

D11 Communications policy – Solutions

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Communications policy covers all information relationships of an enterprise related to influencing the relevant environment. The goal of the communications policy is to influence the behavior of potential and current customers in the market. In addition, an appropriate communications policy seeks to present the enterprise to the public in a positive light (positive corporate image).

Communications policy is closely associated with product, pricing and distribution policies. The decisions in the individual areas are shared externally by the communications policy. An advertising campaign contains, for example, information about the product (quality, brand), pricing (e.g., discounted pricing), or distribution (efforts to reduce CO₂ emissions in the physical distribution).

2 Individual solution. Suggestion:

Communications instrument	Measure
Advertising	TV spot that draws attention to the new product, competition and healthful aspects
Promotion	- Competition: Winners receive 20 free soup packets and a kettle - Giving out product samples at the train station
Personal sales	Booth at a trade show where samples are given out
Public relations	Press release: Present SoupExpress as a healthy enterprise

3 Individual solution.

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Banner ads are eye-catchers – they appeal primarily to the target groups that call up the respective websites. An enterprise therefore has to think about which websites are preferred by its target audience and place such banner ads accordingly.

The goal and message of such advertising is to make people aware of the enterprise (or, possibly, specific products). The aim is to design the ads to be as conspicuous as possible in order to entice readers to click on them.

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Individual solution. Suggestion:

Considerations	Result
Target group	Addressed by the advertising activity should be mainly males 18-30 years old, who like to sports, like to dress to reflect their interest in sports, and are interesting in soccer.
Advertising goal	In a first step, the target group should become familiar with the T-shirts. This means that, of particular importance, is a wide range of diverse sayings.
Advertising message	The advertising should, by means of a few funny examples, make potential customers curious to see what other sayings there are and thereby motivate them to visit one of our shops.
Advertising medium	To be able to appeal to the defined target group in a most efficient way, the following media / advertising vehicles are proposed: Channels: advertisements in sports magazines, TV advertising on sports channels, billboards on football fields, links on sports websites
Advertising period	The planned annual advertising campaign should be aligned with the soccer season. It should kick off shortly before the season does. The campaigns should highlight the current models each year.

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Individual solution. Suggestion:

Criteria	Swisscom	Salt	Sunrise
Advertising subject	Anyone, from young to old	Anyone, but more of a focus on the younger generation	Anyone, but more of a focus on the younger generation and businesspeople
Possible advertising goals	Enterprise is already known, so focus is on a differentiation from what competition offers	Differentiation from competition through special offers, demonstrate benefits of various offers	Differentiation from competition through special offers, demonstrate benefits of various offers
Advertising message	Building on the reputation of the company, advantages over competitor products, benefits of the product	Benefits of the products, advantages over the competition, show users of the product	Benefits of the products, advantages over the competition, show users of the product
Advertising media	Press, billboards, printed ads, plus Internet, radio, cinema, TV advertising	Press, billboards, printed ads, plus Internet, radio, cinema, TV advertising	Press, billboards, print ads, plus Internet, radio, cinema, TV ads

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Individual solution.

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Public relations (PR) can be distinguished from advertising in two aspects:

- Content: The main focus of PR is on the personality of the enterprise its image. Advertising, however, features specific products, services, or brands as its content.
- Target group: With the help of PR, both internal and external stakeholders are addressed. Advertising is sales oriented, and the target group of the communication is market partners.

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Individual solution. Suggestion:

Dear Mr./Ms. ...

Our judo club has been around for 15 years and today has 96 members. The first team consists of 10 young people between eight and 15 years, and we have already been able to celebrate a number of successes with them. The first team is again training intensively for the coming season; however, it is disappointing for all that they must be doing this in uniforms ("gi") that don't reflect our club's current logo. It is for this reason that I am reaching out to you today on behalf of the entire judo club, to very respectfully ask for your support.

In addition to the advertising opportunity for all sponsors of our annual Judo Festival, which attracts many curious people from all over eastern Switzerland and has had a consistently good media presence, in the coming year we will be organizing a judo course for all our sponsors, followed by an aperitif. In addition, we proudly display our sponsors on our website and provide them with the opportunity to place their company logo on our club bus, which is used for tournaments outside of the canton.

Invest in a sport of the future that also supports our young people!

As club president, I am available at any time for a meeting.

Many thanks for your help,

Judo Club of Eastern Switzerland

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Individual solution. (Important functions of sponsorship: Addressing the target group, public relations, keep up contacts, image, increase brand awareness, etc.)

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Individual class solution coming out of the discussion.

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- Viral marketing describes the targeted triggering or controlling of mouth-to-mouth propaganda with the help of an unusual message or an original video clips or video game for the purpose of marketing companies and their services. By means of specific strategies and tactics marketing campaigns are designed that are targeted to trigger social epidemics. The term "viral" owes its name to an association with medicine. Like a virus, information about a product or service should be transmitted from person to person within a short amount of time.
- Possible examples: Jack Daniels' "Moorhuhn", "Evian Babies", "Dove Evolution"