

Advertising Strategy

- SOSTAC (Marketing)
- Advertising objectives = subset of Marketing objectives
- Objectives = targets → what will be achieved by advertising (ex: in terms of increased awareness, improved scores on attitude scales, response rates)
- Strategy = means to achieve objectives in terms of creative content and media deployment

Corporate business Objectives & Strategy



Marketing Objectives & Strategy



Marketing Communications Objectives & Strategy



Advertising Objectives



Advertising Strategy



Creative process



Media planning process

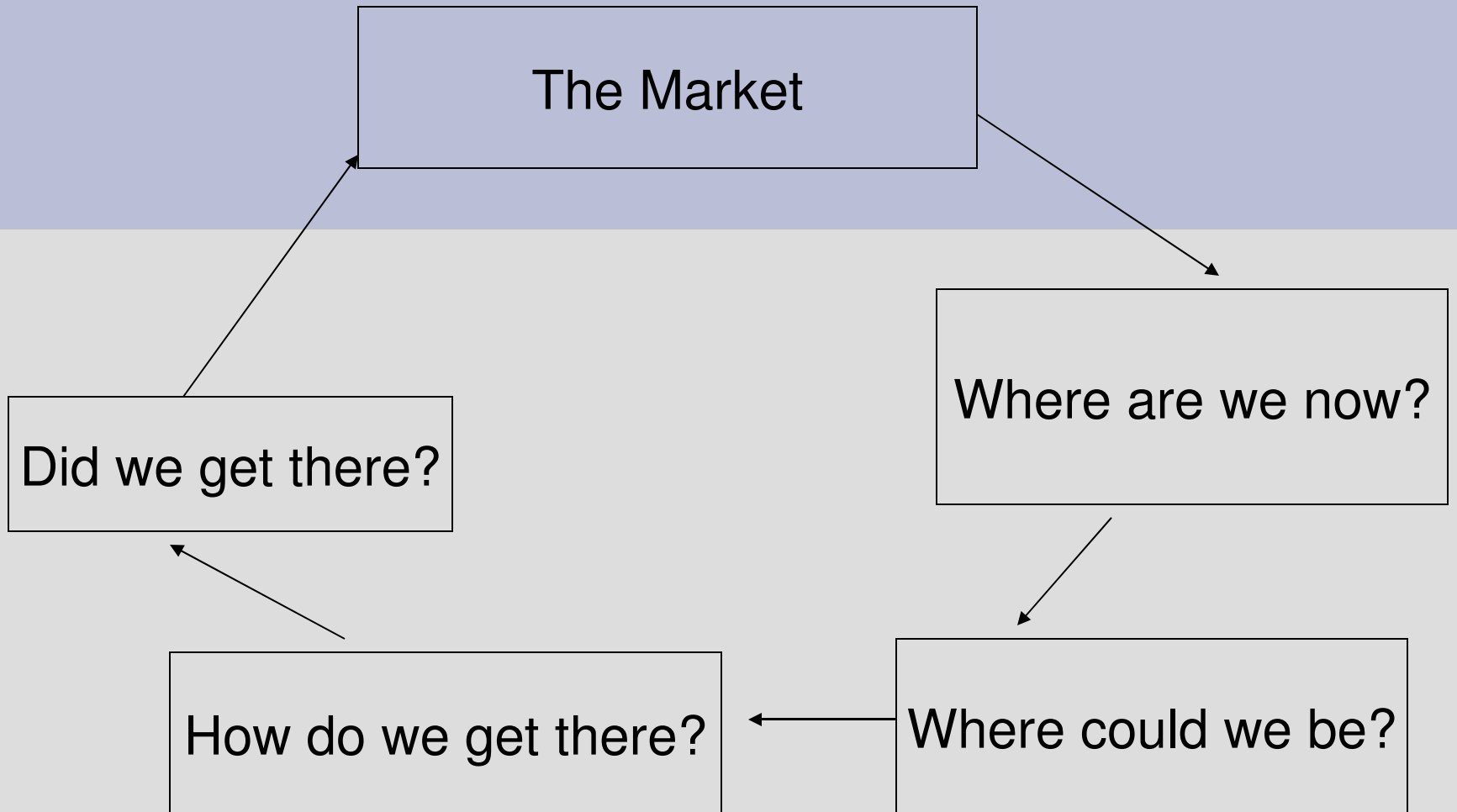
The Market

Where are we now?

Did we get there?

Where could we be?

How do we get there?



The marketplace

- Trends in sales
- Market shares
- Patterns of consumption (heavy, medium, light users)
- Distribution
- State of product development & innovation
- Etc.

Situation Analysis

The present – where are we now?

- Brands' position in market
 - Brands share & trends in brand share
 - Product advantages & disadvantages over competition (physical + attitudinal)
 - Planned & possible product improvements
 - Recent marketing activity (brand vs competitors)

The future – where could we be?

- Marketer's ambitions for brand (marketing objectives) → sales targets, brand share, consumer penetration and usage)
- Targets should be realistic
- Marketing objectives translated into marketing communication objectives → integrated plan in which advertising fits

Advertising Objectives

- Possible roles for advertising:
 - Increase awareness of brand
 - Increase awareness of key brand characteristics
 - Encourage non-users to try brand
 - Strengthen loyalty of existing buyers
 - Develop specific beliefs & attitudes to brand
 - Announce changes to brand specification or range
 - Generate requests for info
 - Raise staff morale

Target audience

- Use of demographics (age, sex, social class, income group, educational attainment, regions, etc) to define target audience → CSO
- Market segmentation
 - Geodemographics (location)
 - Lifestage
 - Attitudes
 - Psychographics
 - Lifestyle
 - Etc.

Brand usage

No relationship

Category non user, non-aware
Category user, non-aware
Category non-user, aware
Tried brand, not used again (lapsed)
Tried brand, occasional purchase
Brand is one of regular repertoire
Relatively regular purchase
Main brand – usual choice
Brand loyal – purchased unless available
Brand committed- will not buy alternatives

Committed relationship

Planning - How do we get there?

- Strategy
 - What mix?
 - When?
 - What message?
- Tactics
 - detailed planning of actions

Implementation

Creative process

Media planning process

Creative brief

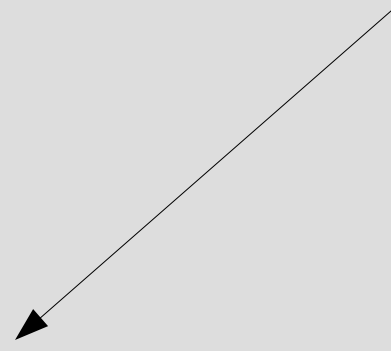
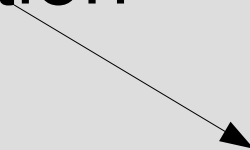
Media plan

Design

Media buying

Execution

Deployment



The planning cycle

- Advertising strategy to be translated into creative brief
- Creative brief = refined summation of strategy
- 2 main questions
 - Who do we want to talk to?
 - What do we want them to get out of our advertising?