

Unit 9 – Exploring Creative Product Promotion

M3 - Provide a rationale for a promotional campaign and make recommendations for improvement

TK Maxx has provided preferable clothing and accessory products for years, and has always been one of the UK's top businesses. But competition such as BHS and Primark are just as big and are performing campaigns on their newest products to gain greater sales from the market. Since their latest summer coat is a product that can potentially generate high profit during the season, TK Maxx would create their own campaign to let consumers know about it as well as influence them to realise the stores existence by increasing awareness so that they purchase more of their goods and services and improve their image.

TK Maxx created this campaign through television and newspapers, which talked about the product and where to get it. This not only helps the industry be more successful with its customers but also to understand the full situation of the business. It is because of this that they know that improvements could be made to make the campaign better and to begin finding those recommendations they would need to evaluate the whole process it was set up and presented. Since the reasons for the campaign were to enlarge sales and develop awareness as well as their image, they must be remembered throughout the evaluation because they are what TK Maxx is trying to achieve. Whilst studying the advertisement the business should use the general criteria of evaluation, by looking at what impact is left on the page or screen and see if they stand out beside the background, questioning viewers whether they understood the message of the adverts, as the point of the campaign should come across to the target audience. The store can also analyse whether the adverts provoked interest in consumers that would lead them to desire and action, if customers' perspectives have changed as brand perception with current brands and businesses can lead them to perform business with stores where the image is more appealing, and most importantly, whether the adverts have increased profits and sales. To calculate changes, this evaluation needs to be performed before and after the campaign as TK Maxx needs to measure the difference between previous and current sales. To check if the adverts have been noticed, questionnaires should be provided to ask consumers which advert they have seen in the past few days (spontaneous recall), or when they last saw the adverts in particular (prompted recall).

According to this research, there are a number of recommendations which could be performed to improve the campaign. First off, the newspaper advert could be larger and more recognisable as it is not easy to identify when compared to other advertisements. So TK Maxx can make increase size, place a few images of the coat product so that it's more identifiable and make the logo outsize everything in the advert so the viewer will know who is talking to them. The TV commercial can also stand out more because the product and information is not easy to focus on as the background is more attractive, therefore the setting can be faded so that's its less noticeable whilst the data and image can be brighter so they are the first items the viewer will see. The message is shown in the newspaper ad on what the intentions of the campaign are, but it could be made clearer as it is one of the more vital pieces of information and so it should be in a particular font which would make it specifically remembered. TK Maxx could also make the message more clearer in the TV ad, where the intentions of the campaign could also be shown in writing and not just described by a voice over, increasing the chance of the meaning being considered. If sales and profit haven't increased as highly as the store expected, then consumer interest can be provoked further as there must be flaws with the way the ads are set out, so the business can always question people about their views and ask what can be done to resolve those flaws. This will let the consumers opinion be reflected on the requirements of the store, and can lead to greater desire and action on business sales. There is no problem with the corporate image of TK Maxx as the brand perception is easily identified since it's a popular business, all that can be improved is that it can be noticed the instant it is shown as people will want to first know who is presenting their