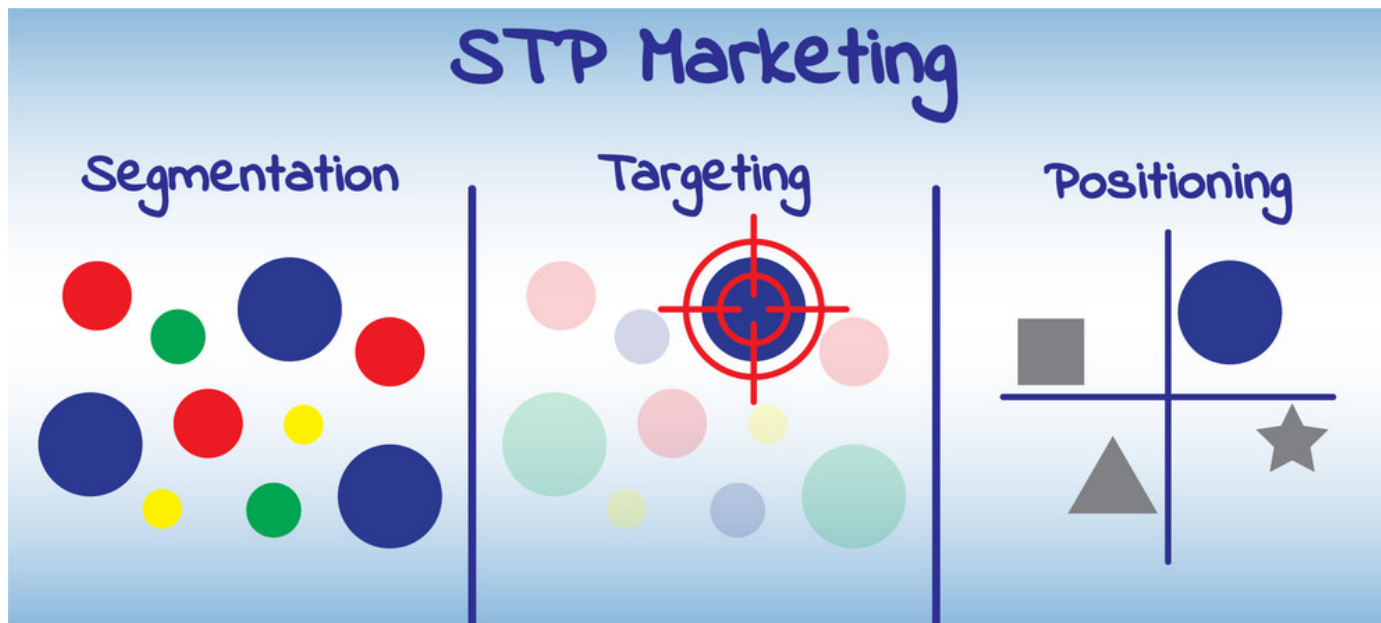


Marketing objectives

- Co wants to achieve
- SMART- Specific/ Measurable/Achievable/
Realistic/ Time Bound
- Set implications for 4 Ps



STP



GEOGRAPHIC SEGMENTATION:

Divided the market into different units of location

- Neighborhood,
- States, cities
- Regions, countries
- Adidas Bold 2009 have operated in urban and semi-urban cities of India.

PSYCHOGRAPHIC SEGMENTATION:

Divided different personalities of each consumers and only key is to be different.

- Achievers
- Well-experienced
- Hard workers
- Goal achievers

BEHAVIORAL SEGMENTATION:

Divided the consumers according to their attitude, knowledge, response and use of the product. Below are the behavioral segmentation for Adidas:

- Benefits
- Gym regular users
- Sports lovers
- Athletes
- Image seekers
- Brand freaks

DEMOGRAPHIC SEGMENTATION:

Divided into different segments based on the variables of family size, family life cycle, income, gender, age and etc. As follows:

- Age 15-36
- Income level: \$15,000
- Social Class: Upper middle, upper class and lower upper.
- Gender: Both male and female



AMAZON CONSUMER SEGMENTATION

DEMOGRAPHIC SEGMENTATION



- People with Internet access
- Age group of 25 to 50 years, as 45% of online buyers belong to the 35-49 age group
- Focusing on a younger audience

SITUATIONAL SEGMENTATION



- Convenience as a major reason for online purchases
- Interest in new categories
- New lucrative deals every day, every hour
- Low pricing as a major factor for purchasing online

PSYCHOGRAPHIC SEGMENTATION



- Customers segmented by loyalty
- Customers who like innovations and changes to the website
- Those who value customer care first
- People who click on recommended and suggested products the most

GEOGRAPHIC SEGMENTATION



- International appeal
- Digital sales over 'real-world' sales
- Focuses on developed areas
- For rural areas - smartphone use crucial





STP Analysis: Positioning



25gm single serve pack



Airline and Railway pack

- Positioned itself as a butter to be used in one's daily meal
- Category point of parity is that it serves the purpose of a bread spread like all other butters
- Competitive point of parity is that it has a little more salt in it which gives it that delicious flavour and the point of difference is the brand
- Cater to the needs of middle to upper middle class customers



Positioning Components

AMUL has carefully cultivated its family based image.

Emotional Components : Campaigns like "Taste of india"

Descriptive factor : The butter is now a family product and has a homely image

Functional Attributes : Unique functional attributes of Amul are :-

Value for money : The best Quality Butter (dairy product) at the reasonable price

Product Availability : It has huge supply chain and distribution networks across India and has strong link back to the sourcing farmers



Gillette

Dry idea *Never let 'em see you sweat.*



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- Gillette has identified **two main segments** of the male shaving market - Systems and Disposables.
- **Systems Example:** Mach3, Mach3 Turbo, Mach3 Power and Gillette Fusion.
- **Disposables Examples:** Sensor 3 Disposables, Gillette Turbo.

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- consumers who are looking for all-round top-quality shaving experiences.
- Targeted to age group of 18-25 yrs of male.

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- It will primarily alter the attributes importance in the target segment by increasing the importance of attributes like brand name, form formations etc and decreasing the importance of price

Marketing STRATEGY

- Evaluate various options to achieve objectives.
- Increase 30% market expansion
- Increase variants/ intensify distribution/
increase advertising/
- Selection of Target markets



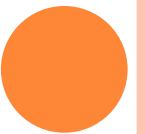
IMPLEMENTATION STRATEGIES

- Specific decisions for 4 Ps
- Eg: Intensify distribution
- 5 new stockists / 10 transport vehicles/ prepare merchandise/ costing of distribution system.
- Assign outlined activities to right people



EVALUATION AND CONTROL

- Comparison of actual performance with standard.
- Plans need to be evaluated throughout implementation.
- Changes as per feedback received



Advertising Plan Strategy

