

Chapter # 1

SUMMARY OF ADVERTISING CAMPAIGN

An advertising campaign is typically broadcast through several media channels. It may focus on a common theme and one or few brands or products, or be directed at a particular segment of the population. Successful advertising campaigns achieve far more than the sporadic advertising, and may last from a few weeks and months to years. (About us: Business Dictionary, 2006)

The objective of an advertising campaign is to:

- Inform people about your product
- Convince them to buy the product
- Make your product available to the customers

Sabroso is the latest brand of ready to cook chicken frozen food in Pakistan. I choose it because it's the new brand in to market so create a brand image of this brand. After the primary research the communicator decided to launch an advertising campaign. A TVC is produced that will be on aired during the two months period of campaign launch. Other print and outdoor tools were also designed by the communicator. Advertising campaign involves designing a series of advertisements and placing them in various advertising media to reach a desired target audience.

Rationale:

Subroso is the new brand of frozen food in the market and is currently difficulty in capturing new target market so reason behind selection of this topic is to create awareness of the brand among consumers, to enhance market share and create brand loyalty among target audience.

Research Question:

- Does Sabroso brand need to advertise its strategies in order to increase the customer trust and market share?
- Does it need to be established its brand identity?

Scope

Advertisers use many different techniques to get people to notice their adverts, often using deliberately shocking or provocative images. Once they have managed to make people notice their advert, they need to 'sell' the product or brand. They may try to make the product look appealing, however often advertisers use humor in such a way that get people to remember the brand without actually promoting the product. So, if the campaign will be executed then it will help to maintain the brand equity and brand image. It will also play a significant role in promotion of SABROSO and improve to recall ability of people.

Chapter # 2

COMPANY INFORMATION

Introduction

Sabirs' Group is the sparkling name, institutional landmark, inspiration and a symbol of hope on the horizon of Pakistan Poultry industry. The story of Sabirs' is a story of love and commitment to quality & health spanning decades of experience in the poultry industry.



Sabirs' believe that you and your loved ones deserve hygienic and wholesome chicken at the most affordable rates. They are committed to bring the top-notch protein enriched products, which is in compliance with internationally recognized and recommended health & wellbeing standards.

The group carries a history that extends over many decades of experience, expertise, patriotism and commitment to provide better nutrition to the nation. In our region, mal-nutrition is the real challenge and its percentage especially among children is really alarming; this distressing situation led to the establishment of Sabirs' Group with the devotion to ensure availability and affordability of poultry and poultry products for the people of Pakistan, as they are a healthy source of proteins.

Company mission

The company provide deserve hygienic and wholesome chicken at the most affordable rates. They are committed to bring the top-notch protein enriched products, which is in compliance with internationally recognized and recommended health & wellbeing standards.

Vision

The story of Sabirs' is a story of love and commitment to quality & health spanning decades of experience in the poultry industry.

Work environment

Outperforming ourselves is a rush. That's why we perform with purpose. Together, we blaze new trails, succeed, celebrate and then do something even bigger. We never settle for second best. At Sabirs' we're not just committed to performing well as individuals, but as a team, to strengthen the company as a whole. We're working hard to give people the tastes they crave and the nutrition they need. We dream globally and act locally, constantly innovating to sustain our planet, our people, our communities and our business practices. New markets mean new ways of doing business, and new ways of addressing health concerns, cultural differences and environmental challenges. Every day is an adventure, and an opportunity for personal and professional growth.

Founder Chairman

Dr. F.M. Sabir unique vision redefined the potential of the Pakistan's poultry industry and he challenged conventional wisdom in several areas. He was probably the first Pakistani businessman to recognize the strategic significance of deploying "vertical integration" poultry system for the growth and development of industry. The corporate philosophy he followed was short, simple and concise: "Think big. Think different. Think ahead & Aim for the best." It was under Dr. Sb. visionary leadership the Sabirs' Group emerged as the largest business conglomerate in Pakistan's poultry industry, and carved out a distinct place for itself in the pantheon of corporate giants. During the course of his entrepreneurial mission, Dr. Sb. set a number of revolutionary precedents. His contributions to the social and economic development of the nation were many and got recognition at all levels.

According to Founder Chairman, “We wish a healthy, growing and prosperous Pakistan and we welcome suggestions from the people belonging to all walks of life for further improvement in our quality, products, services and customer care.”

Board of Directors

- Muhammad Zeeshan Sabir

As an Executive Director, Mr. Zeeshan has played a pivot role in business growth and expansion and is successfully managing the Feed Mills business segment of Sabirs’ Group.

- Muhammad Imran Sabir

Mr. Imran Sabir is an Executive Director for the Broiler Farms and his key role revolves around finance & sales management of the broiler division

- Muhammad Kamran Sabir

As an Executive Director skillfully managing the Hatcheries business portfolio of the group by leading from the front.

- Muhammad Arslan Sabir

Mr. Arslan Sabir is managing the production side of both Breeders and Broilers as an Executive Director.

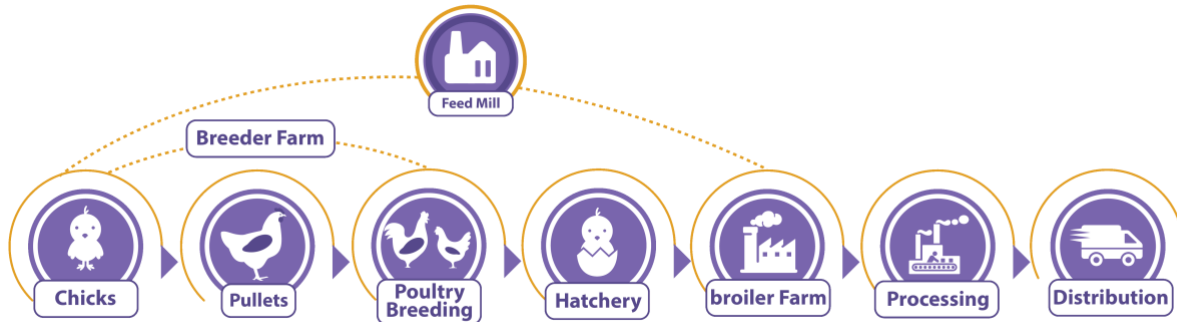
- Muhammad Salman Sabir

In his role as an Executive Director, he is managing the overall business of the processing plant with keen interest & involvement in production and sales marketing of the brand.

Vertical integration process

Capitalizing on decades of poultry expertise and our commitment to food safety, we have successfully established a vertically integrated poultry production process by managing &

controlling all stages of production under strict compliance of our state-of-the-art quality management system.



Breeder Farms:

Sabirs' Group owns a number of competently managed state of the art breeding farms all across the Pakistan where our parent stock, grows naturally in the healthiest environment. Our specialized nutritionists, health and housing professionals supervise these breeding farms. All farms have automated ventilation, efficient cooling, heating, drinking and feeding equipment. A bio security program is also strictly implemented to minimize risk of diseases among chicks and the result is an excellent quality disease free hatching eggs for broiler day old chicks.

Best quality hatch able eggs are fumigated and cooled down inside air conditioned and humidified egg storage rooms to be dispatched in disinfected and environmentally controlled vehicles, to our hatcheries across Pakistan.

Hatching:

Our hatcheries are envisioned to be one of the largest broiler hatcheries in the country, having the most modern cooling, heating & humidification systems to provide unvarying and constant hatchery environment. Healthy fertilized eggs are selected carefully and then placed in

clean, disinfected incubators where after 18 days they are shifted into hatchers and where after 3 days' chicks begin to hatch. Hatched chicks are then graded with sophisticated grading procedure; a team of vets monitor the day old chicks while handling, reconstituting and administering vaccines.

Chicks are then packed in boxes and dispatched to our broiler farms in exclusively designed vehicles to reduce stress and mortality during transportation.

Broiler Farms:

Sabirs' group is proud to have one of the largest broilers farms in the country in terms of capacity. The chicks in our broiler farms eat as per their need and drink fresh & purified water from nipple drinkers. These broiler chicks are given high quality and high nutritious poultry feed. A skillful and seasoned professionals observe & monitor these chicks on regular basis in terms of their health & nutrition and here they grow naturally in clean and well ventilated houses.

Feed Mills:

Scientifically formulated feed is produced at our own feed mills to ensure balanced diet. Natural grain products such as corn, soybean, canola & sunflower supplemented with multivitamins and minerals are used for the production of our feed which undergoes stringent laboratory testing and quality assessments during the production stages.

Quality Lab Intro:

A quality assurance lab is an integral part of quality production. Our international standard, well equipped quality assurance lab is the major contributor in our production process. It not only monitors the entire integration process but also regulates it to ensure that all our chicken and chicken products are full of nutrition and as per international food safety standards. Beside this,

all international HSE and Protective Equipment Protocol (PPEP) have also been implemented on our plant.

Primary Processing: (Primary Products)

Healthy chickens are used to produce finest quality, hygienic and tasteful chicken which are slaughtered HALAL by hand as per strict Shariah Compliance. Chicken are then washed inside out hygienically and then they are processed in an automated manner through most modern equipment. A strict veterinary inspection of all the products is done and our experts collect random samples from the processing line.

Chickens are sorted by weight, cut, packed in-accordance with specific requirements and placed in designated containers through the automated lines in the processing hall. They are prepared to ship whole, or packed as bone-in-cuts or premium boneless products. To ensure product freshness our products are blast frozen at -40-degree C for about 6 hours and are subsequently stored at -20 degree C to keep them fresh & nutritious.

Distribution & Outlet:

Disinfected, well sanitized refrigeration trucks are used for the distribution of these packed products to make sure unmatched quality control. (Sabir's Group, 2005)

Chapter # 3

BRAND INFORMATION

Brand name

SABROSO

Brand logo

Sabroso is a Spanish word which literally means “TASTY and DELICIOUS”



The Sabroso logo comprises of two elements; the logo symbol & the logo type. The logo symbol is a powerful shape depicting the Seal of Assurity & Confidence that Sabroso promises & delivers in all of its products.

Tagline

The Chicken Specialist

Proposed slogan

A Delicious Chicken for You!

Color

Purple

Brand introduction

The Sabirs' is a name that represents decades of experience, expertise and commitment to bring you better nutrition. They have the largest integrated poultry operation in the country and their own cold supply chain operation to ensure that their products arrive fresh and healthy.

Once Sabirs' Group has successfully made its mark & impact in the B2B market of poultry industry, the group has laid the foundation of its state of art poultry processing plant to further high quality and safe chicken for all households. They are committed to bring the top-notch protein

enriched products under the brand name SABROSO, which is in compliance with internationally recognized and recommended health & safety standards.

The story of Sabroso is a story of love and commitment to quality & health. Sabroso believe that you and your loved ones deserve hygienic and wholesome chicken at the most affordable rates. According to Sabroso, they understand how important your family's health, wellness and wellbeing is to you, which is why we have committed to make it our top priority, now and always. Get ready to warm up your kitchens and your hearts for Sabroso. At Sabroso, it's all about commitment to health & quality. Fire up your cook pots and prepare for a world of scrumptious chicken delights.

Brand products









Brand Life Cycle

All product categories have a specific life span called the product life cycle. The product life cycle can pertain to unnamed products as well as those associated with a specific brand name. Many factors, such as competition and technology, affect brands and their product life cycle. Nevertheless, brands or products typically go through five stages of growth: development, introduction, growth, maturity and decline.

- Development stage
- Introduction stage
- Growth stage
- Maturity stage
- Decline stage

The five phases through which brands pass as they are introduced, grow, and then decline. The three stages of the brand life cycle are the introductory period, during which the brand is developed and is introduced to the market; the growth period, when the brand faces competition from other products of a similar nature; and, finally, the maturity period, in which the brand either extends to other products or its image is constantly updated. Without careful brand management, the maturity period can lead to decline and result in the brand being withdrawn. Similar stages can be observed in the product life cycle. P.L.Schoormans, J. (2008)

Marketing Mix (4 Ps)



The four of marketing SABROSO are as follows:

1. Product

The product is newly launched nationwide and has a good image brand in the mind of consumers. The quality and taste of the product makes it different and offer best quality ready to eat frozen meat to its consumers. We believe in dedicating ourselves to achieve an outstanding quality in all our activities.

Trade name

SABROSO – A Chicken Specialist

Branding

- Beautiful packaging and 15 value added products.

Brand personality & Brand equity:

- Freshness, healthy, tasty, innovative, quality etc.
- Sabroso provides a quality, consistent, innovative and accessible products reputation.
- Sabroso has also completely explained its process of how it selects, manufactures and brings up the final product, so as to have no issues regarding its hygienic conditions.

2. Price

Sabroso has never wanted to compromise on quality so they adopted value based pricing. The pricing strategy that they are following for products is cost oriented as the price that it is taking appropriate then its main competitor. Its price we can say that varies according to cost and even in high quality.

3. Placement

Distribution plays an integral role in any company whether it's a FMCG or utility Good. Sabroso has a distribution network spread across the large area of Pakistan. The growing image and popularity of the brand is so much making it the strong competitor of other ready to cook frozen meat making brands in Pakistan. Sabroso is available nationwide in all nearby stress, which includes their own Sabroso stores and all departmental stores.

4. Promotion:

Promotion is an important part of any marketing strategy. You can have the best product or service out there, but unless you promote it successfully, no one will know about it.

The promotional plan describes how the marketing plan will be fulfilled through advertising, promotional events and media relations to ensure your company is highlighted on TV and in publications.

Long and short term sales target objectives

Difference: The first main difference between these two goals categories come down to the times it takes to achieve them.

Short term goals can be completed within days or weeks, while long term goals can take several months or even several years to achieve properly to the desire standard.

Regardless of this, both of these variations play an important role in shaping and defining the success of advertising campaign.

The second major difference is that short term goal will usually support, enhance and assist long term goals e.g. a series of short term goals can be completed in the ongoing process of reaching your most predominant aims.



Long term target objectives

- Name recognition
- To remain one of the top brand
- Receive at least 80% of the positive feedback regarding the products

Short term target objectives

- To have a perfect distribution system, just in time
- To sell a modern design which the needs with the quality at an affordable price
- Target new customers
- Increase profit
- Enhance customer relationship

Segmentation

Sabroso is now available in various value added products and are placed in every possible store, so maximum people have access to the product.

Targeting

As the target market are upper class and middle class of Sabroso so the communicator uses the medium of advertising through TVC and BTL activities through which people visualize about the brand more.

Push Vs pull marketing strategies

Promotional strategies to get your product or service to market can be roughly divided into two separate camps – push and pull.



Push Marketing

Push marketing is a promotional strategy where businesses attempt to take their products to the customers. The term push stems from the idea that marketers are attempting to push their products at consumers. Common sales tactics include trying to sell merchandise directly to customers via company showrooms and negotiating with retailers to sell their products for them, or set up point-of-sale displays. Often, these retailers will receive special sales incentives in exchange for this increased visibility.

Examples of push tactics

- Trade show promotions to encourage retailer demand
- Direct selling to customers in showrooms or face to face
- Negotiation with retailers to stock your product
- Efficient supply chain allowing retailers an efficient supply
- Packaging design to encourage purchase
- Point of sale displays

Pull Marketing

Pull marketing, on the other hand, takes the opposite approach. The goal of pull marketing is to get the customers to come to you, hence the term pulls, where marketers are attempting to pull customers in. Common sales tactics used for pull marketing include mass media promotions, word-of-mouth referrals and advertised sales promotions. From a business perspective, pull marketing attempts to create brand loyalty and keep customers coming back, whereas push marketing is more concerned with short-term sales.

Marketing of Sabroso is that the brand advertises products. Next the people will see the advertisement and campaign and want to purchase. As demand increases, retailers begin cross-country trying to stock the product in the stores. All the while, the company has successfully pulled customers to them.

Examples of pull tactics

- Advertising and mass media promotion
- Word of mouth referrals

- Customer relationship management
- Sales promotions and discount (Robertson, 2018)

Chapter # 6

SWOT ANALYSIS

In order to gather useful information about its position in the market and commercial viability, Sabroso use SWOT analysis to determine various factors which may improve the overall standard, quality and brand equity while growing in competition to other units production in Pakistan.

Strengths

- They have the largest integrated poultry operation in the country and their own cold supply chain operation to ensure that their products arrive fresh and healthy.
- Sabroso is a story of commitment to quality & health.
- Produce various categories of products.
- Hygienic and wholesome chicken at the most affordable rates
- Has a self-production plants which are self-sufficient to produce ingredients and helping materials by themselves for products.
- Quality and tasty food.
- Beautiful theme and packaging
- Freshness, Healthy, Innovative, quality etc.

Weaknesses:

- Though no company is perfect in business activity performances in yet pricing strategies have been the pinching elements in brand's market positioning.
- Because products are cost effective and targeted for the upper class of society so these are unreasonable for the other class of society.

Opportunities:

- As Sabroso majorly operates in Pakistan, a country where distribution of product is limited to specific areas within an urban sector hence grooming their product of under such circumstances has always been an opportunity for Sabroso.
- By improving their distribution channels as well as pricing strategies, can give a robust increase in brand equality and can promote their product demand overall in market.
- Quality Control Department.
- Export in other country making its image in Pakistan.

Threats:

- Sabroso is the newly brand in the market so having difficulty to create brand image between its competitor.
- Competitive business environment and many local competitors.
- High inflation in the country can negatively affect the brand.

Chapter # 7

ADVERTISING CREATIVE STRATEGY

USP

A unique selling point is what your brand stands for. It's what sets your brand apart from others because of what your brand makes a stand about. Instead of attempting to be known for everything, brand with a unique selling point stand for something specific, and it becomes what you're known for. (Putnam, 2012)



A successful USP promises a clearly articulated benefit to consumers, offers them something that competitive products can't or don't offer, and is compelling enough to attract new customers.

The USP of the Sabroso is its quality and its unique taste and the main point of Sabroso is the healthy food as the main target audience of the brand is the kids.

Application of the Model:

In Sabroso advertising campaign Hierarchy of effects model is applied. The main aim of this model that serves as a marketing communication tool is to encourage consumers to go through the six steps that end in purchase of product. It is not necessary that consumers always go through all the six steps but the aim is to land a purchase.

Hierarchy of effects model would be applied on this advertisement project followed as:

:



1. **Awareness:** This is the most crucial step and the starting point for purchase. Brands must make sure that the consumer is aware of the presence of your brand in a particular product segment.

To achieve awareness of the Sabroso within target market.

2. **Knowledge:** This is where your product will be evaluated against other brands by the consumer. Make sure enough (positive) knowledge is available about your product – through the internet, retail stores and the product package itself. The consumer begins to gain knowledge about the Sabroso.

3. **Liking:** This is where the consumer builds a liking to your product. This is where your product is being considered for its emotional benefits; be sure to make them prominent. Consumers begin to form opinions about the brand as they see Sabroso in ads.

4. **Preference:** By this time consumer may be convinced to try out your product, but may like other brands of toothbrush too. So what is it that will make her prefer Cool gate over the other brands? These points of differentiations or unique selling points need to be highlighted to make sure that the consumer likes your brand more than the others in her consideration list. Consumers have a clear definition of why they want to buy that product from you.

5. Conviction: This is the stage where the doubt in consumers' minds about buying the product of your brand needs to be converted into action. Marketers can aid in this step by giving out free samples, test drives etc. This step should also decide if the consumer will stick to your brand i.e. actually buy your brand, or switch after testing the sample. Consumers have already been convinced that this is the right choice for them.

6. Purchase: The last and the most crucial stage of the consumer buying cycle is the purchase. You need to make sure that purchase experience is easy and perhaps even enjoyable for the consumer. Some of the ways to encourage purchase is by keeping simple and multiple paying options, making the product available easily, easy to understand usage instructions, offers etc. Consumers than purchase the Sabroso products.(mbaskool, n.d.)

Advertising appeal



Advertisers use appeal to influence a customer to purchase a product or support a cause. Appeals speak to an individual's need, wants or interest. The most common advertising appeals include use of fear, humor, rational, sex or bandwagon propaganda.

(Wimbush, Small Business.chron, 2018)

Emotional Appeal:

An emotional appeal is a method of persuasion that's designed to create an emotional response. (Firestone, 2015)

In Sabroso advertisement emotional appeal is used such as happiness factor. Positive emotion like love of food is highlighted to attract audience.

Product personality

Product personality refers to the set of personality characteristics that people use to describe a specific product. Product personality can affect users' interaction with and evaluation of a product. Accordingly, it may be desirable to design products with a predetermined personality.

(P.L.Schoormans, 2008)

Sabroso product personality is the Chicken Donuts as it's a new and unique product in this brand and Sabroso has a various value added products.

Chapter # 8

MASS MEDIA

Media used to reach target audience

Media planning is one of the four key disciplines within advertising, along with account management, brand planning and developing creative. Typically media planning is a role that falls to an outside agency, but some companies choose to keep it in-house.



Media planning entails finding the most appropriate media platform to advertise the company or client's brand/product. Media planners determine when, where and how often a message should be placed. Their goal is to reach the right audience at the right time with the right message to generate the desired response and then stay within the designated budget. (Media, Kantar, 2013)

Campaign plan



I will promote the brand through different communication channel:

Best media used to diffuse the campaign for Sabroso among target audience is mass media that includes:

- Electronic media
- Digital media
- Outdoor media
- Point of sale (POS) media

Chapter # 9

TV CREATIVE STRATEGY

Summary of TV creative strategy

The communicator has launched a campaign for Sabroso ready to cook frozen chicken because it the new brand in the market so to create a brand image and to increase market share. Because it has various competitors, to bring in competition in the market, the communicator create a TVC.

The theme of the TVC is purple which the theme of the brand is. The shoot of TVC was accomplished in a day. The TVC is inspired by emotional appeal to grab audience attention. The TVC showing the happiness and love to the food. There found some problems during shooting because lightening and location but still tried to overcome issues.

Description of TVC

Concept: The concept is based on happiness and showing love for food as the kids like ready to cook frozen chicken food.


Tagline: A Delicious Chicken for You

Copy of TVC




	Audio	Video
Scene# 1	BGM	ایک بچی ٹی وی لاؤنج میں بیٹھی ڈرائنگ کر رہی ہے
Scene# 2		بیچھے سے اسکا بھائی اسکو دیکھ رہا ہے اور اسکے دماغ میں شرارت سوچھی ہوئی ہے
Scene# 3		وہ چپکے سے آتا ہے اور اپنی بہن کو تنگ کرنے لگتا ہے بچی وہاں پر پنسل رکھتی ہے اور اپنے بھائی کے پیچھے بھاگنے لگ جاتی ہے
Scene# 4		دوسری طرف کچن میں بچوں کی ماں Sabroso frozen chicken فرانی کر رہی ہے اور پیچھے مڑ کر بچوں کو دیکھ کر مسکرا رہی ہے
Scene# 5		ٹی وی لاؤنج میں بچے بھاگ رہے ہیں۔ ماں ہاتھوں میں پلیٹس لیے آئی ہے اور بچوں کو


		Static کہتی ہے بچے وہی پر رک جاتے ہیں ماں پلیٹس میز پر رکھ کر its over کہتی ہے بچے کو دیکھ کر خوش ہو جاتے ہیں
Scene# 6		بچے اور ماں مل بیٹھ کر کھا رہے ہیں
Scene# 7	Tagline: A delicious chicken for you	Brand display

Story boarding



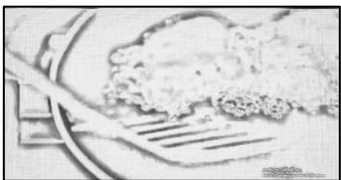

Sabroso TVC Storyboard

Emotional Appeal

SC: BG: Panel: 01	SC: BG: Panel: 02	SC: BG: Panel: 03
		
<hr/> BGM <hr/>	<hr/> BGM <hr/>	<hr/> BGM <hr/>


Sabroso TVC Storyboard

Emotional Appeal

SC: BG: Panel: 01	SC: BG: Panel: 02	SC: BG: Panel: 03
		
<hr/> BGM <hr/>	<hr/> BGM <hr/>	<hr/> BGM <hr/>



Sabroso TVC Storyboard

Emotional Appeal

SC: BG: Panel: 01



BGM

SC: BG: Panel: 02



BGM

SC: BG: Panel: 03



BGM



Sabroso TVC Storyboard

Emotional Appeal

SC: BG: Panel: 01



BGM

SC: BG: Panel: 02



BGM

SC: BG: Panel: 03



BGM



Sabroso TVC Storyboard

Emotional Appeal

SC: BG: Panel: 01



BGM

SC: BG: Panel: 02



BGM

SC: BG: Panel: 03



BGM



Sabroso TVC Storyboard

Emotional Appeal

SC: BG: Panel: 01



BGM

SC: BG: Panel: 02



BGM

SC: BG: Panel: 03



BGM



Sabroso TVC Storyboard

Emotional Appeal

SC: BG: Panel: 01



BGM

SC: BG: Panel: 02



A Delicious Chicken for You

BGM

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Shot pictures

Chapter # 10

BTL CREATIVE STRATEGY

Description of BTL media used

The communicator has used different tools in BTL activities to give its message to the target consumers.

These tools include:

Digital media

- Website
- Facebook page
- Instagram
- Mobile App

Outdoor media

- Hoarding
- Pole sign
- Streamers
- Building wrap
- Bus stop branding
- Floats
- Bus advertising
- Roundabout branding

Print media

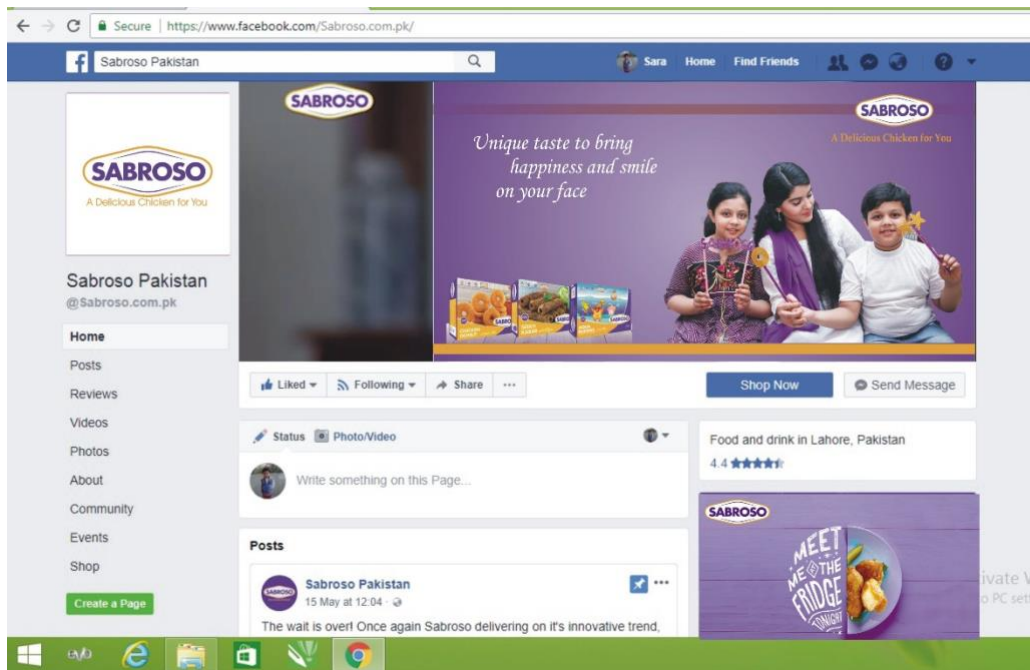
- Magazine
- Newspaper

POS media

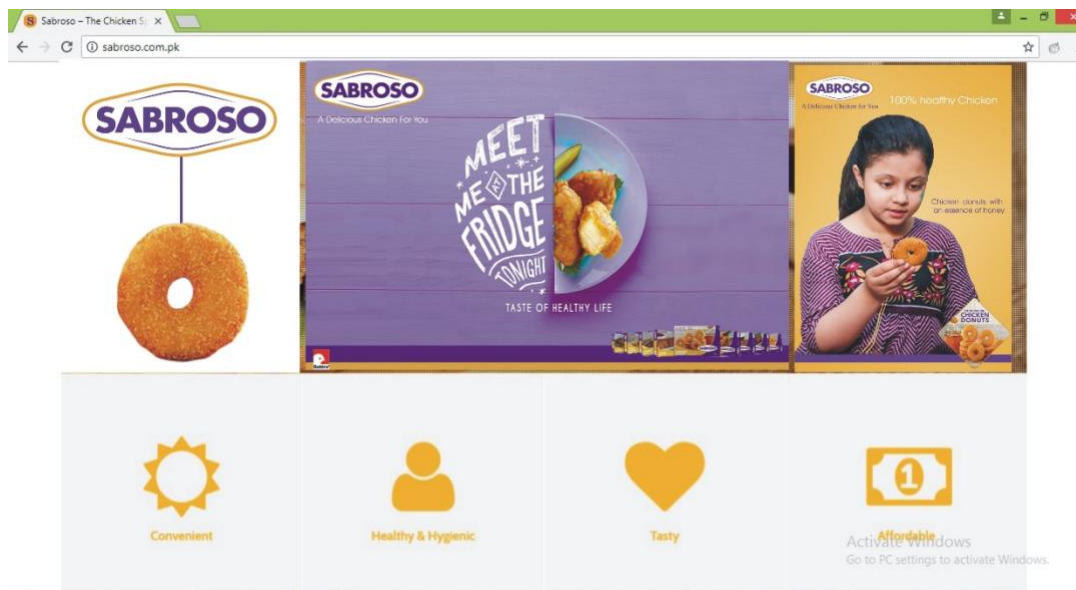
- Kiosk
- Danglers
- Poster
- Standee
- Buntings
- T shirt
- Pen
- USB
- Key chain
- Cup

TOOLS

Facebook page



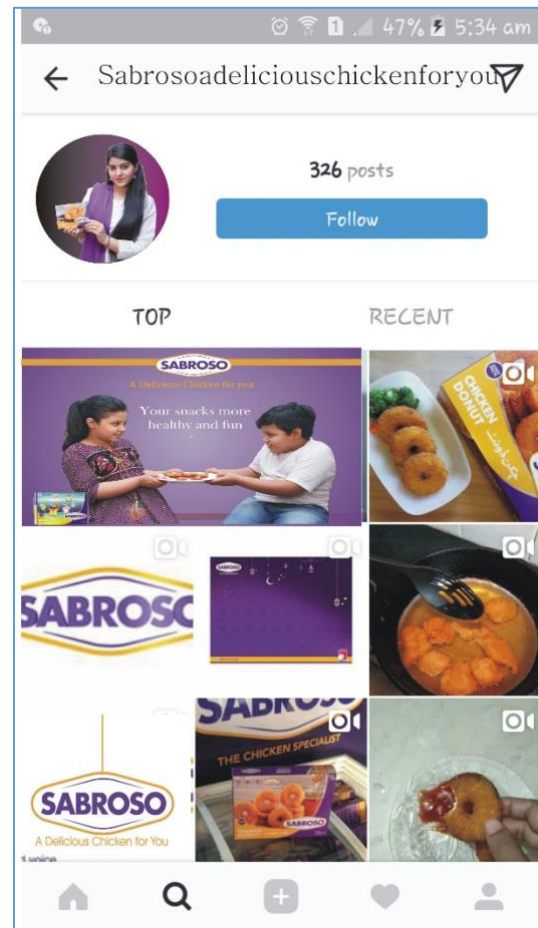
Website



Mobile app



Instagram



Building wrap



Hoarding



Streamers



Pole Sign



Floats



Bus Advertising



Roundabout advertising



Bus stop Branding



Standee

SABROSO

A DELICIOUS CHICKEN
FOR
YOU!

Sabirs'

CHICKEN DONUT
SEEKH KABAB
CRISPY KES
ZINGO

Posters



Danglers



Kiosk



T-shirts



Cap



Clock



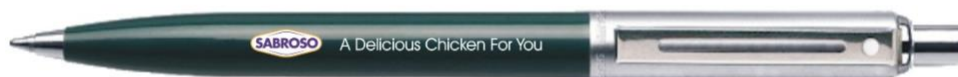
USB



Key Chain



Pen



Chapter # 11

ADVERTISING CAMPAIGN BUDGET

An advertising budget is the amount a company set aside for its promotional activities. Advertising budget is used by a company for marketing the products and services to the customers. Advertising budget includes money for doing advertising research, getting creatives made, printing material, allocating money to advertising media and ensuring proper implementation of ad campaigns.

The advertising budget of a business is typically a subset of the larger sales budget and, within that, the marketing budget. Advertising is a part of the sales and marketing effort. Money spent on advertising can also be seen as an investment in building up the business. (*mbaskool. n.d.*)

Print media production cost (Newspaper)

Newspaper	Size	Page	Colour/B&W	Days	Budget
Dawn	1/4	Front page	Colour	Monday Tuesday	5, 25,000
The Nation	1/4	Front page	Colour	Monday Wednesday Friday	3,00,000
Jung	2/4	Front page	Colour	Tuesday Friday Saturday	3,37,000

Print media production cost (Magazine)

Magazine	Size	Page	Colour/B&W	Days	Budget
Sunday Magazine	1	Mid page right side	Colour	Sunday	4,00,000
Lounge	1	Page11 right side	Colour	Sunday	2,00,000
Dunya	1	Last page	Colour	Sunday	2,70,000

Media plan for TVC

Channel	Timing	Duration of ad	Slots	Days	Budget
ARY Digital	8: 00pm 10: 00 pm	59:00	9 per day	Alternative days of week	3,00,000
Dunya News	12: 00am 02: 00 pm	59:00	9 per day	Alternative days of week	2,00,000
C42	9: 00pm 11: 00 pm	59:00	9 per day	Alternative days of week	1,95,000
Hum TV	8: 00pm 10: 00 pm	59:00	9 per day	Alternative days of week	2,15,000

BTL Production cost

Digital Media	Budget
Website	25,00,000
Mobile App	30,000
Facebook	60,000
Twitter	50,000
Instagram	35,000

Budget for outdoor media

Outdoor branding covers building wrapping of main building at Liberty chowk and Fortress Square. Pole sign on Mall road and Jail road. Hoarding cover the main area of MM Alam, and DHA. Roundabout branding was at Liberty roundabout throughout the campaign.

Outdoor	Media
Hoarding	6,00,000
Pole sign	4,00,000
Streamers	2,50,000
Building wrap	5,00,000
Bus stop branding	4,00,000

Bus advertising	5,00,000
Floats	2,00,000
Roundabout branding	5,50,000

Budget for POS media

Standeers at shopping malls and also the point of sale, buntings and Kiosks also at POS for awareness and attraction.

POS	Budget
Kiosk	25,00,000
Dangler	30,000
Buntings	60,000
Standee	50,000
Poster	35,000

Grand Total

Media	Cost
Outdoor	340,00,000

Digital	258,00,000
Print	33,78,500
POS	130,00,000
Grand Total	76,178,000

Limitations

- Budget was limited, which gave us limited options for designing
- Designing and shooting a TVC in minimal resources was tricky yet we came up with the best we could.

Chapter # 12

ANALYSIS AND DISCUSSION

Research work

Qualitative research type was used to know the views of the target audience of the campaign.

Pre test

The communicator has decided to work on the Sabroso chicken frozen food after making survey. The communicator used survey method for the campaign line and idea selection for the final product. Campaign taglines were designed for this campaign is.

- Something special in chicken...
- A delicious chicken for you!
- Chicken gives it really good
- A taste for healthy life.
- Hungry? Why wait? Grab a Sabroso

All the above campaign taglines were pre-tested in survey method by the communicator. This research was conducted by the communicator in 100 people, so that they can give accurate answers. 35% respondents with majority selected the slogan “A delicious chicken for you!” 27% respondents liked the tagline “A taste for healthy life”. 17% respondents selected “Hungry? Why wait? Grab a Sabroso”. 13% respondents liked tagline “Chicken gives it really good”. And only 8% respondents select the slogan “something special in chicken”.

After the results of survey according to results following tagline was selected for Sabroso campaign:

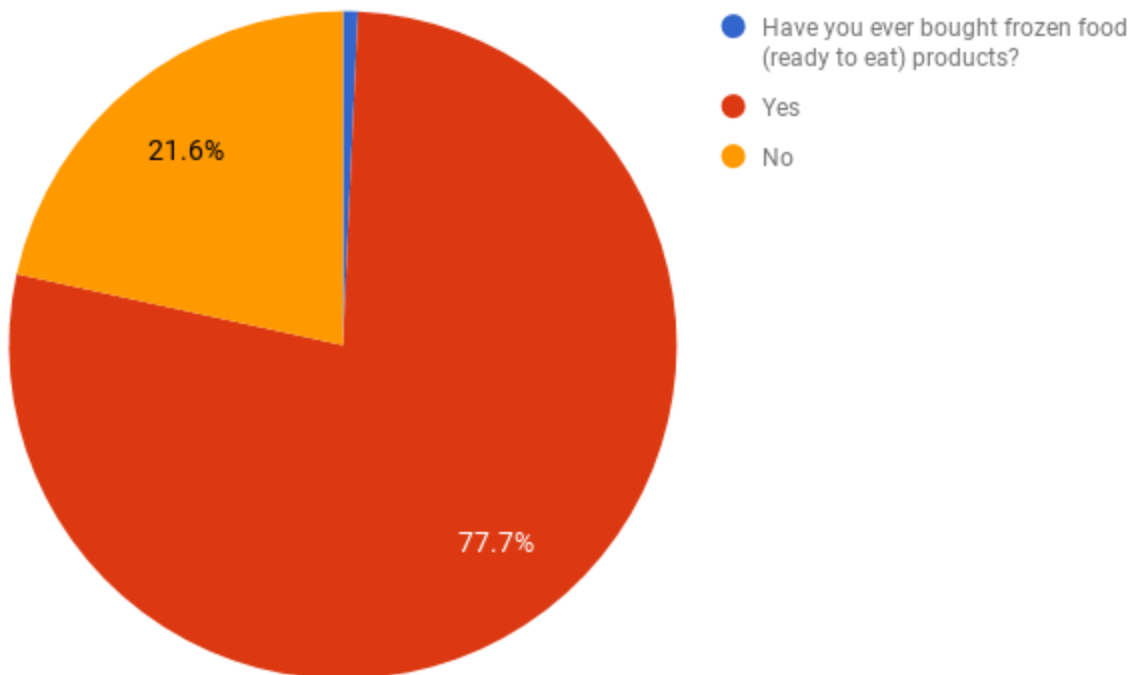
A delicious chicken for you!

Research Methodology

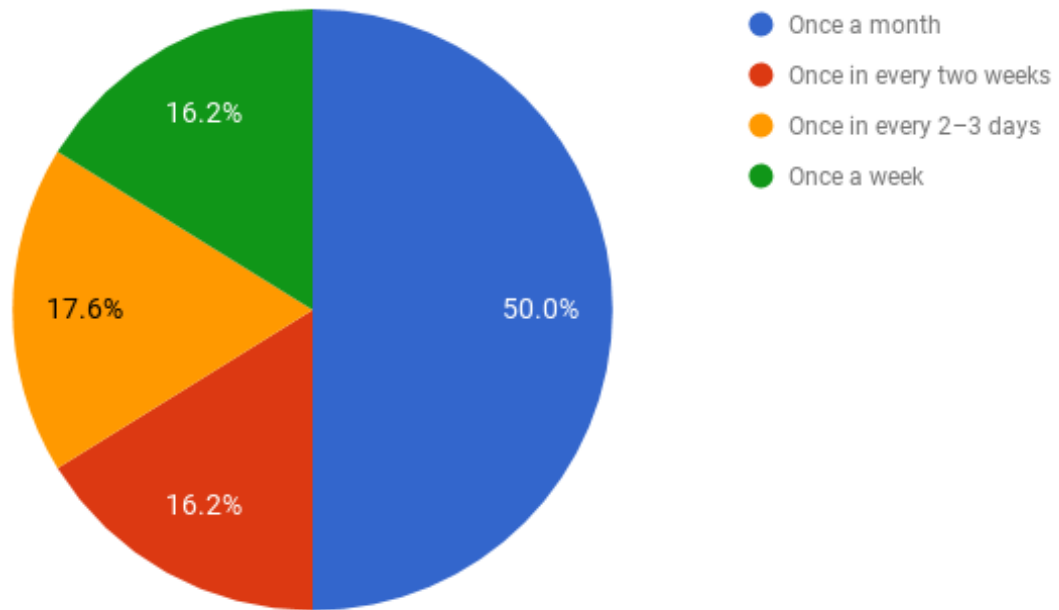
The research methodology used for this research was carried out a survey. The survey research method will be descriptive research design. Each respondent will be interviewed through a Questionnaire.

The survey was conducted in the areas in the Lahore. The sample contains responses of 200 people from all age groups of elite class and upper middle class. The universe of present study is Lahore, Pakistan. The population of the present study is all age groups of people of Lahore.

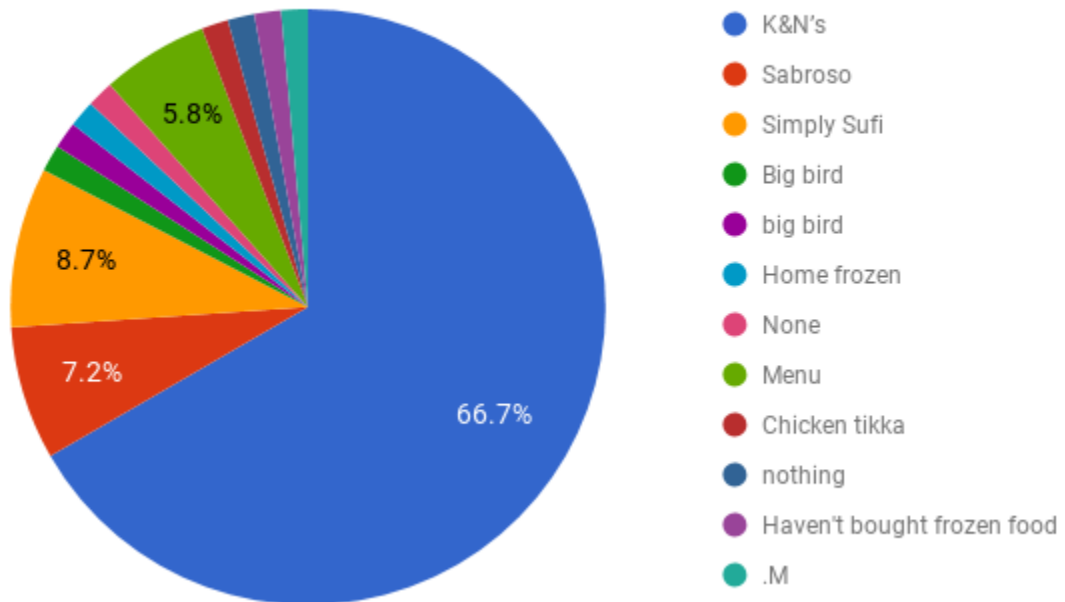
Survey Results



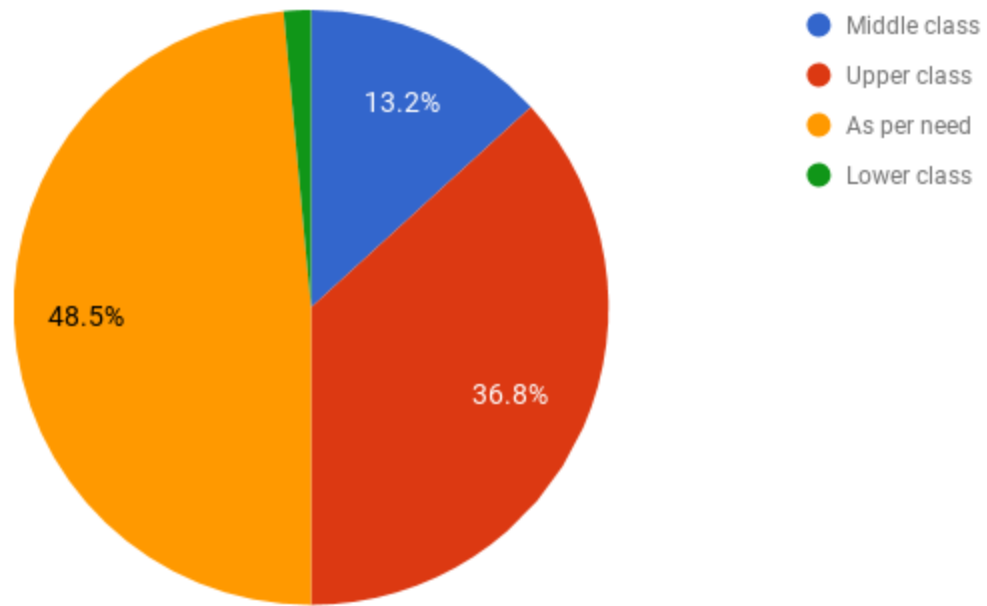
How often do you use frozen chicken?



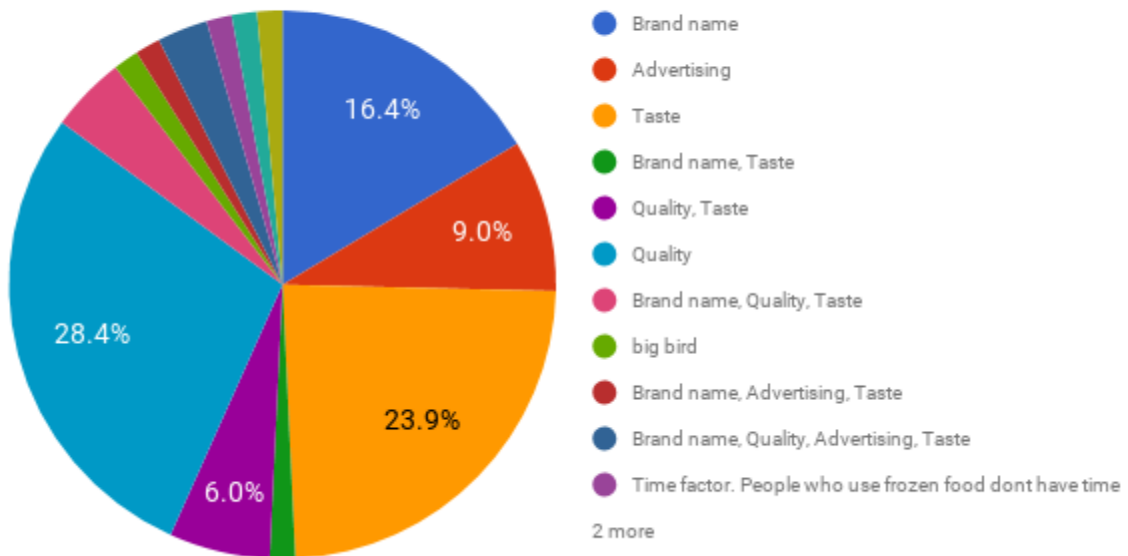
Which is your most preferred Brand for frozen food?



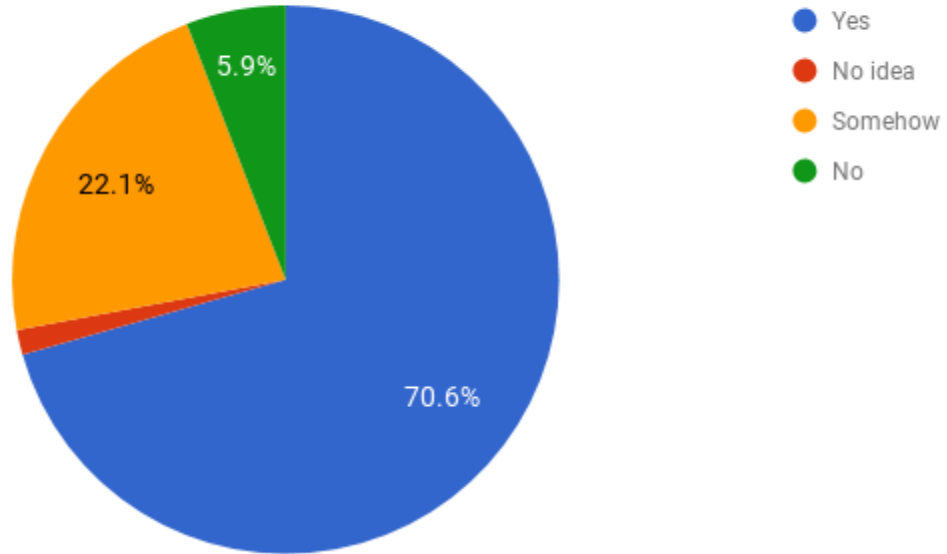
According to your opinion frozen food is mostly used by?



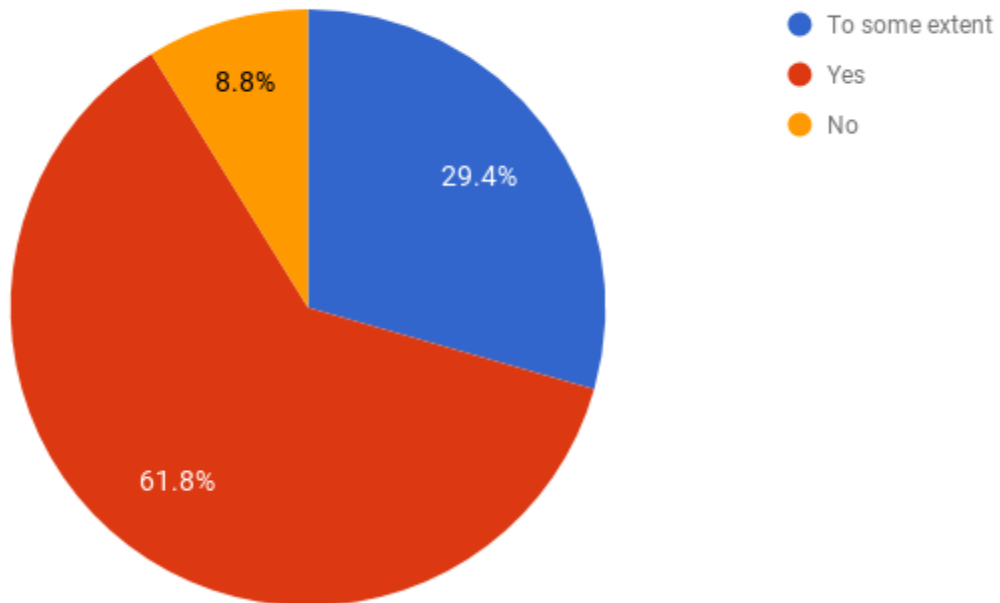
Rate the important factor which influence a consumer to buy a particular brand of frozen food?



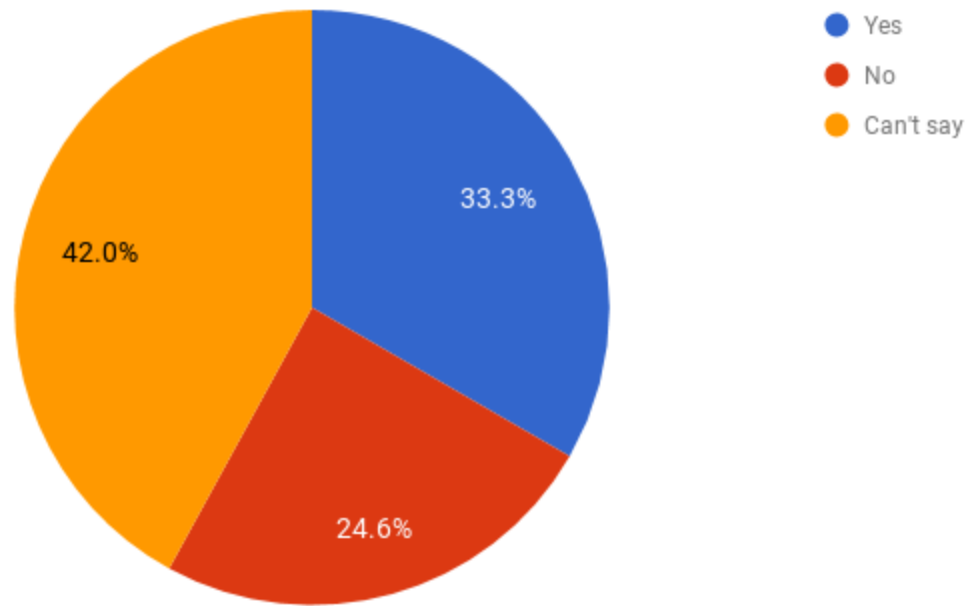
Do you think frozen foods are less nutritious than fresh food from the market (e.g. fresh vegetables and fishes)?



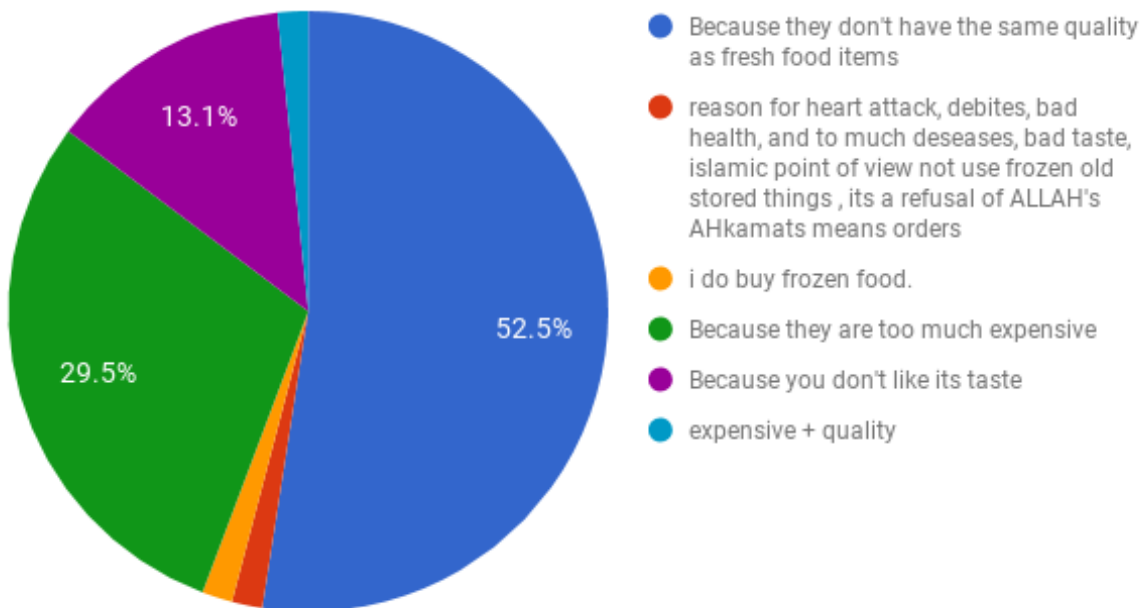
In your opinion, are frozen foods expensive?



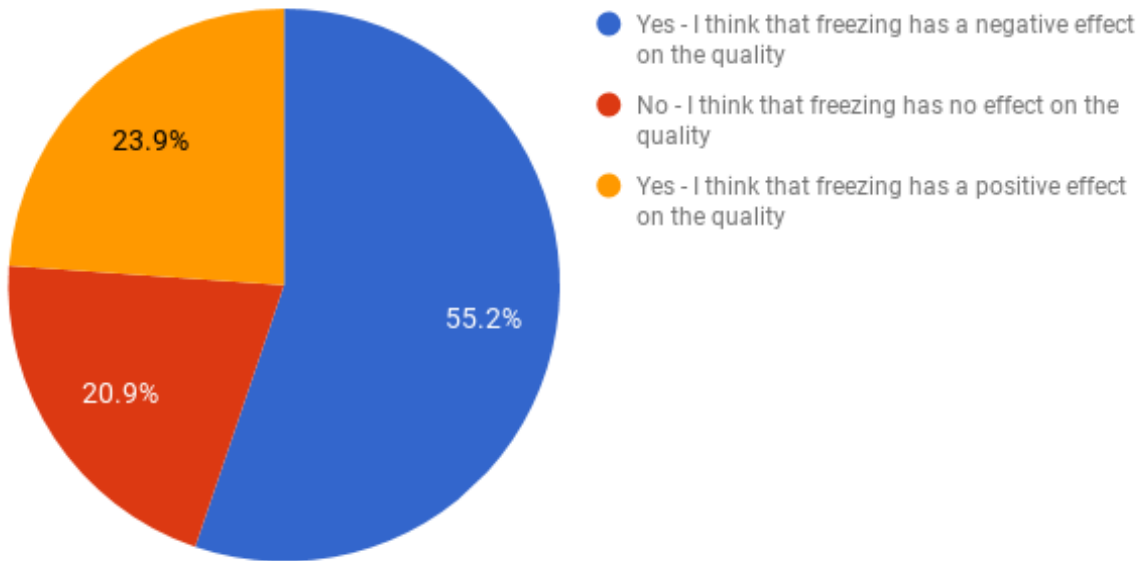
Would you suggest other person to buy frozen products?



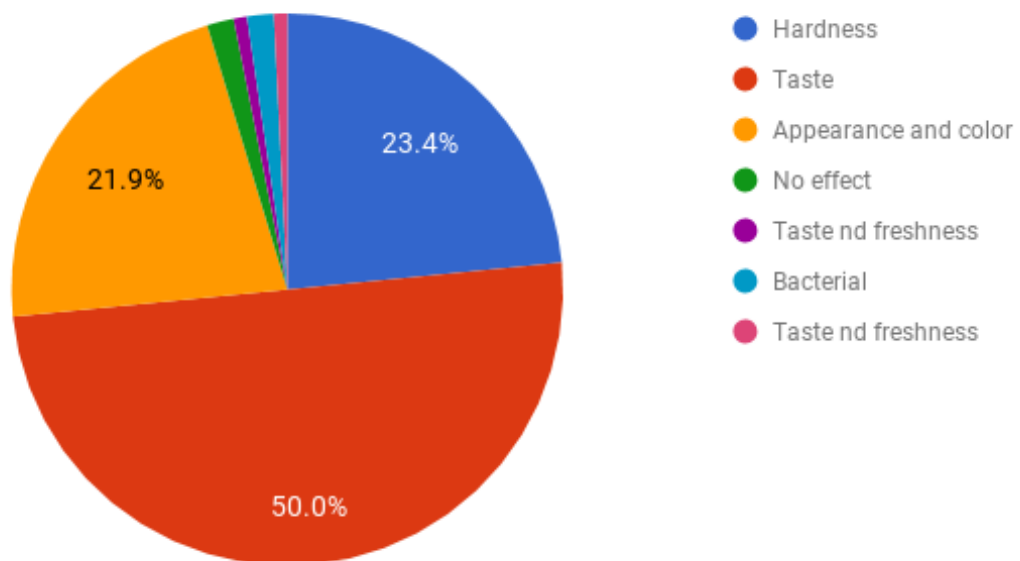
If you don't buy frozen food items then list your reason?



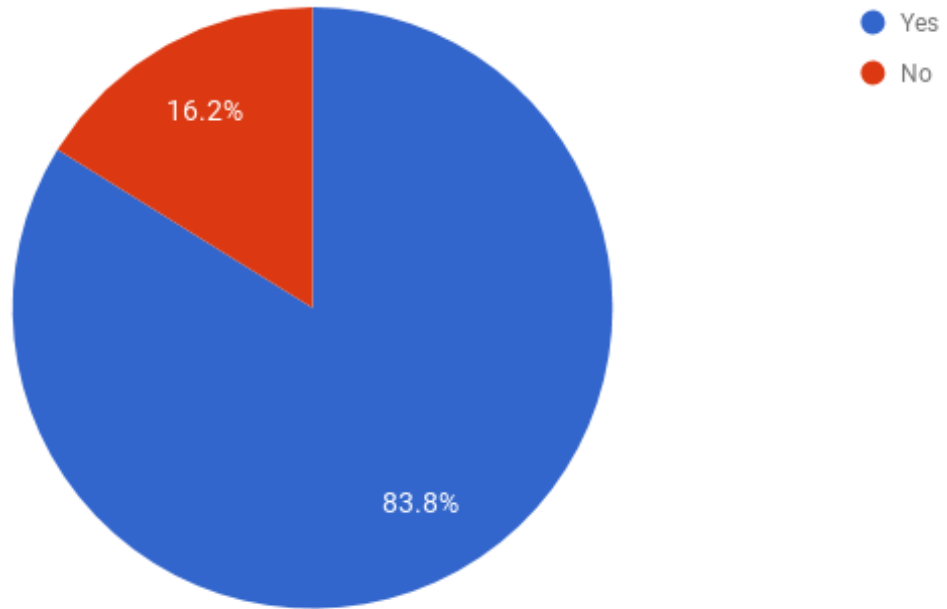
Do you think that freezing has an effect on quality of the raw chicken meat?



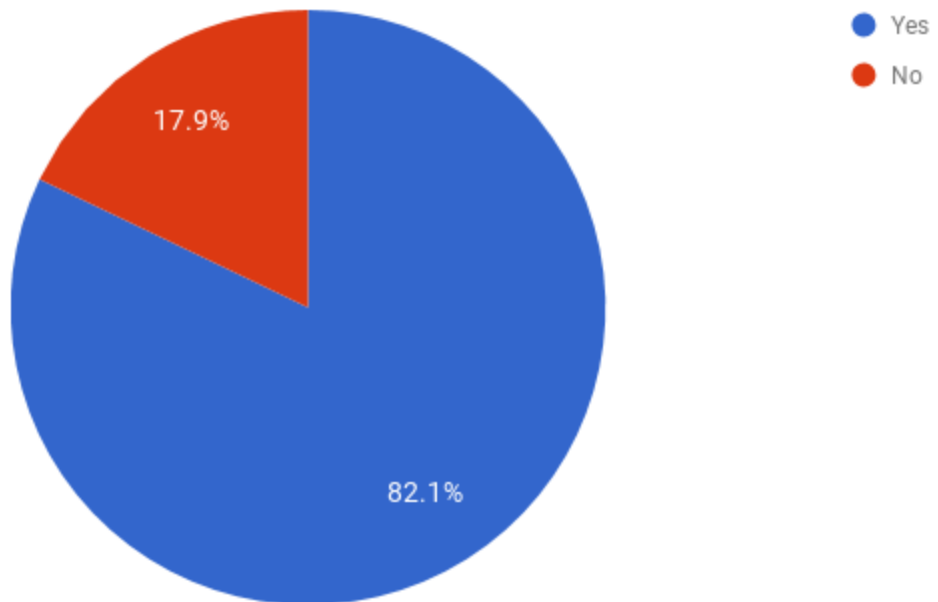
What kind of effects do you think that freezing has on the quality of the chicken meat?



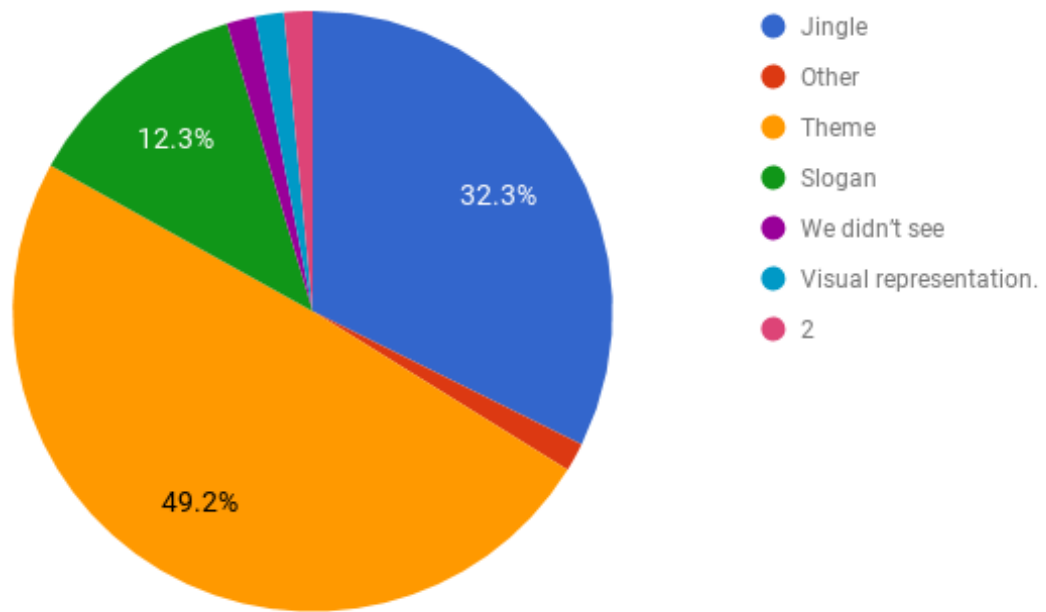
Have you heard about the frozen brand Sabroso?



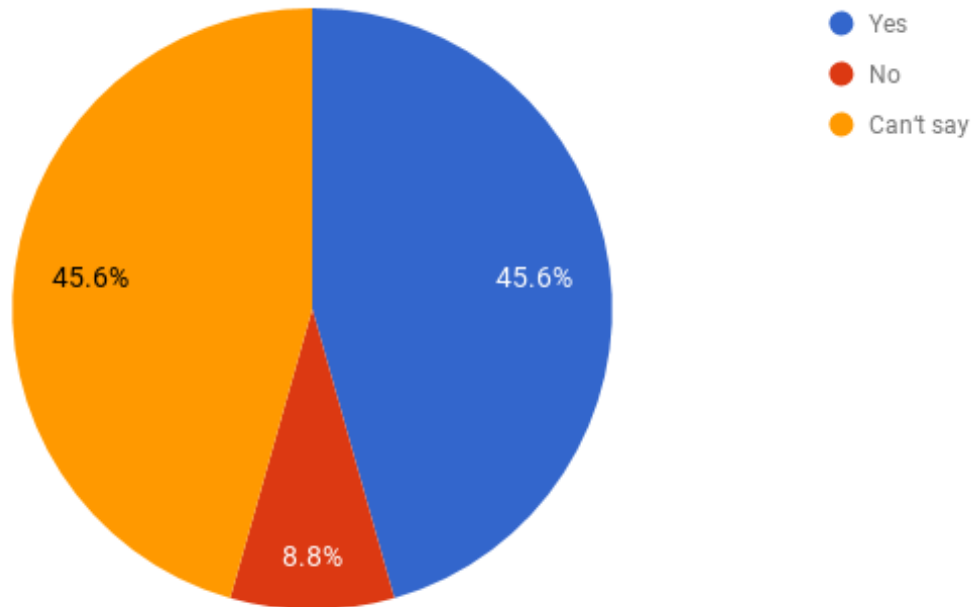
Have you seen the advertisement of Sabroso?



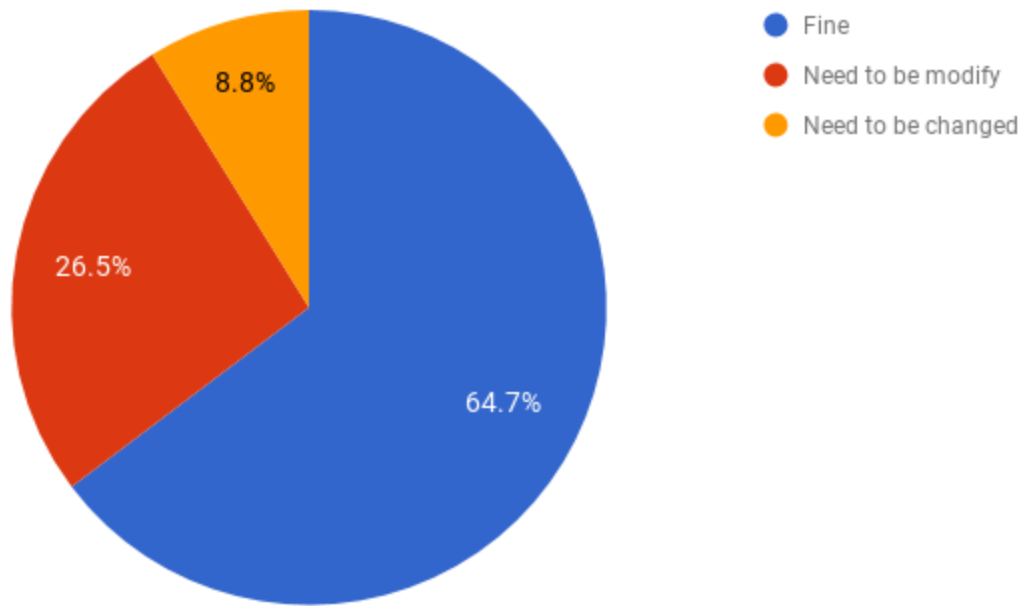
What do u like about most in Sabroso advertisements?



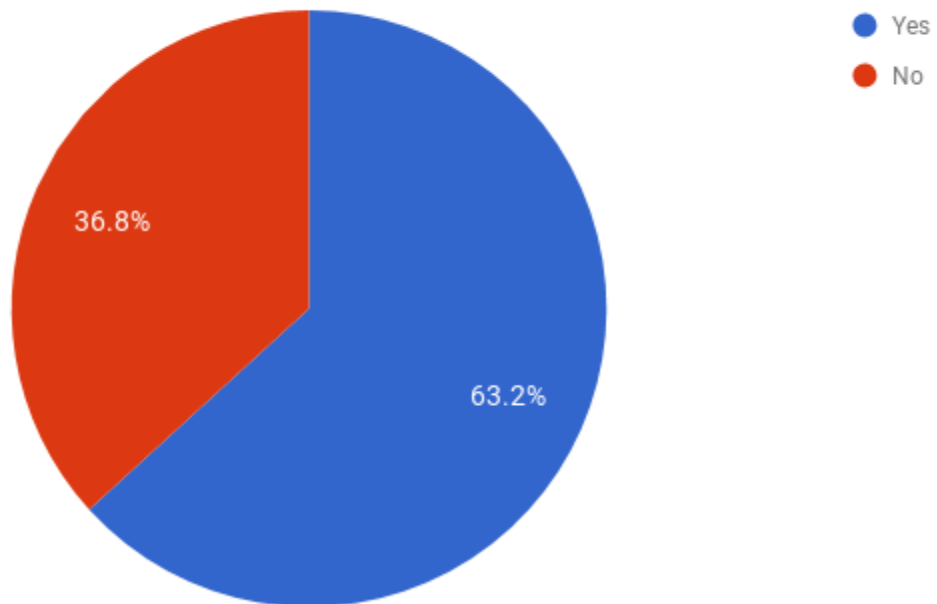
Do you think it acquire a good name in the market?



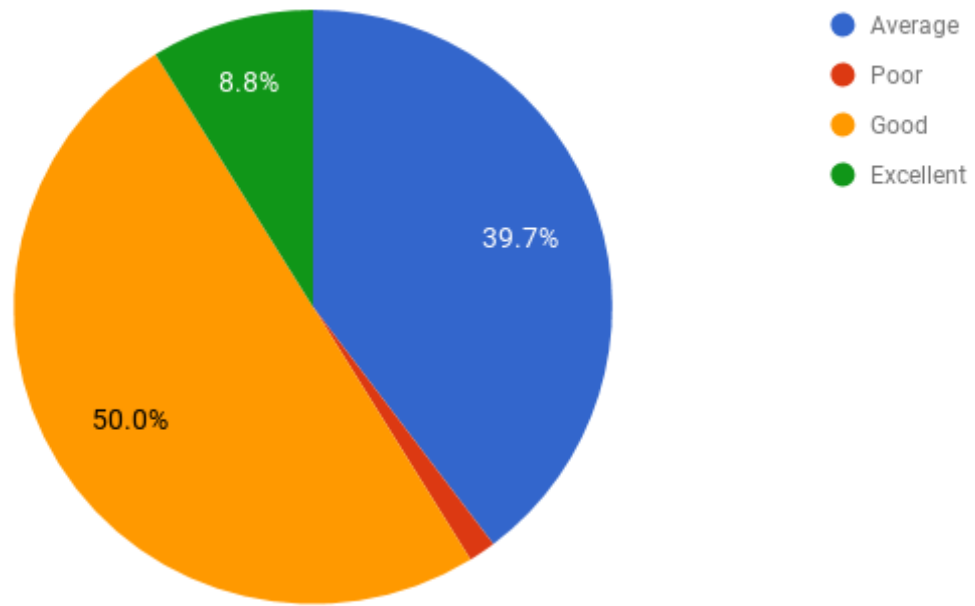
What do you suggest about the theme of Sabroso?



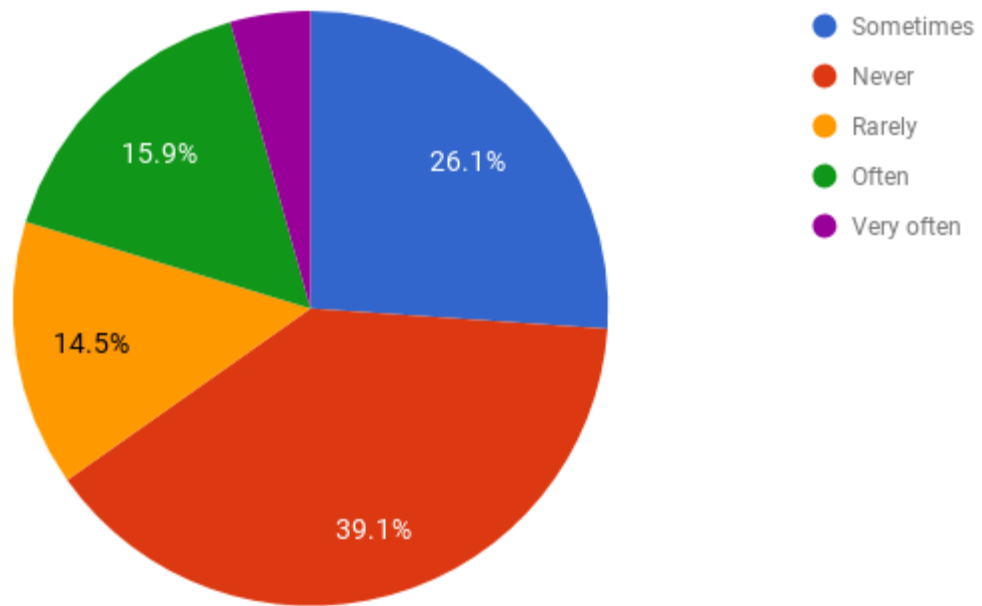
Do you like the jingle of the Sabroso advertisement?



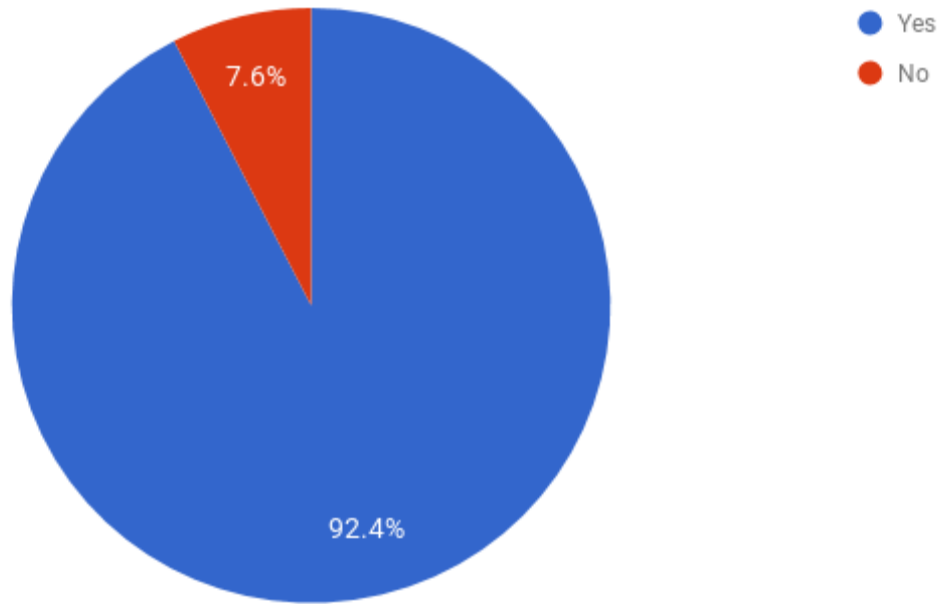
How would you rate Sabroso as a product?



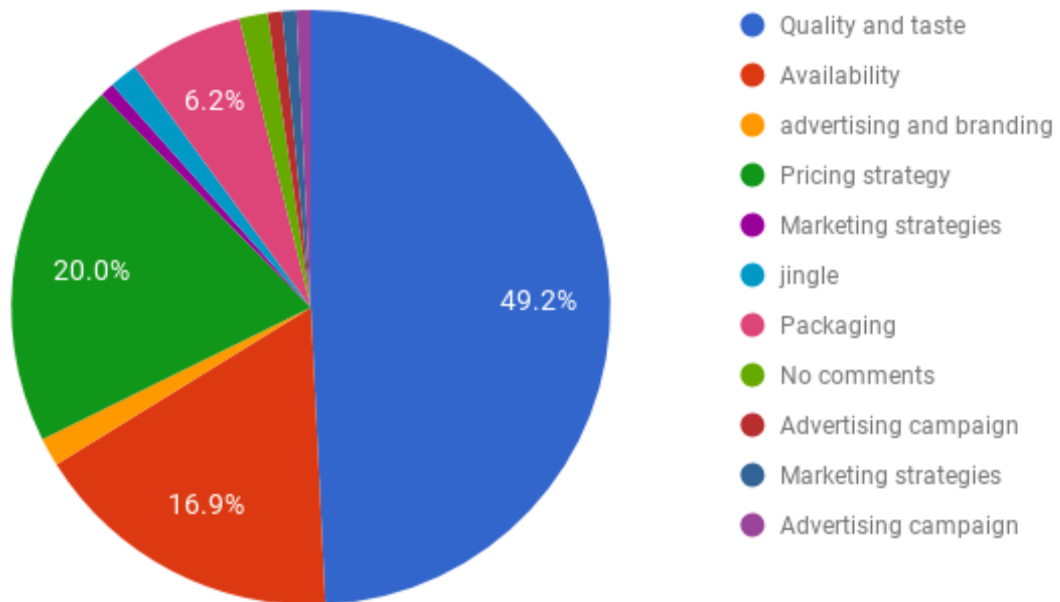
How often do you consume it?



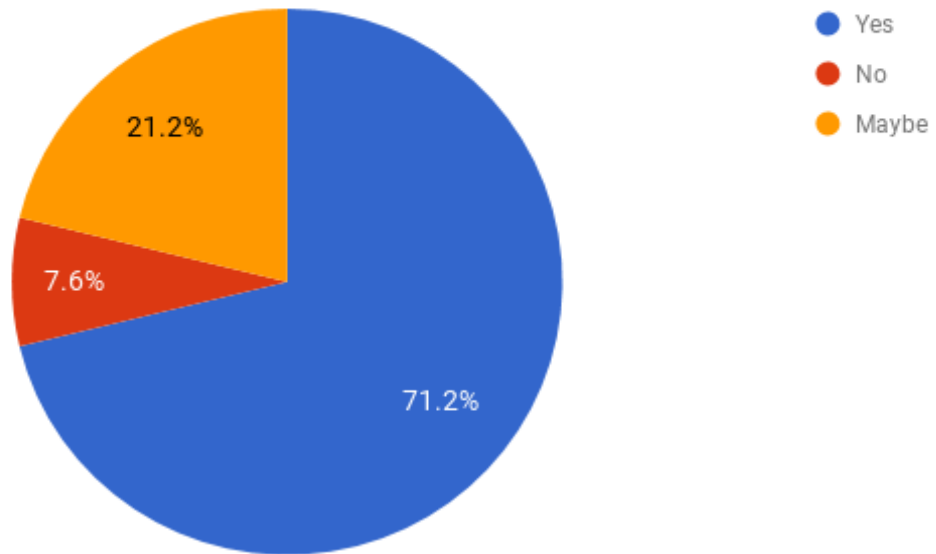
Do you think Sabroso should come up with more good quality?



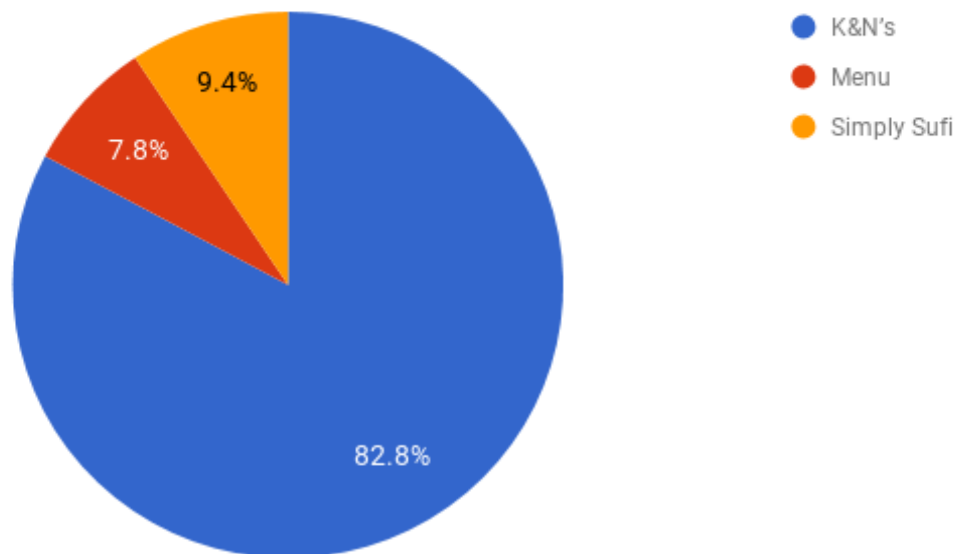
They should work more on their

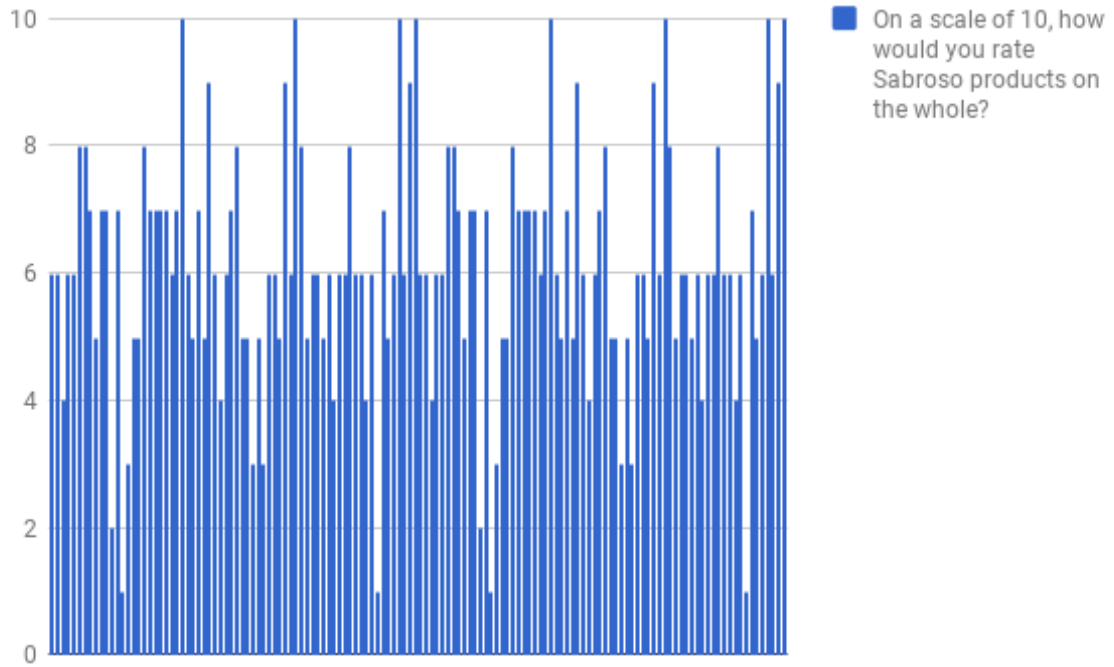


Does advertisement playing a proper role for the popularity of the brand?



According to you which is the top most competitor of Sabroso is?





Analysis and Discussion

After analyzing the results of survey, the researcher has extracted the results that there is need to design a unique advertising strategy that will help the audience to enhance market share of the brand. The upcoming advertisement must contain more elements and also come up with above the clutter idea that can easily cater the maximum audience.

Evaluation of Campaign

The project was executed with all the tools. It was executed in the starting of May till July 2018. This campaign was evaluated on the basis of the feedback received by the customers and audience. Majority of the respondents and consumers gave positive feedback and appreciated the effort. Awesome replies were got about the campaign.

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QUESTIONNAIRE

Name: _____

Age: _____

Sex: _____

Profession: _____

- **Have you ever bought frozen food (ready to eat) products?**
 - Yes
 - No
- **How often do you use frozen chicken?**
 - Once in every 2–3 days
 - Once a week
 - Once in every two weeks
 - Once a month
- **Which is your most preferred Brand for frozen food?**
 - K&N's
 - Simply Sufi
 - Menu
 - Mon Salva
 - Sabroso
- **According to your opinion frozen food is mostly used by?**
 - Upper class
 - Middle class
 - Lower class
 - As per need
- **Rate the important factor which influence a consumer to buy a particular brand of frozen food**
 - Brand name
 - Quality
 - Advertising
 - Taste
- **Do you think frozen foods are less nutritious than fresh food from the market(e.g. fresh vegetables and fishes)**

- Yes
- No
- No idea
- **In your opinion, are frozen foods expensive?**
 - Yes
 - No
 - To some extent
- **Would you suggest other person to buy frozen products?**
 - Yes
 - No
 - Can't say
- **If you don't buy frozen food items then list your reason?**
 - Because they are too much expensive
 - Because they don't have the same quality as fresh food items
 - Because you don't like its taste
 - Any other reason (Explain)
- **Do you think that freezing has an effect on quality of the raw chicken meat?**
 - Yes - I think that freezing has a positive effect on the quality
 - Yes - I think that freezing has a negative effect on the quality
 - No - I think that freezing has no effect on the quality
- **What kind of effects do you think that freezing has on the quality of the chicken meat?**
 - Hardness
 - Taste and odor
 - Appearance and color
- **Have you heard about the frozen brand Sabroso?**
 - Yes
 - No
- **Have you seen the advertisement of Sabroso? If no than open the link below.**
 - Yes
 - No

<https://www.youtube.com/watch?v=RhfhRgZNkIM>

- **What do u like about most in lays advertisements?**
 - a. Slogan
 - b. Jingle
 - c. Theme
 - d. Other
- **Do you think it acquire a good name in the market?**
 - a. Yes
 - b. No
 - c. Can't say
- **What do you suggest about the theme of Sabroso?**
 - Fine
 - Need to be changed
 - Need to be modify

Do you like the jingle of the Sabroso advertisement?

- Yes
- no
- **How would you rate Subroso as a product?**
 - Excellent
 - Good
 - Average
 - Poor
- **How often do you consume it?**
 - Very often
 - Often
 - Sometimes
 - Rarely
 - Never
- **Do you think it has acquired a good name in the market?**
 - Yes
 - No

- Can't say
- **Do you think Sabroso should come up with more good quality?**
 - Yes
 - No
- **They should work more on their**
 - Quality and taste
 - Packaging
 - Availability
 - Pricing strategy
 - New food products
- **Does advertisement playing a proper role for the popularity of the brand?**
 - Yes
 - Not
 - May be
- **According to you which is the top most competitor of Sabroso is?**
 - Simply Sufi
 - Menu
 - K&N's
 - Mon Salva