

Budget – Costs V Coverage

The budget is very important when getting an agency to do the advertising because you want to get the message across to the target audience but you don't want to break the bank doing so. The company will need to think and get advice which advertisement option they wish to have, do they need the expensive TV ads and Radio ads or can they have the cheaper print options. For Nike I think in their case they will have to go for the more expensive option, a TV advert. This will be the best for them because they want to reach a large audience and the only quick way to do this is by a TV advert

Campaign/ promotional Objectives

Nike will have to make sure that the campaign is consistent with the objectives. TV will still be the best option because it will get the most coverage and it will be put on at the right time for the right target audience to see. The target audience will see it regularly within that time frame which it will be shown. The advert will be shown during the evening because that when people are home from work and they are sitting down and they are more relaxed and they are more likely to listen to what the advert is saying and they will consider it.

Target Audience

Nike has to find out what their target audience will be for the product that they are going to sell. Nike will need to achieve a high coverage in order to make sure that your audience sees it, but they also have to find the right balance between spreading coverage very wide with limited frequency, or narrowing the coverage and increasing the frequency.

Focus of Appeal

The Agency has to decide how best to appeal to their target market for Nikes products and their ads will contain information such as discounts and they may include celebrity endorsement. Nike wants the advert to bring in more people so they will make more money and they will still be the number one retailer of sportswear.

Timing

The timing for Nike advert will be all year around because people need sports stuff all year but they may increase the amount the advert is on during different periods of the year e.g. Christmas.

Circulation

Nike want to bring in lots of new customers to increase their overall profit at the end of the year, so I think that it will be in Nikes best interest to go with high publication because they will make their money back and they will then increase their profits overall.

Readership

For Nike the number of audience that have read/watched the publication can vary because more than one person may be watching a single TV when Nikes advert comes on.