## ADVERTISING CAMPAIGN
### Marketing I

<table>
<thead>
<tr>
<th>New Product:</th>
<th>Wrigley Alert Energy Caffeine Gum</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local Test Market:</td>
<td>St. Louis Metropolitan Area</td>
</tr>
<tr>
<td>Length of Test Period:</td>
<td>10 weeks/2.5 months</td>
</tr>
<tr>
<td>Target Market:</td>
<td>Select your target audience and create a customer profile</td>
</tr>
</tbody>
</table>

In your assigned groups of three to five people, you will devise a marketing campaign for the above product. Each group will be an advertising agency. Your client is Mrs. Heller, the marketing manager of Wrigley. Your agency is introducing the **Alert Energy Caffeine Gum** into the local test market, the St. Louis Metro area. You as an advertising agency will create the advertising theme and campaign. Your ad agency is competing with other advertising agencies to win the Wrigley account. This pitch will be given in your marketing class during the final time. Each agency will present their ideas to the client and the best campaign will receive the account. Keep in mind that classroom conduct, and time management will be considered in the final grade, along with a group evaluation.

1) **Product Sheet:** Product description, direct and indirect competition, price, distribution outlets, and feature benefit chart

2) **Feature Benefit Chart:** You will need to develop a “Product sheet/feature benefit chart” for the Wrigley Alert Energy Caffeine Gum.

3) **Creative Brief:** Why are we advertising? Who are we talking to? What do customers currently think? What do you want them to think? What is the single most important idea that we convey? Why should they believe it? What is the brand personality, Are there any creative guidelines?

4) **Slogan and Theme:** Create a slogan and theme to use in your advertising campaign

5) **Advertising Media:** You will use __5__ types of media in your campaign: **radio, TV commercial, magazine ad, specialty advertisement with an event, and media of your choice.**

   **Radio:** You will create a 15 to 30 second radio commercial. You will then make a schedule in grid form, showing the times you will air your ad and on what stations. Remember your target market. Follow your price sheet provided and stay within your budget. Keep in mind production costs of putting together the commercial: Talent costs? Using a celebrity? Announcer cost? Use approximately $250 per hour to calculate a non-celebrity and $1,000 an hour per celebrity. It takes about 5 hours for a 30 second spot.

   **Television:** Make a story board that displays the actual TV advertisement. Use the rate sheet given to make a schedule of commercials and stations. Then video
tape the commercial to show in class; you may also use Windows Movie Maker to produce your commercial (see directions sheet).

**Magazine:** You will design a magazine advertisement. Remember all the elements of a print ad and be sure to implement them. You will choose which magazine(s) to place your advertisements based on your target market. *REMEMBER that this is a local test market so you need to pick local magazine offerings. You may suggest national magazines that your company will offer if you decide to nationally launch later.*

**Specialty Advertising:** Design a specialty advertising item. Be creative---I am not looking for pens, rulers, pencils, or key chains! Think sporting events, charity auctions, races, carnivals, parades etc. How could your product be promoted at this location? Will the item be personalized or mass produced? How and when will the customer receive the item? Specialty advertising acts as a good will ambassador by giving the recipient a friendly feeling toward the advertiser. Since the specialty items may be used for a long time, they present an opportunity for creating and advertising message. This is often used to supplement and advertising campaign and must have your slogan on the product itself.

**Additional Media Promotions:** Any additional media promotions will be evaluated based on their effectiveness and validity of the campaign. Promotions could include: transit, online (banner, screen ads, webcasts), infomercials, directory, billboards, direct mail or any other creative promotion.

6) **Budget:** You will create a budget for the **Wrigley Alert Energy Caffeine Gum** campaign. You are allotted $650,000, and you MUST stay within this budget. Please submit a list of costs for each media, the total cost of each media, and the percentage of each media contributes to the total budget. (see sample budget attached)

*Example:* 1 30 second radio spot cost $500 to make (2 hours) and is $300 a spot. You run the commercial 100 times in your 10 weeks campaign.

$300 per spot
X100 times

$30,000
+$500 to make the commercial

$30,500 total for radio budget
This is just one example. You will have find rates for magazines from the internet on publication company websites. You will have to determine the cost for your specialty item and use the rate sheet to find the cost of TV ads. Make sure to stay within the assigned budget for $650,000 and be able to support your reasons for allocating funds. You will present your campaign to Mrs. Heller, the Wrigley Marketing Manager. Please do so in a professional manor. We have had many presentations in this class, and you should take the knowledge that you learned and put into action to make this a superb presentation. In addition, a few reminders about your presentation:

1. Professional Dress is a must
2. No gum chewing
3. Do not read the PowerPoint
4. Angle out towards audience
5. Tap on smart board twice in the same spot…use inside hand
6. Use visual aids
7. Have good transitions
8. Have a closing slide
9. Use your selling skills to persuade
10. SMILE and have FUN!!!

After completion of the project, you will complete an individual and group evaluation form (see attached). You will give information on what percentage of work each member completed. I am evaluating your daily participation, group jobs, as well as the finished product.
# ADVERTISING CAMPAIGN PRESENTATION RUBRIC

**Team Members:**

**Slogan and Theme:**

<table>
<thead>
<tr>
<th>Feature/Benefit Chart</th>
<th>10pts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product features listed in PowerPoint</td>
<td></td>
</tr>
<tr>
<td>Product described in detail</td>
<td></td>
</tr>
</tbody>
</table>

**Product**

**Creative Brief**

- Why are we advertising? 
- Who are we talking to? 
- What do customers currently think? 
- What do you want them to think? 
- What is the single most important idea that we convey? 
- Why should they believe it? 
- What is the brand personality? 
- Are there any creative guidelines?

**Television Radio Ad**

- Included Storyboard for the Ad   20pts
- Ad quickly captures viewers’ attention  30pts
- Single recognizable theme  
- Sponsor is clearly identified  
- Reached the appropriate audience  
- Within the time limit (30 or 60 second spot)  
- Requests for customer to take action  
- Pronunciation/Enunciation understandable  
- Features and Benefits are mentioned  
- Ad is consistent with the storyboard (TV) or script (radio)  
- Creative and Original

**Radio Ad**

- Ad quickly captures viewers’ attention  
- Single recognizable theme  
- Ad is consistent with the script  
- Sponsor is clearly identified  
- Reached the appropriate audience  
- Within the time limit (15 or 30 second spot)  
- Requests for customer to take action  
- Pronunciation/Enunciation understandable  
- Features and Benefits are mentioned  
- Creative and Original
<table>
<thead>
<tr>
<th>Category</th>
<th>Points</th>
<th>Subcategories</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Magazine</strong></td>
<td>50pts</td>
<td>Size, Color, Placement, Headline, Reached Target Market, Promotional Message</td>
</tr>
<tr>
<td><strong>Specialty Event</strong></td>
<td>40pts</td>
<td>Effective Advertising technique, Product was novel and supported brand</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Event is appealing to target market, Included Advertisers logo/slogan</td>
</tr>
<tr>
<td><strong>Media of Choice</strong></td>
<td>30pts</td>
<td>Appropriate to reach intended target market</td>
</tr>
<tr>
<td><strong>Budget</strong></td>
<td>30pts</td>
<td>Stayed within the budget, Detailed, Used budget wisely</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Rationale for use of budget is logical, Budget is easy to follow</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Budget was realistic for media selections</td>
</tr>
<tr>
<td><strong>Calendar of Events</strong></td>
<td>30pts</td>
<td>Calendar is realistic, Calendar is easy to read and follow</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Calendar included all forms of media, Creative &amp; Original</td>
</tr>
<tr>
<td><strong>Group Role Sheets</strong></td>
<td>10pts</td>
<td>Each member’s group role sheet was included</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Individual Evaluation Sheets</td>
</tr>
<tr>
<td><strong>Presentation</strong></td>
<td>30pts</td>
<td>All members present for presentation, Appearance</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Speaking ability, Body Language &amp; Gestures, Professionalism</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Well designed PowerPoint, Creativity</td>
</tr>
<tr>
<td><strong>Notebook includes:</strong></td>
<td>20pts</td>
<td>Summary of product, test market, customer profile, creative brief, competitors,</td>
</tr>
<tr>
<td></td>
<td></td>
<td>product attributes, pricing strategies, storyboard, radio script, specialty ad,</td>
</tr>
<tr>
<td></td>
<td></td>
<td>other media type, media rationales, budget, and calendar of events</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>400pts</td>
<td></td>
</tr>
</tbody>
</table>