

Marketing: Advertising and Sales Promotion

Food Communication II

**SALES PROMOTION
Project Brief**

Admin

- Presentation
 - Choose your best person to present.
 - Think of this as a real pitch situation.
 - You are an advertising agency pitching your idea to the CPUT Food Production Service.
 - It must not be more than 10 minutes long.
 - Hand in a printed copy of your power point, with additional material like a printed out poster or leaflet.

Slide #1

- Introduction to Food Prod Service.
 - Food production facility run by students on CPUT campus.
 - Wide variety of healthy foods.
 - Delivery service
 - Quality products

Slide #2

- Summary of Positioning research.
 - Use uploaded positioning ppt on blog.

Slide #3

- Chosen Target Market for Sales Promotion
 - Lecturers (which ones and why)
 - Students (which faculty and why)

Slide #4

- Marketing Communication Objectives.
 - Must be SMART
 - Must be specifically for the chosen target audience.

Slide #5

- Sales Promotion Strategy
 - Pull or Push and why
 - What is the point of the campaign? Why do something like this in the first place?
 - What do you want to achieve with it?

Slide #6

- Creative Strategy – BIG Idea
 - Must be connected to the positioning.
 - Must be creative and out of the box.
 - Something that can really form a good foundation for the campaign.
 - Relevant to target market,
 - single-minded, clinching benefit,
 - easily understood, original, synergistic,
 - breaks through the clutter
 - EG: For lecturer campaign: “Pick me up”

Slide #7-12

- Sales promotion Tactics
 - Achieves objectives, flows from strategy, effective use of a suitable range of BTL tools, clear and concise.
 - 7) **Competition:** Lucky draw, win a prize, etc
 - 8) **Online:** Facebook page, Website, etc
 - 9) **Long term buying:** Loyalty card, etc
 - 10) **Promotional product:** Gift of some sort
 - 11) **Database development:** SMS, fill in form, etc.
 - 12) **Other:** May include other things as well.

Slide #13

- Media Strategy
 - Design a **poster** for this slide showing how you would promote the sales promotion.
 - Does not have to be professionally done. Just use pictures and text to make a mock-up of a poster.
 - Design a special **flyer** that will be used to promote the campaign but also be useful. (Like a flyer that doubles up as a menu)

Slide #14

- Implementation and control
 - Complete and sound mechanisms to implement, control and gauge campaign effectiveness.
 - Use of amount of SMS entries. Amount of lucky draw entries.
 - Amount of orders with special coupon
 - Amount of Facebook likes
 - Etc...

Slide #15

- Budget
 - How much will it cost? (give small table with a few big amounts for each aspect – Tactics, posters, gifts, labour, printing, etc)

Item	Quantity	Cost	Total
Posters	20	R50	R2000
Website	1	R2000	R2000
GRAND TOTAL			R4000

Slide #16

- Timeline
 - Over what period should it run? (Use a graph to illustrate this.)
 - And what should happen at various points? (put up posters, have website designed, launch campaign, have first production day, etc)

May 1	May 15	June 1	June 20	June 31	July 15	Etc
Start Planning	Get Posters Printed	Put Up posters	Competition deadline	Winners Announced	Gather all sms entries in a database	Etc

Slide #17

- Recommendations
 - Other things to consider

Slide #18

- Conclusion
 - Rap up with last words.