

Chapter # 1

INTRODUCTION

1.1: Project Overview

I have designed an Advertising campaign for Black Horse Paint. The campaign major objective is to first provide awareness of the brand (Black Horse Paint) to consumers, learning and persuasion about the product (Paints) then motivation of trying the product that leads to purchase behavior.

To reach the target audience multiple medium will be used including Television, Radio, Newspaper, online media and BTL. The campaign includes TVC, Radio and internet campaign, and also the print (Newspaper and Magazines) and outdoor media. Positioning and media strategy is planned according to brand image.

1.1 Project Aim

The aim of the project is to propose a campaign to create awareness among target audience.

Chapter 2

Industry and Company Information

2.1: Industry Profile:

The industry in which I am working is paint industry. Paint industry was present before partition and the brands which were present in the market at that time are Master paint and anchor paints, before these two paint industries there was no paint industry in the market. At that time paint pastes used to come in early 1930's. Ch. Muhammad Abdul Kareem used to import that paint paste in bulk from UK. There were only two colors present in the market light green and cream color. Then after partition in late 1980's ICI paints came mean while number of other brands came in the market such as BUXLAY paints, EVER SHINE paints, BERGER paints and BLACK HORSE paints.

2.2: Key Competitors

After a complete research I came to know that black horse paints has different competitors in different areas the table is given below.

	<u>AREA</u>	<u>COMPETITORS</u>
Black horse paints	LAHORE	ICI paints, Master paints, Berger paints, Diamond Paints
Black horse paints	Quetta	ICI paints, Berger paints

Black horse paints	Karachi	Gobies paints, ICI paints, Diamond Paints. Nelson paint.
Black horse paints	Shaikhupura	ICI paints, Master paints
Black horse paints	Hyderabad	ICI paints, Nelson paints,



Master[®]
PAINTS




BERGER
PAINTS

These were name of some important competitors of main cities where Black horse paints is mainly sold. Basically the main competitor in local market is ICI paints, Diamond Paints, Berger Paints and Master paints because Master paint is in Pakistan since partition so customers trust on Master paints whereas ICI paints is concerned it is basically choice of rich people. They have a status symbol that they are using imported paint.

2,3 Company Information

S.S Enterprises Lahore Pakistan

It started from Ch. Abdul Kareem who brought the trend of colour paints in the subcontinent before partition of India. He used to import the water-based paints from abroad. His son Mr. Chaudhry Muhammad Siddique was settled in the UK. In 1978, he came to Pakistan and brought a new technology of producing paints with him. He collaborated with his brother Ch. Muhammad Shabbir and both of them started a new brand now known as BlackHorse Paints in

1979. This technology turned out to be the key to their success in those times. It produced emphatic quality paints with the minimum period of time.

2.4: History of the company:

Black horse paints is a local company which was first time introduced in Pakistan local market in the year 1984. Mr. Chaudhry siddique Muhammad brought new technology from London to produce best quality paint in lesser time period basically Mr. Siddiques father also had a paint business his father Ch. Abdul Kareem was the person who brought the trends of color paints in subcontinent before partition so Mr. Siddique wanted to continue in his fathers field. In

Beginning Mr. siddique started business on very small level due to limited resources and with the passage of time Black horse paint got popularity due to applying new strategies, providing best quality and due to low prices as compare to competitor.

2.5: Company Organizational Structure

Chaudhary Muhammad Siddique – Chairman

Chaudhary Muhammad Shabbir – CEO

Umer Shabbir – Director of Marketing

Arooj Shabbir – Director of Human Resource

Abudbakar Siddique – Director of Finance

Abuzar Siddiqu – Director of Procurement

2.6: Vision Statement

“To be the market leaders in paint sector”

2.7: Mission Statement

“Working hard and persistently towards achieving a common company goal and dedication towards acquiring our core mission of producing culminating quality paints”

2.8: Company Beliefs

- Team work, mutual trust and respect leads to personal growth and dynamic improvements in organizational team work.
- Team work shifts the culture of organization into a more productive atmosphere.
- They strongly believe on friendly environment.

2.9: Organizational Culture

- Black horse paints management stress on team work.
- In all companies of the group as well as departments of the companies are working under the culture of team work.

2.10: Type of Ownership:

Partnership

2.11: Why partnership?

When Black horse paints was newly introduced in market more resources were required in the beginning but Mr. Siddique didn't have much resources so due to lack of sources and instead of taking loan from bank Mr. Siddique decided that he wanted to make his brother Mr. Chaudhry Muhammad Shabbir his partner so that they could easily handle the business and Mr. Shabbir could invest in the business.

2.12: Departments

Following are some of the internal factors of the company Black horse paints.

- **Management department**

- **Marketing department**

- **Finance or Accounts department**

- **Production department**

- **Research and Development Department**

- **Marketing department:**

Marketing department consists of four area managers every area manager is handed over with a specific continent and every area manager consists of several employees and the duty of those employees are to bring updates of competitors and to bring orders from different sights. There is also an outlet of black horse paints is Afghanistan so that branch is handled by first area manager.

Finance or accounting department:

Financial department of black horse paints basically consist of three different departments. First department is consists of four cashiers the duty of those four cashiers is those cashiers is to update the accounts of four different areas. The other department is in charge for all the bills

Which are linked with the business and also with the bills of C.E.O'S personal expenditures. The duty of third department is pay all the employees working in black horse paints.

Production Department:

Production department is the important department on the hole organization, because Black horse paints company states in there mission and vision statement that the provide best quality paints. There are two shifts working in production department first shift is from 6am till 12 noon the other shift starts from 12 noon till 6 pm like this production only takes place for 12 hours but the next 12 hours the stock which is produced is up loaded on the network. Each shift consists of one highly qualified chemist which is more than enough. First shift consists of 75 workers and the other shift consists of 100 workers. Every work who is directly working on the

machine is provided with hand gloves and safety suits and also with glasses so there life is totally protected.

Advertisement Department:

As such Black Horse paints does not have any specific department because the management of the company thinks that if the paint quality is good there is no need to advertise, but still as being in the market I have tried my best to force them to do advertisement

Chapter 3

Brand Information:

3.1: Brand Name: Black Horse Paints

3.2: Product Concept

Black horse paints got popularity mainly due to applying new strategies and not compromising on their quality no matter how time consuming and rigorous processes it goes through in the quality control department.

3.3: Rationale:

Black Horse is the leading Paint brand in the market provides a wide range of paints with comparatively low price and not compromising on their quality. I took Black Horse Paints as a challenging product in order to increase its market share and target audience. As there is seen less use of ATL and BTL tools used by Black Horse Paints so the main reason to select Black Horse is to create awareness, to increase market share and to create brand loyalty among target audience

3.4: Proposed Logo:



3.5: Brand Slogan:

Zindagi Kay Rang

3.6: Proposed Slogan:

Nazar Tou Uthy Gi

3.7: Types of Products

Black horse paints is producing verity of colors for interior and exterior walls, doors and verity of things being used in decorative paint which are following Products

- Oil based paints
- Water based paints
- Textures
- Filling
- Wall primer
- Red oxide primer
- Paint remover



- **Wood lacer** (NEW)
- **Varnish** (NEW)
- **Steel putten** (NEW)
- **Water based wall primer** (NEW)

Oil based paints:

Black horse paints is producing purely varnish and turpentine based oil paints which has following type of categories.

- **Synthetic Enamel**
- **Matt finish Enamel**
- **Metallic paints**

Synthetic Enamel:

Synthetic enamel is purely based on Turpentine oil, varnish, resin etc. Synthetic enamel is mostly used in kitchens, Wash rooms, Industries, Hospitals etc. Black horse paints first time

introduced this paint with such an extra coverage and low prices. Black horse paints gave such a huge variety of colors so that customers were attracted towards it. The new Variety of colors is showed below.

Matt finish enamel:

Matt finish enamel is also based on oil but the different between enamel and matt finish is that enamel paint shines when it is applied on the surface but certain chemicals are added in matt finish which helps it to finish the shine and give a dull look when the paint is applied on the surface. Matt finish is mostly used in kitchens. Black horse paints has provided Variety of colors in matt finish.

Metallic Paints:

Metallic paint is also oil based paint. Metallic paint is also known as Pearl and aluminum based paint because different chemicals are added in this paint which adds pearls in this paint due which it is known a metallic paints. Black horse paint is the only company which firstly introduced this metallic paint in the market, before this none of the competitor such as Master paints, ICI paints, and Berger paints etc use to manufacture these Metallic colors. Black horse paints is the only company which have a huge Variety of Metallic colors

Black horse paints produces following kinds of water based paints which are

- **Vinyl Emulsion**
- **Plastic Emulsion**
- **Weather King**

Vinyl emulsion:

Vinyl emulsion is water based paint which consists of different chemicals such as talcum, acrylic etc .Vinyl emulsion is the only emulsion in the market which is a washable simple emulsion .After applying Black horse vinyl emulsion on the surface and after giving proper time from drying you can easily clean any kind of mud spots or any kind of dirty spot can be easily cleaned from the surface with a duster. Black horse paint is producing Variety of colors Vinyl emulsion in the market which are following.

Plastic emulsion:

Plastic emulsion is water based paint which consists of different chemicals such as talcum, acrylic, calcium, cobalt etc. in huge quantity. Plastic emulsion is mostly used inside the building. Plastic emulsion is the only emulsion in the market which is totally washable emulsion .After applying Black horse Plastic emulsion on the surface and after giving proper time which is 18 hours you can easily wash the wall with water. Black horse paints is producing Variety of colors of Plastic emulsion in the market.

Weather King Emulsion:

Weather king emulsion is basically used for exterior walls of the building. Weather king is also water based paint but certain special chemicals are added in this weather king paint which increase the strength of this paint. Any storm, heavy rain, heavy sunlight does not have any kind of effect on this paint. Black horse paints have Variety of colors in weather king.

Chapter 4

Marketing Mix

4.1: Objectives

- To create Brand Identity.
- To increase market share.
- To build a long term relationship between product and users.
- To modify product marketing and advertising strategies in order to increase product demand.

4.2: PUSH AND PULL STRATEGY

To achieve the above mentioned objectives we will use **both PUSH** and **PULL** strategies for the marketing of **Black Horse Paint**

In Push promotional strategy we push our product to the market. We will make sure that customers are aware of our brand at the point of purchase. In this strategy we had direct link with our retailers and shopkeepers. To gain their preference we will offer them incentives.

4.2.1: Tactics for PUSH strategy

- Offering extra incentive to retailers.
- Trade show promotion to increase retailer demand.
- Proper display and Packaging design to get attention of the customers at Point of sale
- Direct selling to the customers through brand activation activities.
- Efficient supply chain to retailers.

4.3: PULL strategy involves use of medium of communication to pursue the consumers. Sales promotion strategy would play an important role in it.

4.3.1: Tactics for PULL strategy

- Advertising and mass media promotion
- Word of mouth
- Sale promotion
- Discount
- Relationship with customer

4.4: SWOT Analysis

Strengths:

- Company has 4 decades of experience in the paint Industry and it is a progressive and dynamic Pakistani paint manufacturing company.
- Providing a wide range of shades
- Premium Quality Paints
- Good national and international Presence

Weaknesses:

- Substitute Products.
- Lack of Advertisement
- Compared to competitors, Black horse paints opt to spend limitedly on marketing
- Inability to Capture Texture Market.
- Product marketing limited to major cities of Punjab.

Opportunities:

- Expand business go into Deco paints field:
- Growing Global market:

- Re-Launching and repositioning of Black horse paint remover division is a huge opportunity for the near future.
- Huge markets within Pakistan and outside country such as India.

Threats:

- Competitive business environment and many local competitors
- The brand has not gained sufficient popularity in target audience.
- Political conditions in the country may be obstacle to exports.
- Vendor Relations of Competitors.
- The supply system of Paints all over Pakistan is an unorganized and unmonitored process

4.5: External Factors of Black horse paints:

Following are the external factors which Black horse paint currently came across

- **Political factors**
- **Governmental factors**
- **Cultural factors**
- **Technological factors**
- **Environmental factors**

Political factors:

As we all know that political conditions of Pakistan are going down by down every day. Due to this poor political function and the bombs being blasted all over Pakistan every person is scared due to which every business line is surviving so similarly Black horse paints is also affected because people are not in the mood of decorating their homes and due to increase in paint prices people can't afford expensive paint keeping in view all these factors the C.E.O'S of

Black horse paints decided not increase the price of the paint and minimize the profit margin, so that people would get attracted towards black horse paints due to its low prices and best quality.

Governmental factors:

As we all know that government has increased the prices of petrol so most of the raw materials which is being used in paint line such as Risen, talcum, turpentine, titanium etc. prices are also increased due to which every company has increased the prices keeping in view all these factors company Black horse didn't increased its prices and decided to down size the profit margin because these days nothing is stable.

Cultural factors:

Black horse paints is mainly considering on cultural factors because to promote any product in any market you have to keep in mind the culture in which you are introducing your product. Black horse paints is only producing or launching those colors in the market that are acceptable in the culture of Pakistan such are whites, Ash whites, off whites, etc. because people who belong to middle class mostly don't like sharp colors

Technological Factors:

Black horse paints is using new machinery which the company had recently imported from Germany. Black horse paint is the one of those paint companies who has capacity of producing 1200 gallons from one machine. Black horse paint also controls its product distribution so the factory and warehouse are 24/7 directly connected with each other through WAN because ware house and factory area

Where paint is manufactured are 2.5km away from each other. Black horse paints has recently imported a new machine which helps to match the shade of a specific color shade of current production with the previous stock. The company had recently upgraded their laboratory by adding new equipment's and automatic shade matching machinery. This technology of automatic shade match is only used by ICI paints and Berger paints and now Black horse paints is also using this technology. Black horse paints is also using auto sealing and auto filling machine which reduces the use of man power and automatically fills the empty drums or cans with paint and also seal it with plastic covers by applying high temperature of heat to the can and drums filled with paint.

Environmental factors:

Black horse paints is not producing very little pollution and that pollution is only produced in winter because in winter the varnish which comes in drum get freeze due to cold temperature in the atmosphere so the company has a specific area where woods are burned and heat is given to those drum to make that varnish into liquid and the area where woods are burned is surrounded by green trees and plants. Most of the machines are controlled electronically so there no use of burning something and there is very little pollution produced by the woods burning in winter season. The garbage which is produced by the factory is dumped in the back yard of the factory. Special sound proof walls are made which helps to reduce the noise pollution which is produced by the electronic high pressure machines.

4.6: Marketing Mix

The 4 P's of advertising are also used for Black Horse Paints marketing.

- Product

- Price
- Place
- Promotion

4.6.1: Product

Black Horse is the leading Paint brand in the market provides a wide range of paints with comparatively low price and not compromising on their quality. Black horse is the only paint in the market which is giving best quality such as ICI paints, Black horse paints is using same raw material which is being used by multinational firms such as ICI Paints

4.6.2: Price

Black horse is the only paint in the market which is giving best quality such as ICI paints, Black horse paints is using same raw material which is being used by multinational firms such as ICI Paints, but still there is a huge different between the prices of Black horse paints and ICI paints some examples are given below

<u>PRODUCTS</u>	<u>ICI PAINTS</u>	<u>BLACK HORSE PAINTS</u>
VINYL EMULSION	RS. 2205 /- 14 LTR	RS.1690/- 16LTR
WEATHER KING	RS.4335/- 14LTR	RS.3250/- 16LTR
SYNTHETIC ENAMEL	RS.1175/- 3.64LTR	RS.940/- 4LTR

These were few examples which showed us the difference between the prices of both companies. The reason behind this huge difference is that ICI paints is a multinational firm and ICI paints Pakistan limited has to pay for the logo of ICI to the main company where as Black

horse paints is concerned it is a local company and Black horse paints is a family business so there are not much over heads.

I think the vision and mission statement is quite clear that black horse paints is providing best quality paints is minimum prices which also become in reach of middle class people.

4.6.3: Place

Our company will ensure presence of our product at every major Paint Market. S.S Enterprises has a distribution network and the product will be distributed through it. Moreover the distribution network will be further strengthened.

4.6.4: Promotion

For the promotion of Black Horse Paints different tools will be used. Strategies for the advertising, sales promotion, public relations, internet marketing, direct marketing will be designed and executed. The promotional messages will use rational and emotional arguments disseminated through ATL and BTL media. The promotional campaign will continue for whole year with the peak season during summer (from May to September)

4.7: Market Segmentation

4.7.1: Primary Market:

The primary target for this campaign will be men and women of age group ranging from 15 to 50 years living in urban and suburban areas of Pakistan. Message will be primarily focused toward both male and female segments, with average to above average education and income.

4.7.2: Secondary Market:

For secondary market rest of the marketing segments will be considered.

Chapter 5

Advertising Strategy

5.1: Creative Strategy

The creative strategy of Black Horse Paint is based on rational and humorous arguments. The campaign theme will be *Nazar Tou Uthy Gi!!*

5.2: USP (Unique Selling Point)

Black Horse Paint is premium quality paint provides a wide range of paints with comparatively low price and not compromising on their quality.

5.3: Primary and selective demand

Both demands will be dealt simultaneously.

5.3.1: Primary Demand

In primary demand, the major concern is to drive consumers' interest in the product. That interest will be developed among consumers' by campaign 'Nazar Tou Uthy Gi' using brand (Black Horse Paint) tagline.

5.3.2: Selective Demand

Selective demand will convince consumers' how Black Horse Paints differs from its competitors. So they will choose the product according to their demand and purchase it. This demand can be accomplished by telling consumers' about the product benefits, their distinguishable properties that satisfied consumers' needs and motivating factors that force them

to purchase the brand. Selective demand will run in a long way to gain large market share to force consumers to switch over the new brand from the existing brands in the market.

5.4: Product Positioning

Black Horse Paint is premium quality paint provides a wide range of paints with comparatively low price and not compromising on their quality.

In Paint market “Nazar Tou Uthy Gi” this simple three-word slogan stands out clearly differentiating Black Horse Paint on Quality, Price and Variety of Products.

5.5: Advertising Appeals

I have used Humorous and rational advertising appeals during all campaign of Black Horse Paints.

5.6: Print Creative Strategy

Print advertising is another medium to expand our brand exposure to target market. Middle to Upper class educated people of age 40+ prefer to read newspaper and magazines. Magazines also present an opportunity which has long lasting effect on viewers. To target upper class magazine can be a good medium.

Print Ad:

Jab Black Horse Paint Lagy ga

نظر تو اٹھے گی۔

Make Your Own Home
A **Masterpiece**

BLACK HORSE
Plastic Emulsion
The finish you've always wanted
at a cost that suits your lifestyle

BLACK HORSE
WEATHER KING
Exterior Paint

BLACK HORSE
Silk Coat
water based paint
super smooth coating

BLACK HORSE

WWW.BLACKHORSEPAINTS.COM

Magazine Ad



5.7: Television Creative Strategy

TV is the most effective medium to convey a message to your target audience. That is why I have created one TVC with humorous appeal to set a soft image of brand in viewers mind.

DESCRIPTEION of TVC

Here is the detail of TVC including pre-production, production and post-production.

Duration: 0:25 sec

One Liner: The TVC is based on humorous appeal. Every one (Newspaper Hawker, School Students and a girl) walking through a street get shocked as they looked upon a newly painted house.

Advertising Appeal: Humorous appeal used for this TVC

Target Market: General Public

Story: In early morning a (Newspaper Hawker) passing through Road Street normally and suddenly he gets shocked as he look at new painted house, Next scene two boys wearing school uniform along with bags, gets shocked as they look at new painted house

Third character is a girl who also gets shocked as look at new painted house.

And then VO will play (Jab Black Horse Paint Lagy Ga Tou Nazar Tou Uthy Gi).

Cast: A 24 years old girl, two school boys, A newspaper Hawker.

Technical Equipment:



❖ DSLR



- ❖ Tripod
- ❖ DVD
- ❖ Camera Track




Script



Story Board

TVC 2:

VIDEO	Audio
<p>Scene 1</p> <p>LONG SHOT: A Newspaper Hawker on cycle Coming Toward camera (Long Shot)</p>  <p>(CUT TO)</p>	<p>Background Music</p>
<p>Scene 2</p> <p>MID SHOT Side shot of Newspaper Hawker</p> 	<p>Background Music</p>

<p>(CUT TO)</p>	
<p>Scene 3</p> <p>The shot of cycle wheels as the cycle stops.</p>  <p>(CUT TO)</p>	<p>Background Music</p>
<p>Scene LS- As Hawker looks towards the house to drop newspaper he get shocked (Long Shot)</p>  <p>(CUT TO)</p>	<p>Background Music</p>

<p>Scene 5</p> <p>ELS- Two school boy in uniform coming towards camera.</p>  <p>(CUT TO)</p>	<p>Background Music</p>
<p>Scene 6</p> <p>LS- Side shot of boys walking through street.</p>  <p>(CUT TO)</p>	<p>Background Music</p>
<p>Scene</p> <p>Mid Shot- School Boys walking toward camera</p> 	<p>Background Music</p>

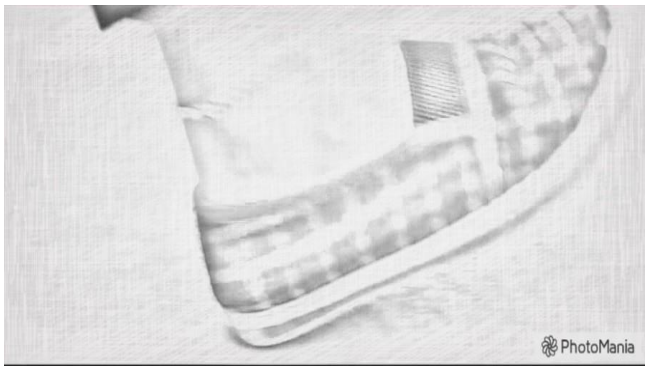
<p>(CUT TO)</p>	
<p>Scene 8</p> <p>Mid Shot- Boys shoes shot as they got break</p>  <p>(CUT TO)</p>	<p>Background Music</p>
<p>Scene 9</p> <p>CU-Boys look toward house and get shocked</p>  <p>(CUT TO)</p>	<p>Background Music</p>
<p>Scene 10</p> <p>MCU- A girl walking through street.</p>	<p>Background Music</p>



(CUT TO)

Scene 11

CU- Shot of girl's shoe from side



(CUT TO)




Scene 12

MCU- As girl looked left she gets



Background Music

Background Music

<p>(CUT TO)</p>	
<p>Scene 13</p> <p>Collage of all characters</p> 	<p>Background Music</p>
<p>(CUT TO)</p> <p>Scene 14</p> <p>Shot of house camera pan from up to down</p> 	<p>Background Music</p>
<p>(CUT TO)</p> <p>Scene 15</p> <p>Paint buckets with blur Background</p> 	<p>Jab Black Horse Paint lagy ga nazar tou uthy gi.</p>

BTL CREATIVE STRATEGY

BTL techniques are very effective in exposing customers to product and as well cost-effective for targeting a specific group. BTL activities also help marketers to establish one-to-one relationship with consumers and offer the opportunity for customers to try product at low cost.

We will allocate a large part of budget for BTL advertising and activities.

Types of BTL media

- Billboards
- Hording
- Steamers
- Bus Stop
- Pole Sign
- Transit
- Standee
- Bunting

Poster



Billboard



نظر تو اٹھے گی..



BLACK HORSE
www.blackhorsepaint.com



100% Acrylic Based
100% Washable
Plastic Emulsion

Jab Black Horse Paint lagy ga
نظر تو اٹھے گی..

BLACK HORSE
www.blackhorsepaints.com

Hording

Jab Black Horse Paint Lagy ga

نظر تو اٹھے گی۔

Make Your Own Home

A **Masterpiece**



WWW.BLACKHORSEPAINTS.COM

Standee



نظر تو اٹھے گی..

100% Acrylic Based
100% Washable
Plastic Emulsion

BLACK HORSE

WWW.BLACKHORSEPAINTS.COM

The advertisement features a woman in a colorful plaid shirt and black pants, holding a white bucket of Black Horse paint. She is standing in front of a large, two-story house with a green lawn. The background is a solid light blue color. The text is in Urdu and English, highlighting the product's features and the brand name.



Bunting







Social Media Strategy

We will also use Social Media tools and tactics for Black Horse Paint campaign to reach maximum target audience.

- Facebook Page
- Website
- YouTube

Chapter 6

Media Planning and Budgeting

Media planning is an exercise to find the best medium or combination of media that will produce the best overall effect relative to the needs of the advertised brand. Media planning in general should involve optimum benefits in the long run. The media mix, in terms of balance of usage for TV, radio and print media or other types of media vehicles, should be such that the best utility of the advertising budget is obtained, and duplication of audience is involved as far as possible.

6.1: Budgeting

Advertising budget is an estimation of total expenses that are to be incurred on advertising during a given period of time. The advertising budget includes items of expenditure relating to advertising programs, cost of space, advertising material (including advertising copy) production expenses, media expenses, agency commission and advertising research etc. In the most elementary form. It states the proposed advertising expenditure and informs and suggests the company management of the anticipated cost of executing the advertising plan. It is the translation of advertising plan into money.

The advertising budget must be realistic, flexible and adequate for the advertising programs. The advertising budget must consider the advertising goals and the size must relate to advertising needs. It should be tailored to suit the needs of the business enterprises. An advertising budget will show also how much, where, and for what purpose the amount provided in the budget is to be spent. The amount provided in the advertising budget is not fixed arbitrarily

but is determined by scientific lines keeping in view the nature of the product, size of the market to be covered by the enterprise, types of consumer and strategy to the competitors etc.

It is a plan for the company's future advertising program. It provides a program of the best assortment of types of advertising to be undertaken along with its time table and frequency. In addition to planning function, the advertising budget also serves as a control of advertising expenditure.

6.2: Duration of campaign

The duration of campaign for Black Horse Paint is from 1st May to 30th September. This was the right time to persuade the target audience towards our product through advertising campaign by highlighting the quality and variety of products with humorous appeal

6.3: Media Plan for the Campaign

6.3.1: Print Media Production Cost

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

6.3.2: Media Plan for TVC

Channels	Timing	Duration of ad	Slots	Days	Budget
ARY Digital	8:00pm- 10:00pm	25 :00 sec	9 per day	Alternative days of week	3,00,000
City 42	8:00pm- 11:00pm	25 :00 sec	9 per day	Alternative days of week	2,00,000
92News	8:00pm- 11:00pm	25 :00 sec	9 per day	Alternative days of week	1,95,000
Dunya TV	9:00pm- 12:00pm	25 :00 sec	9 per day	Alternative days of week	2,15,000

6.3.3: Budgeting for Digital Media

Digital Media	Budget
Website	25,00,000
Facebook page	60,000
YouTube	1,00,000

6.3.4: Budget for Outdoor Media

Outdoor media covers billboard spots of main Ichra, Jail road, Qartaba Chowk, Liberty, Pole signs and hording on Mall Road, Dharampura, Mughal Pura and main road and roundabout of Lahore City.

Budgeting of Outdoor Advertisement

Items	Printing Cost	Display/ Distribution Cost	Total Cost
Hoarding	2000	50000	52,000
Retail shop Ad	---	25.000	25,000
Standee	60×225	18000	31,500
Poll signs	×300	—	3000
Bus stand board	25,000		
Total			136,500

6.3.5: Budget for POS media

POS	Budget
Bunting	30,000
Poster	35,000
Shade Cards	30,000

6.3.6: Grand Total

Media	Cost
Print Media	1162000
Television	910,000
Outdoor Media	1,36,500
POS	95,000
Grand Total	2,303500

6.3.7: 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 7

MONITORING & EVALUATION

The company has designed a special monitoring and evaluation cell to monitor the whole Black Horse Paint campaign. In the cell, there will be appointed around 50 people for performing different tasks. The purpose of this cell is to monitor all the media (TV, radio, print, BTL, sales promotion, online, etc.) strategy and planning what company would advised. The cell has also assigned to do survey and focus group time by time so to keep in touch of the market demand. Continue monitoring of this IMC campaign helps us to perform more efficiently.

7.1: Posttest

After launching advertising campaign of Black Horse Paints, to find the public opinion, I have arranged a posttest study to analyze the results. Results shows that after launching of the advertising campaign our target audience were very much aware about the product specification and pricing strategy. People really like the humorous appeal used in our TVC and all Below the line tools. As there can be seen a slight increase in the sale of the product.

Questionnaire

(A Survey on Black Horse Paints)

Name -----

Age -----

Qualification -----

Status -----

1. Are you conscious about wall paints?

- a) Yes
- b) No
- c) To some extent

2. Do you think wall paint plays important role in wall decorum?

- a) Yes
- b) No
- c) To some extent

3. Have you ever brought paint?

- a) Yes
- b) No

4. What do you prefer?

- a) Paints

- b) Whitewash
- c) Other

5. Who is the decider at you home?

- a) Father
- b) Mother
- c) You
- d) Other

6. Which factor you keep in mind while purchase of paints?

- a) Price
- b) Quality
- c) Previous Experience
- d) Durability
- e) Availability
- f) Packaging
- g) Color

7. Which brand immediately comes to your mind while purchase of paint?

- a) Diamond paints
- b) Deluxe paints
- c) Black horse paints
- d) Master paints
- e) Other

8. Which Brand do you prefer?

- a) Diamond paints
- b) Deluxe paints
- c) Black horse paints
- d) Master paints
- e) Other
- f) All above

9. Rate your priority of preference to the paints?

a. ICI Deluxe	1	2	3	4	5
b. Black Horse Paints	1	2	3	4	5
c. Diamond Paints	1	2	3	4	5
d. Master Paints	1	2	3	4	5
e. Nippon Paints	1	2	3	4	5

10. How do you take the decision while purchasing the Paint?

- a) Price
- b) Quality
- c) Previous Experience
- d) Availability
- e) Brand Popularity

11. Have you heard about Black Horse Paint? If yes then proceed further.

- a) Yes
- b) No

c) May be

12. From where did you get to know about Black Horse Paint?

- a) Advertisement
- b) Newspaper
- c) Television
- d) Social media
- e) Friends
- f) Painter
- g) Other

13. Have you ever watched Black Horse Paints advertisement on television?

- a) Yes
- b) No
- c) May be

14. Do you think Black Horse need more advertisement in order to increase their sale?

- Yes
- No
- May be

15. If Black Horse paint is not available in the shop, would you like to purchase any other brand?

- a) Yes
- b) No

16. If you get more discounts on any other brand, would you go for that?

- a) Yes
- b) No

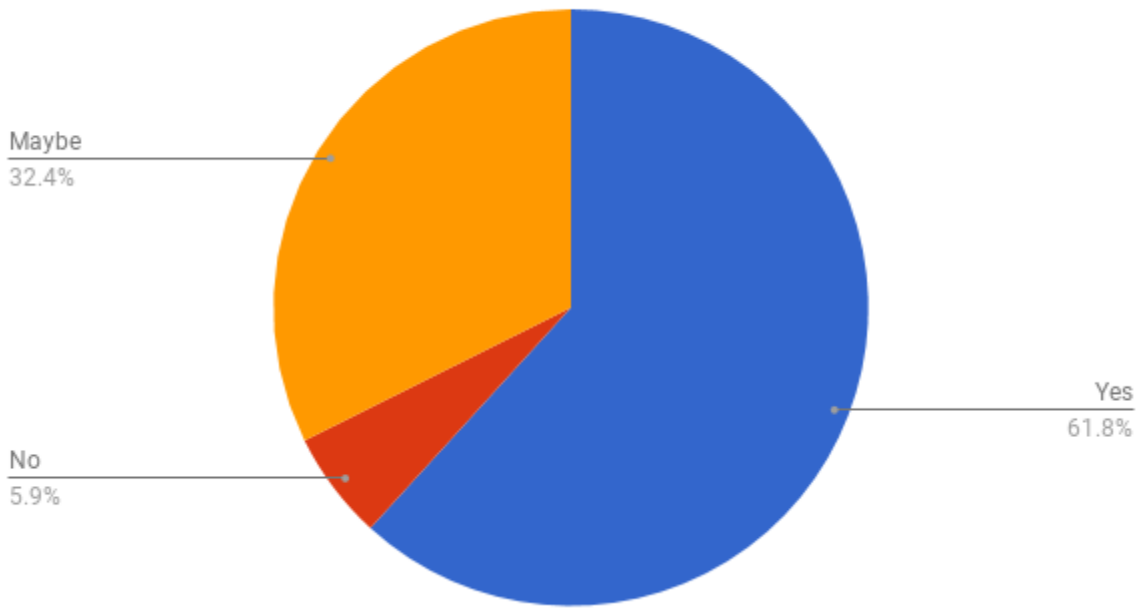
17. Are you satisfied with Black Horse Paint?

- a) Yes
- b) No

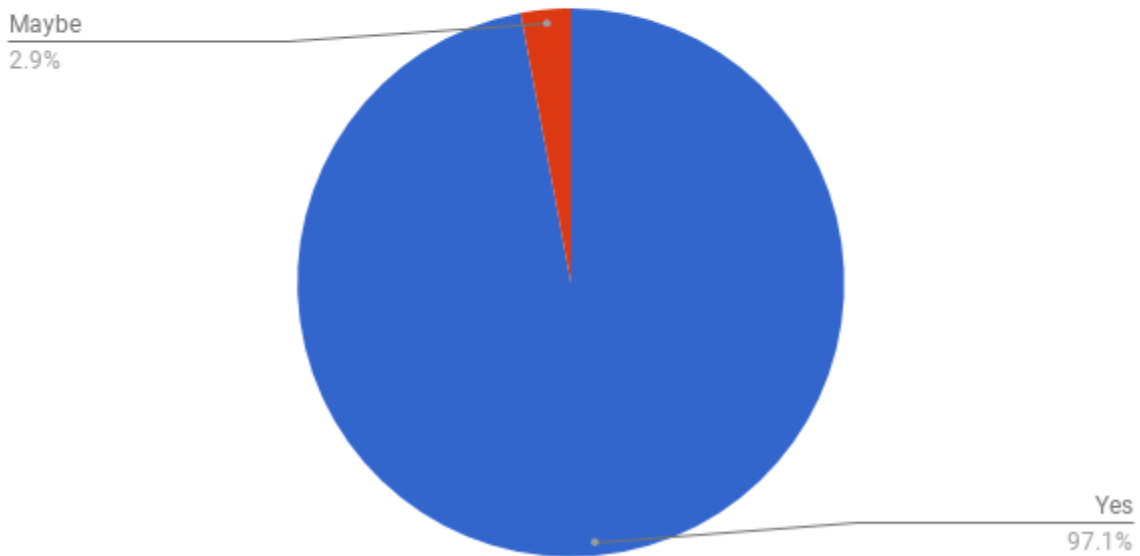
18. If not, which factors are you not satisfied with?

- a) Quality
- b) Price
- c) Colors Combination
- d) Thickness
- e) Eco friendly
- f) other

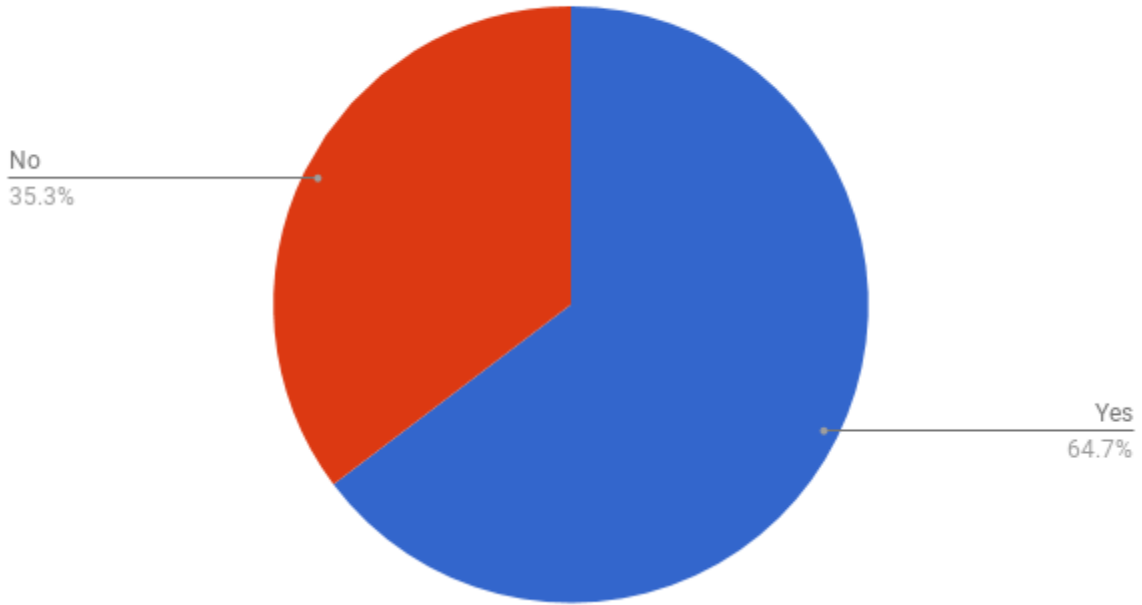
Count of Are you conscious about wall paints?



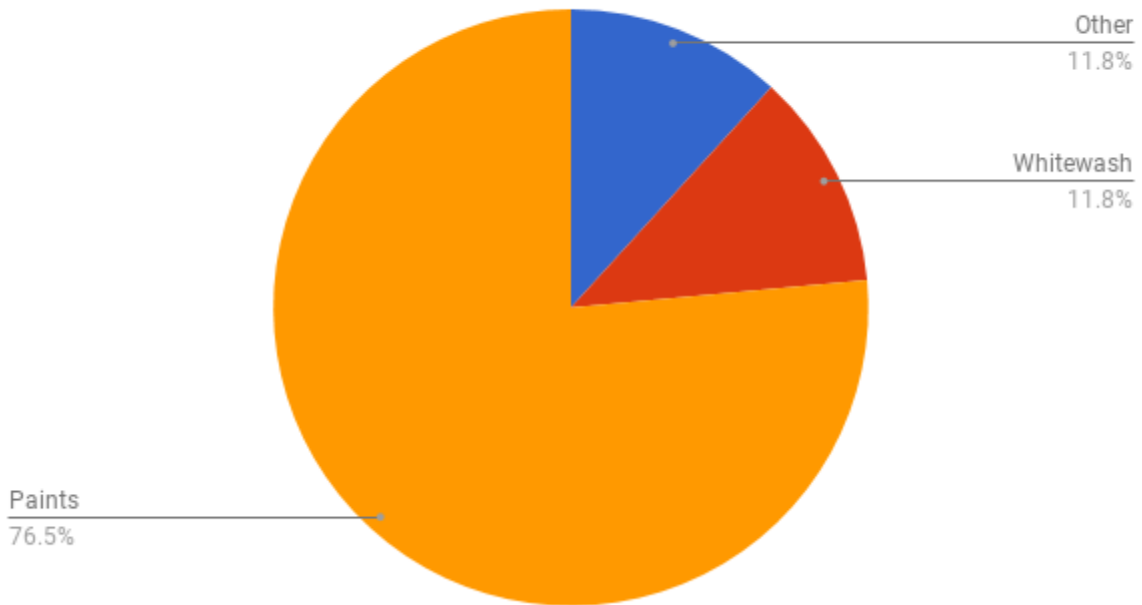
Count of Do you think wall paint plays important role in wall decorum?



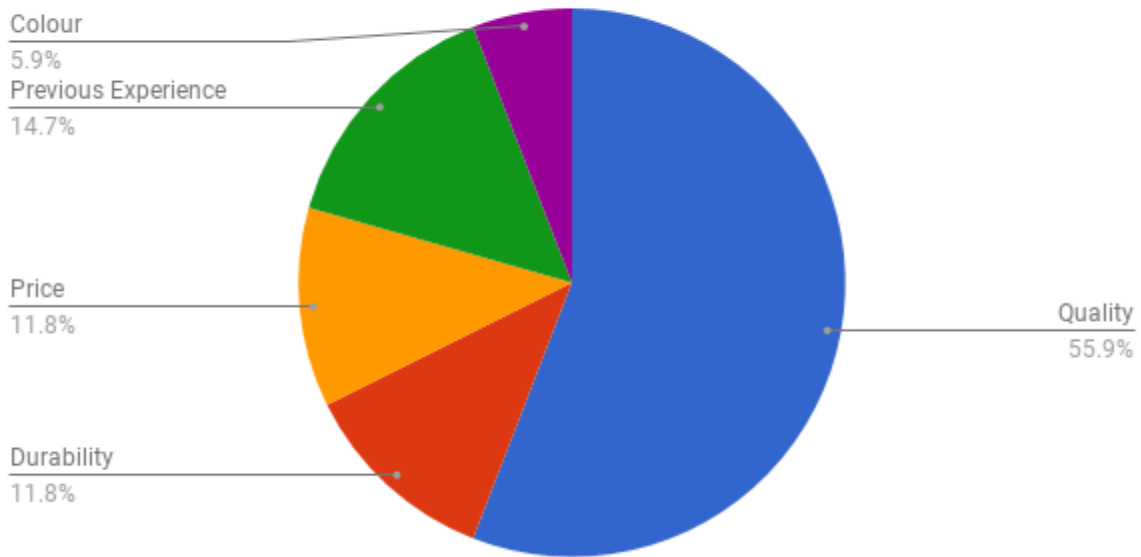
Count of Have you ever brought paint?



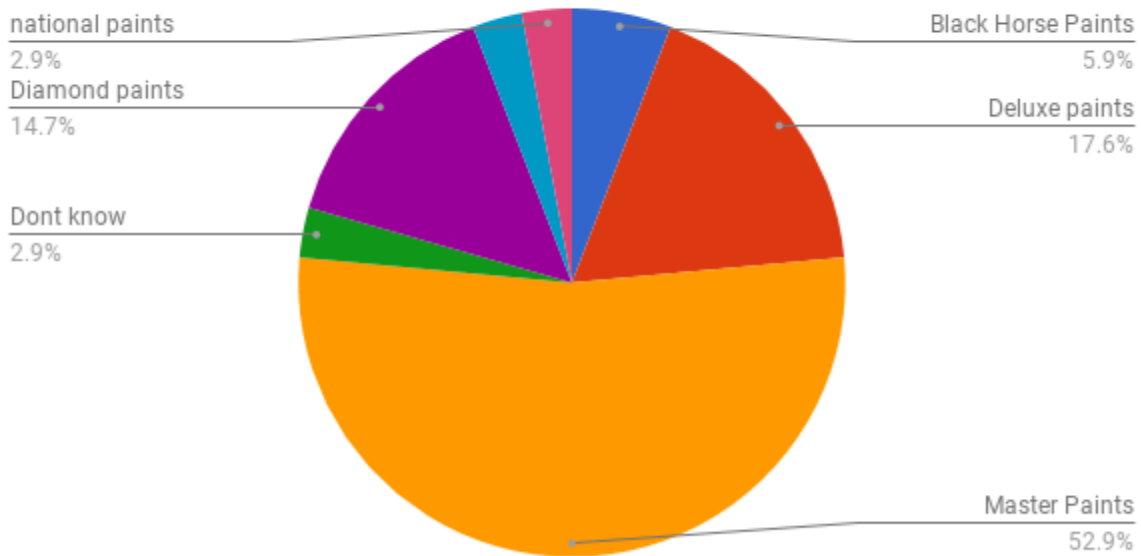
Count of What do you prefer?



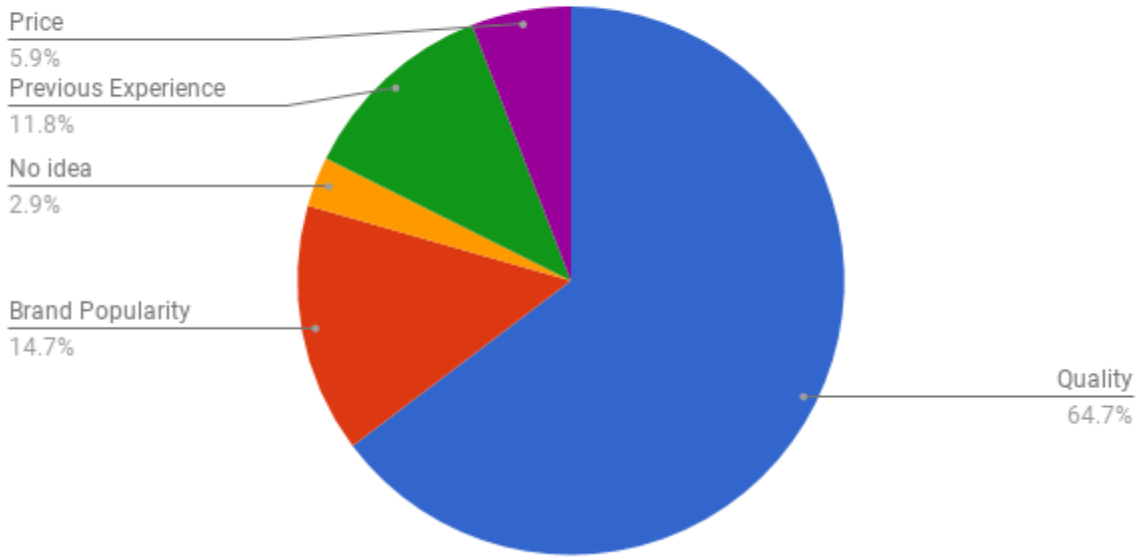
Count of Which factor you keep in mind while purchase of paints?



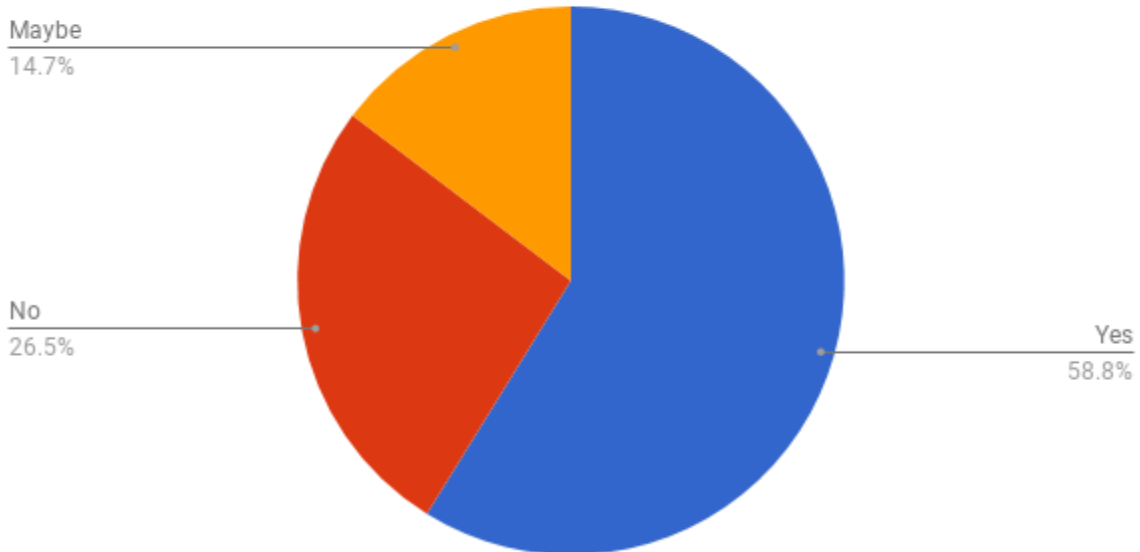
Count of Which brand immediately comes to your mind while purchase of paint?



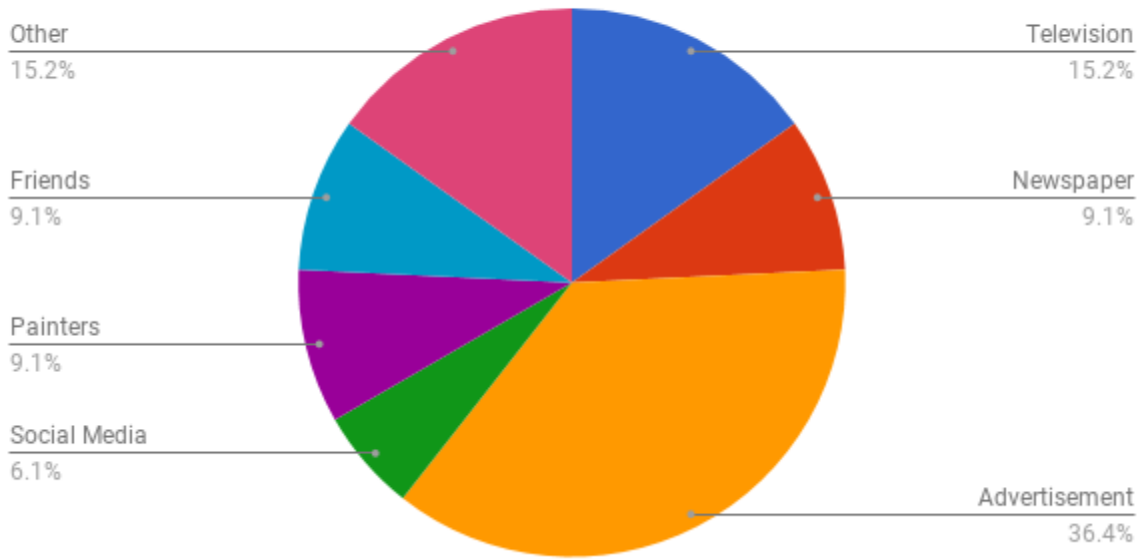
Count of How do you take the decision while purchasing the Paint?



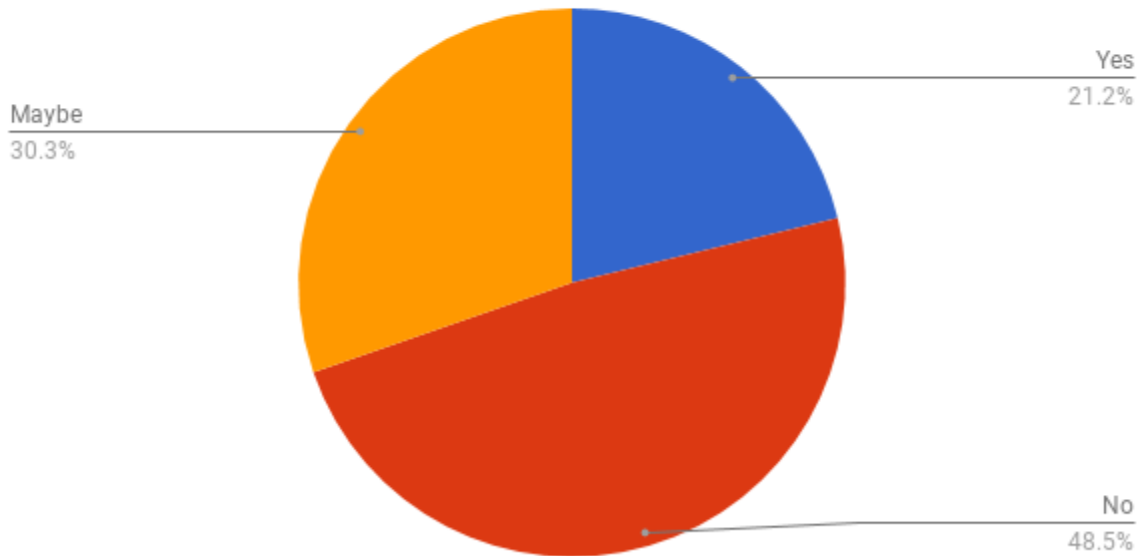
Count of Have you heard about Black Horse Paint? If yes then proceed further.



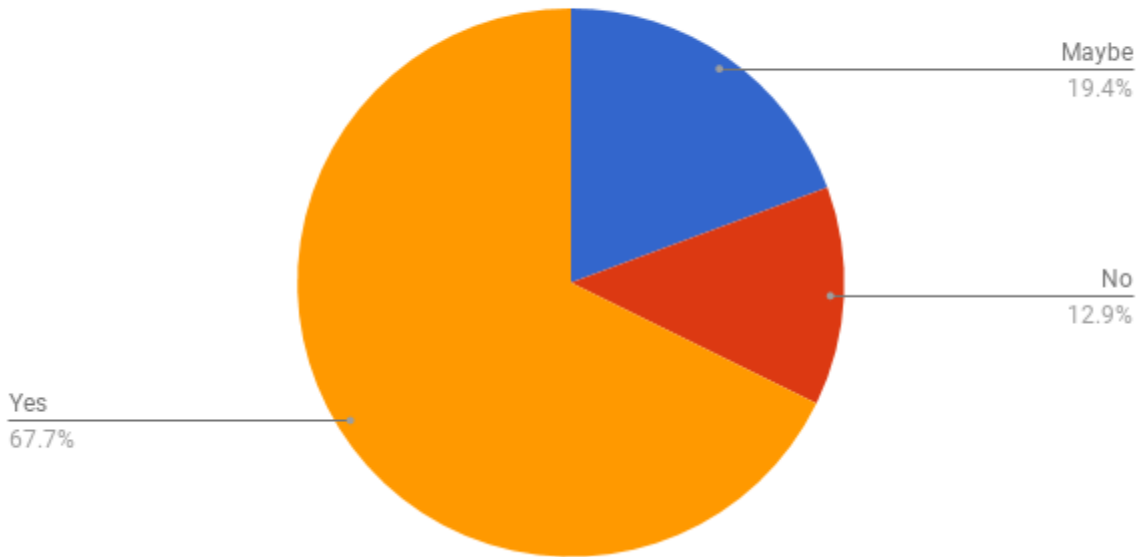
Count of From where did you get to know about Black Horse Paint?



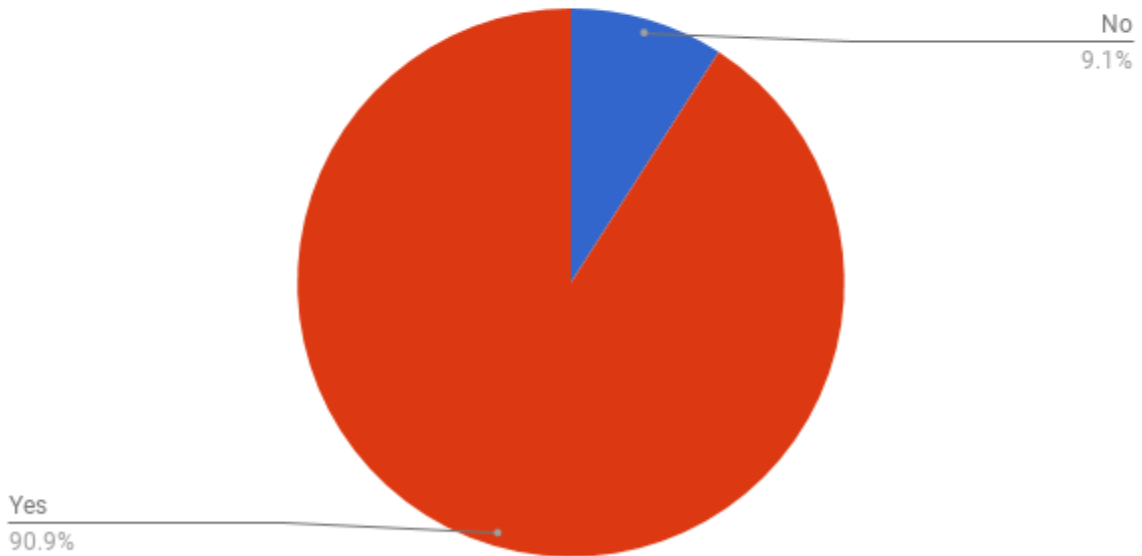
Count of Have you ever watched Black Horse Paints advertisement on television?



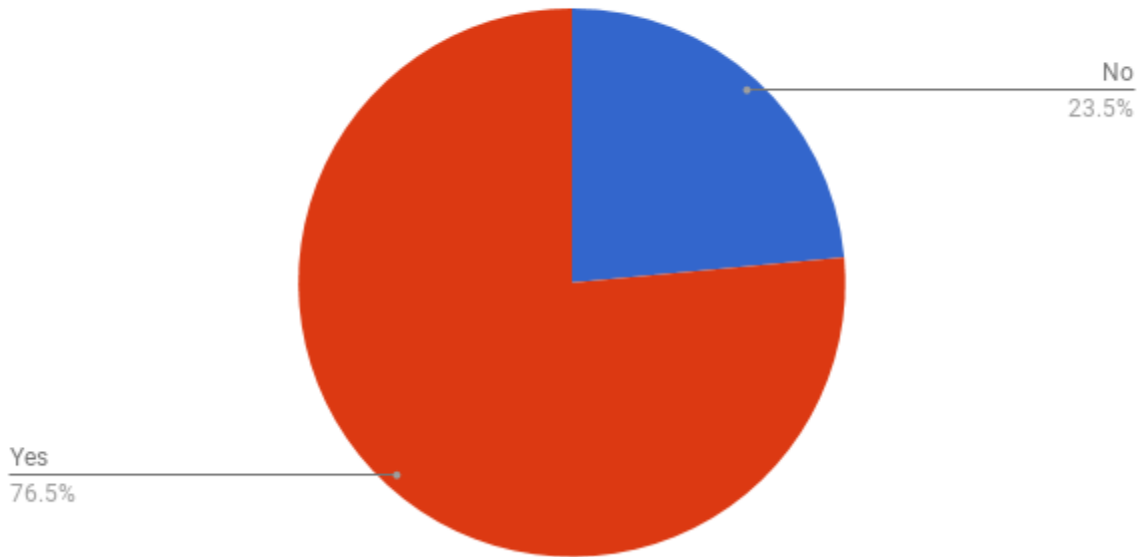
Count of Do you think Black Horse need more advertisement in order to increase their sale?



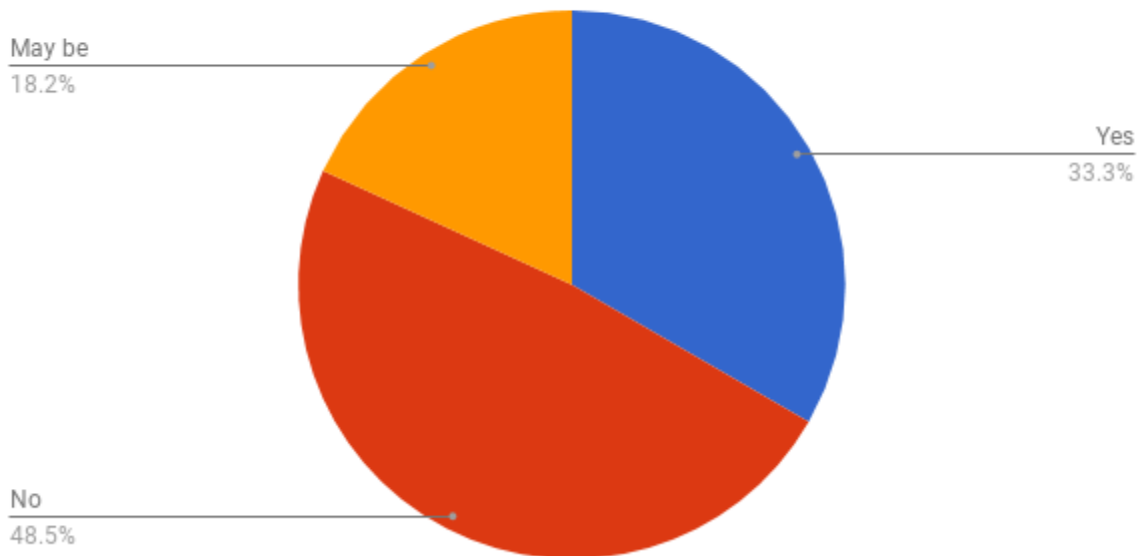
Count of If Black Horse paint is not available in the shop, would you like to purchase any other brand?



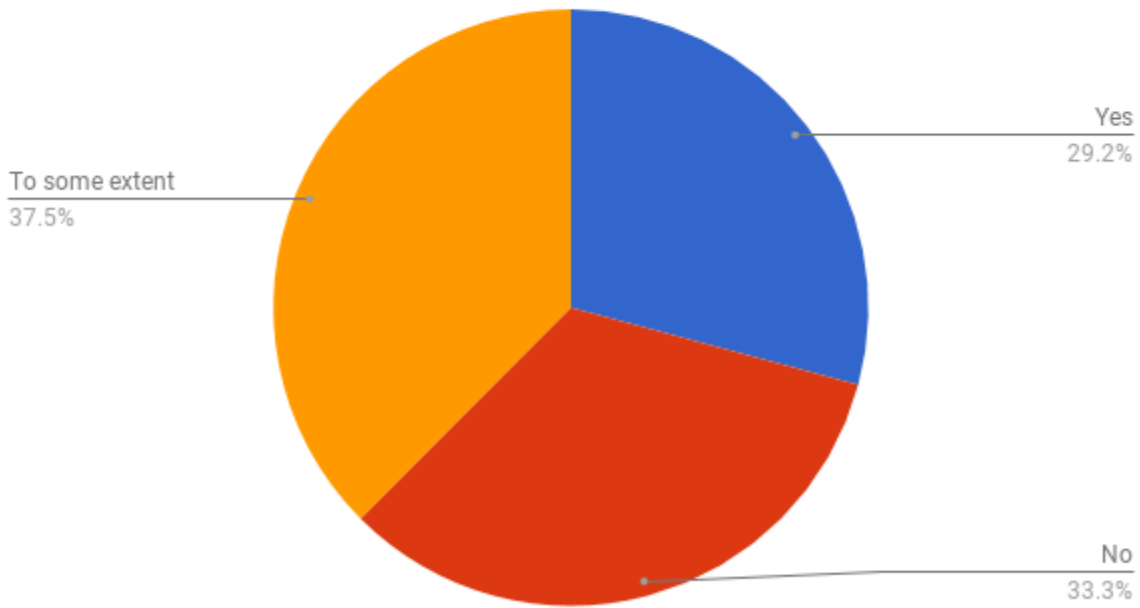
Count of If you get more discounts on any other brand, would you go for that?



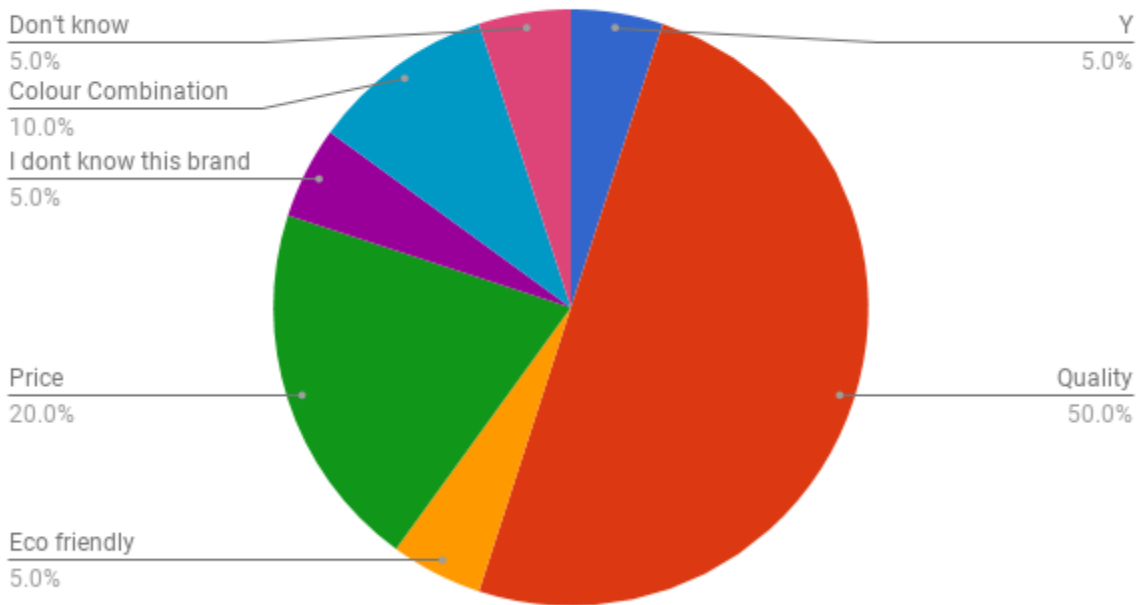
Count of Have you ever used Black Horse Paints? if yes then proceed further.



Count of Are you satisfied with Black Horse Paint?



Count of If not, which factors are you not satisfied with?



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