

Appendix B

Advertising Plan Outline

Date:

Company (Brand/Service) Name:

Brief encapsulation, for executive review, of entire advertising plan in no more than two or three pages.

Condensed review of pertinent elements presented in the marketing plan.

- I.** Executive Summary
 - A. Premises—summary of information presented in marketing plan
 - B. Summary of advertising objectives
 - C. Summary of advertising strategy
 - D. Budget summary
- II.** Situation Analysis
 - A. Company's (or product's) current marketing situation
 1. Business or industry information
 2. Description of company, product, or service
 - a. Stage of product life cycle
 - b. Goods classification
 - c. Competitive or market positioning
 3. General description of market(s) served
 4. Sales history and share of market
 5. Description of consumer purchase process
 6. Methods of distribution
 7. Pricing strategies employed
 8. Implications of any marketing research
 9. Communications history
 - B. Target market description
 1. Market segments identified
 2. Primary market
 3. Secondary markets
 4. Market characteristics
 - a. Geographic
 - b. Demographic
 - c. Psychographic
 - d. Behavioral
 - C. Marketing objectives
 1. Need-satisfying objectives
 2. Long- and short-term sales target objectives
 - D. Marketing mix for each target market—summarized from marketing plan
 1. Product
 2. Price
 3. Distribution
 4. Communication
 - E. Intended role of advertising in the communications mix
 - F. Miscellaneous information not included above

Analysis and statement of what the advertising is expected to accomplish—see Checklist: Developing Advertising Objectives (RL 8–3).

Intended blend of the creative mix for the company as a whole, for each product, or for each target market.

The strategy for selecting the various media vehicles that will communicate the advertising message to the target audience—see Chapters 8, 12–14.

- III. Advertising Objectives
 - A. Primary or selective demand
 - B. Direct action or indirect action
 - C. Objectives stated in terms of:
 1. Advertising pyramid
 2. Purchase behavior
 3. Other
 - D. Quantified expression of objectives
 1. Specific quantities or percentages
 2. Length of time for achievement of objectives
 3. Other possible measurements
 - a. Inquiries
 - b. Increased order size
 - c. Morale building
 - d. Other
- IV. Advertising (Creative) Strategy
 - A. Product concept—how the advertising will present the product in terms of:
 1. Product or market positioning
 2. Product differentiation
 3. Life cycle
 4. Classification, packaging, branding
 5. Kim-Lord grid purchase-decision position
 - a. High/low think involvement
 - b. High/low feel involvement
 - B. Target audience—the specific people the advertising will address
 1. Detailed description of target audiences
 - a. Relationship of target audience to target market
 - b. Prospective buying influences
 - c. Benefits sought/advertising appeals
 - d. Demographics
 - e. Psychographics
 - f. Behavioristics
 2. Prioritization of target audiences
 - a. Primary
 - b. Secondary
 - c. Supplementary
 - C. Communications media
 1. Definition of media objectives
 - a. Reach
 - b. Frequency
 - c. Gross rating points
 - d. Continuity/flighting/pulsing
 2. Determination of which media reach the target audience best
 - a. Traditional mass media
 - (1) Radio
 - (2) Television
 - (3) Newspapers
 - (4) Magazines
 - (5) Outdoor
 - b. Other media
 - (1) Direct mail
 - (2) Interactive/digital media
 - (3) Publicity

- c. Supplemental media
 - (1) Trade shows
 - (2) Sales promotion devices
 - (3) Other media
 - (4) Off-the-wall media
- 3. Availability of media relative to purchase patterns
- 4. Potential for communication effectiveness
- 5. Cost considerations
 - a. Size/mechanical considerations of message units
 - b. Cost efficiency of media plan against target audiences
 - c. Production costs
- 6. Relevance to other elements of creative mix
- 7. Scope of media plan
- 8. Exposure/attention/motivation values of intended media vehicles

What the company wants to say and how it wants to say it, verbally and nonverbally—see Chapters 10–11.

D. Advertising message

- 1. Copy elements
 - a. Advertising appeals
 - b. Copy platform
 - c. Key consumer benefits
 - d. Benefit supports or reinforcements
 - e. Product personality or image
- 2. Art elements
 - a. Visual appeals
 - (1) In ads and commercials
 - (2) In packaging
 - (3) In point-of-purchase and sales materials
 - b. Art platform
 - (1) Layout
 - (2) Design
 - (3) Illustration style
- 3. Production elements
 - a. Mechanical considerations in producing ads
 - (1) Color
 - (2) Size
 - (3) Style
 - b. Production values sought
 - (1) Typography
 - (2) Printing
 - (3) Color reproduction
 - (4) Photography/illustration
 - (5) Paper
 - (6) Electronic effects
 - (7) Animation
 - (8) Film or videotape
 - (9) Sound effects
 - (10) Music

The amount of money to be allocated to advertising and the intended method of allocation—Chapters 7, 17.

V. The Advertising Budget

- A. Impact of marketing situation on method of allocation
 - 1. New or old product
 - 2. Primary demand curve for product class
 - 3. Competitive situation
 - 4. Marketing objectives and strategy
 - 5. Profit or growth considerations
 - 6. Relationship of advertising to sales and profits
 - 7. Empirical experience

The research techniques that will be used to create the advertising and evaluate its effectiveness—see Chapter 7.

- B. Method of allocation
 - 1. Percentage of sales or profit
 - 2. Share of market
 - 3. Objective/task method
 - 4. Unit of sale
 - 5. Competitive parity
- VI.** Testing and Evaluation
 - A. Advertising research conducted
 - 1. Strategy determination
 - 2. Concept development
 - B. Pretesting and posttesting
 - 1. Elements tested
 - a. Markets
 - b. Motives
 - c. Messages
 - d. Media
 - e. Budgeting
 - f. Scheduling
 - 2. Methodology
 - a. Central location tests
 - b. Sales experiments
 - c. Physiological testing
 - d. Aided recall tests
 - e. Unaided recall tests
 - f. Attitude tests
 - g. Inquiry tests
 - h. Sales tests
 - i. Other
 - 3. Cost of testing