

**CHAPTER 3: Analysis of Mission & Market**

**Lesson 13: Tutorial**

**Learning Objectives**

- You will understand via this lesson the goal and objective of an advertising campaign.
- This lesson will expose you to the different types of objectives.
- Understand as to how to go about formulating the objectives.
- In understanding that objectives are closely linked to the communication process.

Find out the profile both demographic and psychographic of people for the following products / Service:

- ✓ Golf club
- ✓ Parker Pen
- ✓ Rediff.com
- ✓ ICICI Bank
- ✓ Navratan Hair oil
- ✓ McDonalds
- ✓ Omega Watches
- ✓ Lux Soaps
- ✓ Lakme Moisturizer
- ✓ Adidas Shoes
- ✓ Horlicks
- ✓ Babool Toothpaste
- ✓ Tata Indica
- ✓ TVS Scooty

✓ Gold Council of India

Ideally you should have seen the advertisements on television and are able to understand the profile that the company is looking at. In addition you could get in touch with the representatives of these companies and find out more about the brand.

How would you go on to make the positioning of a brand that is in the product category of breakfast food, like cornflakes? You could assume the marketing variables.