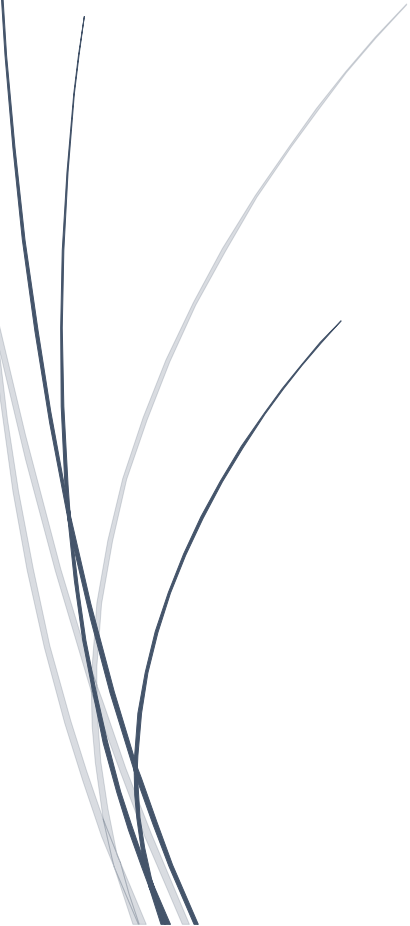


Assignment 2

Add in YOUR name



Design Brief

Coca-Cola Enterprises would like you to come up with a **new juice brand**.

You have a choice of a new

- Health drink
- Fizzy drink
- Sports Drink

The juice brand must be **original** – with an original **brand name, logo and slogan** – and must be presented in a **500ml** package.

You should also ensure that your product is as **sustainable** and environmentally-friendly as possible.

When producing your campaign you should consider

- Your target market – include information about the age, gender, income, attitudes, lifestyle and an explanation of how you decided on the target market.
- the brand personality – include an explanation of how you decided upon this, and the methods and techniques used.
- brand objectives

Section 1-Introduction to product and target market (P4)

1.1 Name and description of the product/service

Explain your drink concept.

Ideas considered

1. Idea 1
2. Idea 2
3. Idea 3

1.2 Features and benefits of the product and service

My product is different because

1.3 My target market

Age	<input type="text"/>
Gender	<input type="text"/>
Income	<input type="text"/>
Attitudes	<input type="text"/>
Lifestyle	<input type="text"/>
	<input type="text"/>

1.4 Why these brand methods are appropriate for your target market and how this will help make the promotional plan successful



1.5

Questionnaire

Design a questionnaire and collect some research

Section 2- Brand objectives and logo (P5)

2.1 The brand personality- Brand personality is the way a brand speaks and behaves. It means assigning human personality traits/characteristics to a brand so as to achieve differentiation. These characteristics signify brand behaviour through both individuals representing the brand (i.e. it's employees) as well as through advertising, packaging, etc. When brand image or brand identity is expressed in terms of human traits, it is called brand personality.

How do you want you brand to be perceived? If you was to describe your brand in terms of human characteristics what would you want to portray?

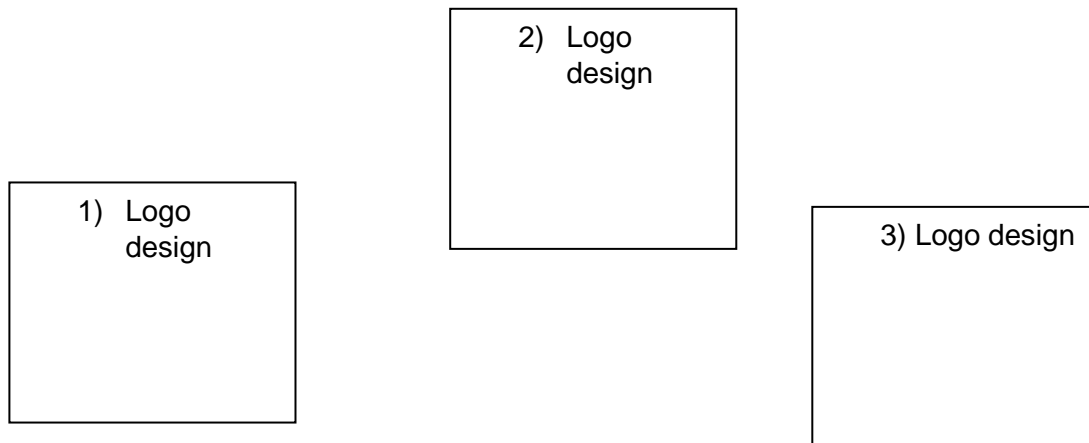
- Kind
- Caring
- Aggressive
- Competitive
- Shy
- Strong
- Beautiful

2.2 Brand objectives

You need to consider what your brand objectives are

Objective	What brand is this objective appropriate for?	Why does a business set this objective?
Raise awareness of product or service		
To remind customers of the product or service		
To differentiate		
To persuade or inform		
To create market presence		
To increase market share		

2.3 Ideas for branding and logo



2.4 Smart promotional objectives

Description of SMART objectives

Promotional objectives used.

2.5 Costs for the campaign

How much will your promotional campaign cost?

Use the cost sheet provided.

Section 3- Promotional Mix (P5/ M4)

3.1 My selected promotional mix

Advertising
Sales promotion
Personal selling
Direct marketing
Public relations

3.2 Media used and reasons why

Television:

Print:

Billboards:

Out-Of-Home

Email

Direct Mail

Social Media:



Take about 10 seconds. This is an interactive Out-Of-Home 'Eye Tracker' by Intel that tracks a viewer's attention that offered examples of how long they spent looking at each element of the advertisement and also for their favorite color. Intel

Type of Media

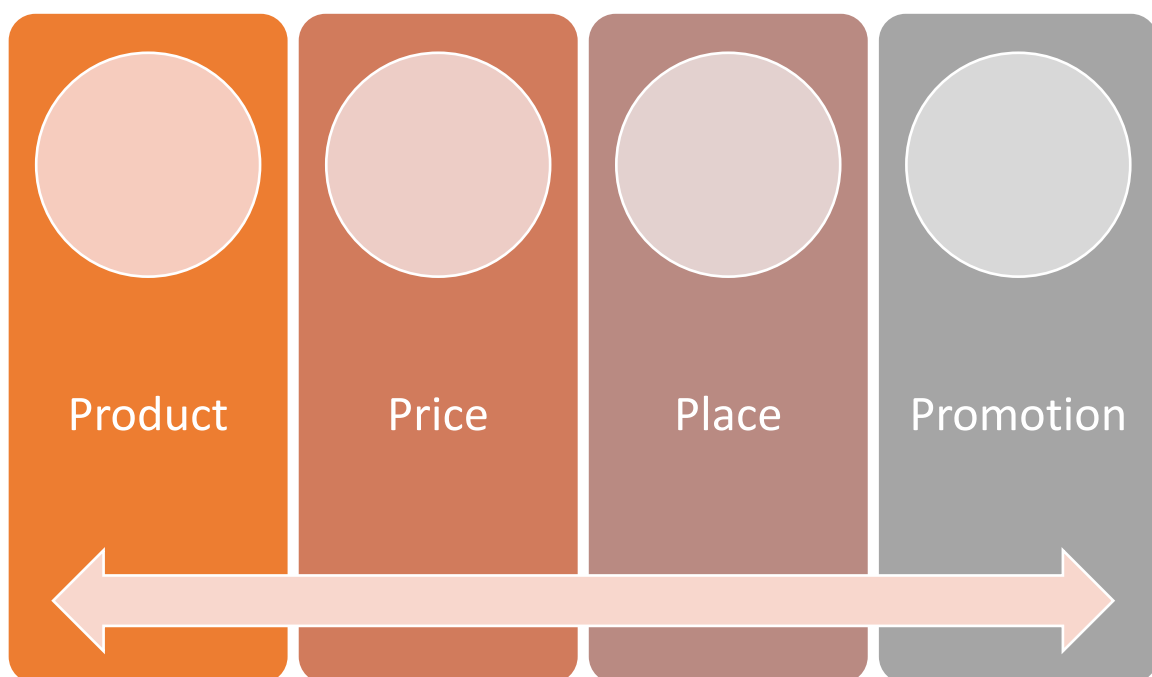
Media Selection



	What Was Decided	How Does It Meet The Needs Of Target Market	It Is Appropriate?
Price	<i>Explain how much your drink will cost?</i> <i>What pricing strategy did you use?</i>		
Product Features	<i>Explain what features are included in your drink?</i>		

Promotional Ideas	<i>Explain how you have planned to promote your drink?</i>		
Where Is It Sold (Place)	<i>Explain what shops you want to sell your drink in?</i>		
Material Design	<i>Explain what materials you have used and ingredients chosen for your drink</i>		
Unique Selling Point	<i>Explain what is the unique selling point of your drink.</i>		
Strap Line	<i>Explain what strap line you have used</i>		
Media	<i>Explain what media you have chosen to use for advertising the drink</i>		
Logo Design	<i>Explain what the logo you have designed</i>		
Celebrity Endorsements	<i>Explain what celebrity you have chosen to promote your product</i>		

3.3 Integration with the rest of the marketing mix



My marketing mix?

Product

What will my product look like and taste like? What packing will I use?

Price

How much I will charge and why?

Place

Where I will sell my product and how it will get to the customer

Promotion

How I will promote the product. How will customers hear about my product?

3.4 The AIDA model to communicate with customers

Design a billboard advert taking into account the AIDA model

Section 4- Evaluation of the campaign (M4 and D2)

4.1 Why this promotional mix is appropriate for the product/service and how this will make the promotional campaign successful.

My selected promotional mix	Why was this method appropriate? How will it reach my target audience?	
Advertising		
Sales promotion		
Personal selling		
Direct marketing		
Public relations		

4.2 Finally, consider the outcome of the campaign in terms of whether it has been successful or not. What are the strengths? What are the weaknesses. What would you do different to improve this campaign?

	What Was Decided	Strengths of your Campaign	Weaknesses of your Campaign

How would you improve your campaign?

What would you do different to improve this campaign?

Do you think this campaign was successful?

Sources of
information

Websites

www.adassoc.org.uk
has information about the advertising industry

www.interbrand.com
reference source on ranking of top brands in the world

www.marketingmagazine.co.uk
online magazine with news and articles