

Advertising

Marketing plan



Advertising plan -
aims (make known, create liking), strategies chosen



Targeting strategy



Container strategy
Media to be used

Content strategy
Creation (copy-strategy,
Positioning)



Budget-setting

Production of the ad

Media-planning
Purchasing media space

Conception
Artistic creation
Message appraisal



Quality control
Penetration
Popularity
Brand image
Financial control

Execution control
Financial control

Control

