

UNIT 2

Integrated Advertising Program

CHAPTER 3: Analysis of Mission & Market

Lesson 10: Tutorial

Explain, what would be the Advertising objectives that you would set for the following situations:

- ✓ Brand of health drink only for the urban market and that too be concentrated in the metro cities.
- ✓ Brand of apparels that is wrongly perceived as a low purchase item.
- ✓ Your brand of cold drink has been negatively targeted in your competitor's advertisements.
- ✓ You have tied up with a bank that will provide the loan for the purchase of your brand of automobile.
- ✓ Festival season means marketing opportunity for your brand of fast food. You want to make it a family affair and give some add on's to your customers, but for a limited period of time.

Identify the audience profile for the following products:

- ✓ A 5 star hotel.
- ✓ 555 washing detergent.
- ✓ Deodorant for men.
- ✓ Home theater system
- ✓ Monetary aid for cancer patients
- ✓ Sachets of tea.

Select 5 Print advertisements and understand the profile of the customer at which the product or the service is aimed for.