

# Elements & Structure 2

J202: Week 4

# Integrated forms: Campaign

## Marketing

### Traditional Focus

### Integrated Focus

Product

Consumer

Price

Cost

Place

Convenience

Promotion

Communication



# Marketing process

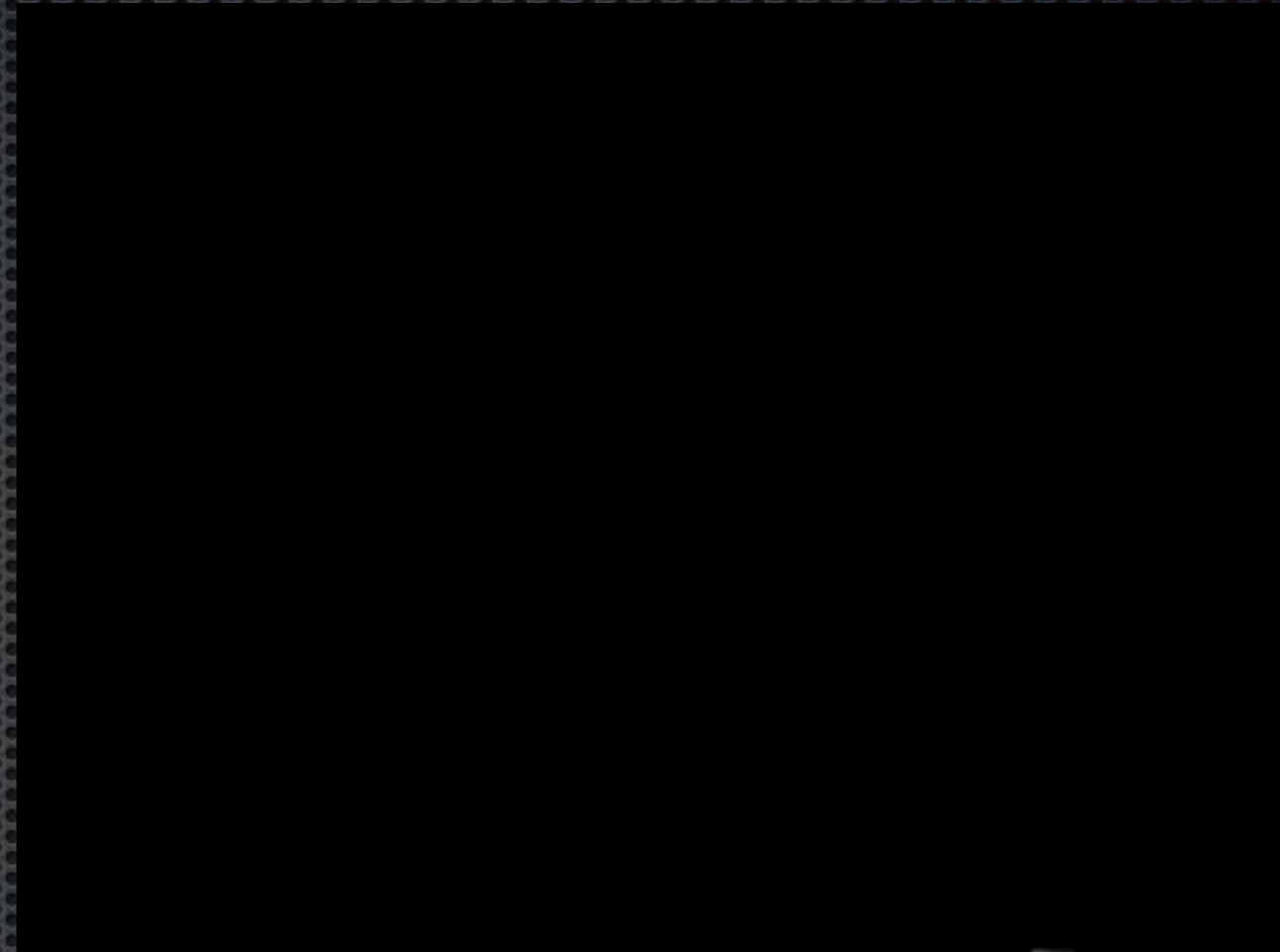
- ✦ situation analysis  
(research)
- ✦ objectives
- ✦ strategies
- ✦ tactics
- ✦ budget
- ✦ evaluation

# Situation Analysis: SWOT it

- ✦ SWOT
- ✦ Strengths
  - ✦ Advantages?
  - ✦ Do Better?
  - ✦ Unique Selling Proposition
- ✦ Weaknesses
  - ✦ Improve? Avoid?
- ✦ Opportunities
  - ✦ Trends? Policy Changes?
- ✦ Threats
  - ✦ Obstacles? Competitors?

# Campaign sample - WisDOT

- ✦ situation: people die in winter crashes
- ✦ objective: decrease fatalities
- ✦ strategy: get people to slow down
- ✦ tactics
  - ✦ emotional ads
  - ✦ visible enforcement
  - ✦ social sharing



# Recent Example

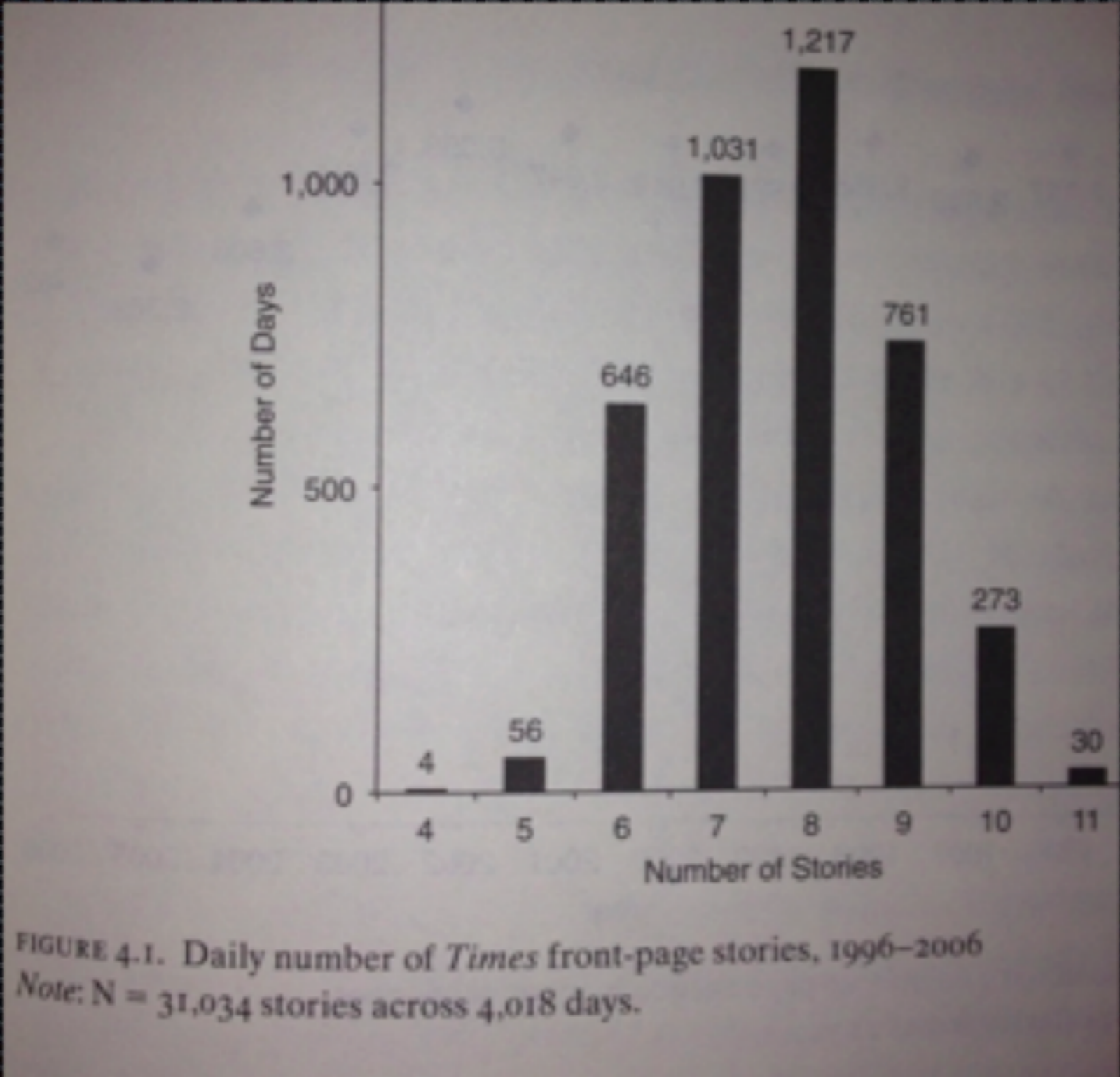


# Campaign PR media plan

- ✦ stakeholders
- ✦ current landscape
- ✦ current positioning
- ✦ desired positioning
- ✦ threats to positioning
- ✦ communication opportunities
- ✦ target audiences
- ✦ communication vehicles

Tip Sheet

# Getting Attention: The Press Release





# Crafting a Press Release

- ✦ Grabbing Headline
- ✦ Get to the point
- ✦ Include Numbers
- ✦ Flawless
- ✦ Quotes
- ✦ Contact Info
- ✦ One page (Two at most)
- ✦ Links to more information

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