

Unit 9 – Exploring Creative Product Promotion

M2 - Explain the relative merits of using professional agencies in ensuring the promotional success

When TK Maxx is creating a campaign for their summer coat product, the use of a professional advertising agency to help promote this would be a relevant and valuable choice to make. The most popular reasons for this would be that it would increase the popularity of both the merchandise and the organisation; higher sales means bigger business, better arrangements with suppliers can be formed, a franchise can be made with other businesses for the coat, more forms of advertising can be available, and can assist in the lead up to expansion of the store. But the importance of using an agency can be discovered in greater depth when TK Maxx researches more in what they could gain from this.

First off, an advertising agency can help the industry organise both their original and undiscovered points which form the whole campaign. Looking over the position of the business will help them understand more with what type of advertisement they could provide. TK Maxx should review where they are now, where they want to be, how they're going to get there. To look into this further they could use SOSTT and the 4m. Here the business can find out the situation of their customers, past experiences and clothing trends and brands, objectives in which they can gain a greater share in the clothes and accessory markets, strategy on how the store can achieve those objectives compared to other businesses such as BHS and Primark. Along with tactics which provide the details of the strategy, targets so they find out whom their primary target market is who will want their goods and services most men and women so TK Maxx will have a solid understanding of who does what, model to find out their budget and financial resources and how much can be used on specific events and performances for the promotion of the product, minutes to find out the timescale of certain sales for the coat as well as the possible assistance of a Gantt chart, and finally measurement to record and evaluate the process of trades and find out what can be done to improve future sales. Although this is much detail to review when using an agency, it does give the store a chance to know if they are making the right choice to spend their finances on the advert because they will have a greater understanding whether the coat will sell when studying future and previous trades.

When people are watching an advertisement from a business campaign, they will always want to know what the aims and plans of that campaign are. The agency will help TK Maxx display this, whilst the cost and number of viewers will make the industry ensure that these are presented and explained properly. This includes reviewing the aims of the campaign, which is to create and measure the awareness of their new summer coat and gain exposure through advertising, its objectives which is to gain a turnover of £30,000 during the first five months and seven suppliers under contract with at least over 1000 coats sold, who its target audience is which would be women over 20 and their husbands to buy as gifts. There's also its key message, which 'Don't let a good cover down, feel great and spread pleasure with this hand – made Swedish coat whilst stock lasts, limited time only.' Present details, numbers, website, symbol and address. After this, TK Maxx should think about why the audience should believe them, because of their successful history and contribution to the local market, what audience response is wanted, which is increased awareness higher sales devoted customers and a good remembrance of the stores image, the style of the advert, where impressive graphics and simple quality are involved to separate the business from the rest, what the budget is, £12,000 for the first three months, and constraints, such as longer time period details of washing and rate of revenue to be increasing quick. The agency helps TK Maxx to re – establish they're position in the campaign, what their motives are, what is done and what needs to be done, because in order to create a successful advertisement they need to have the relevant facts.