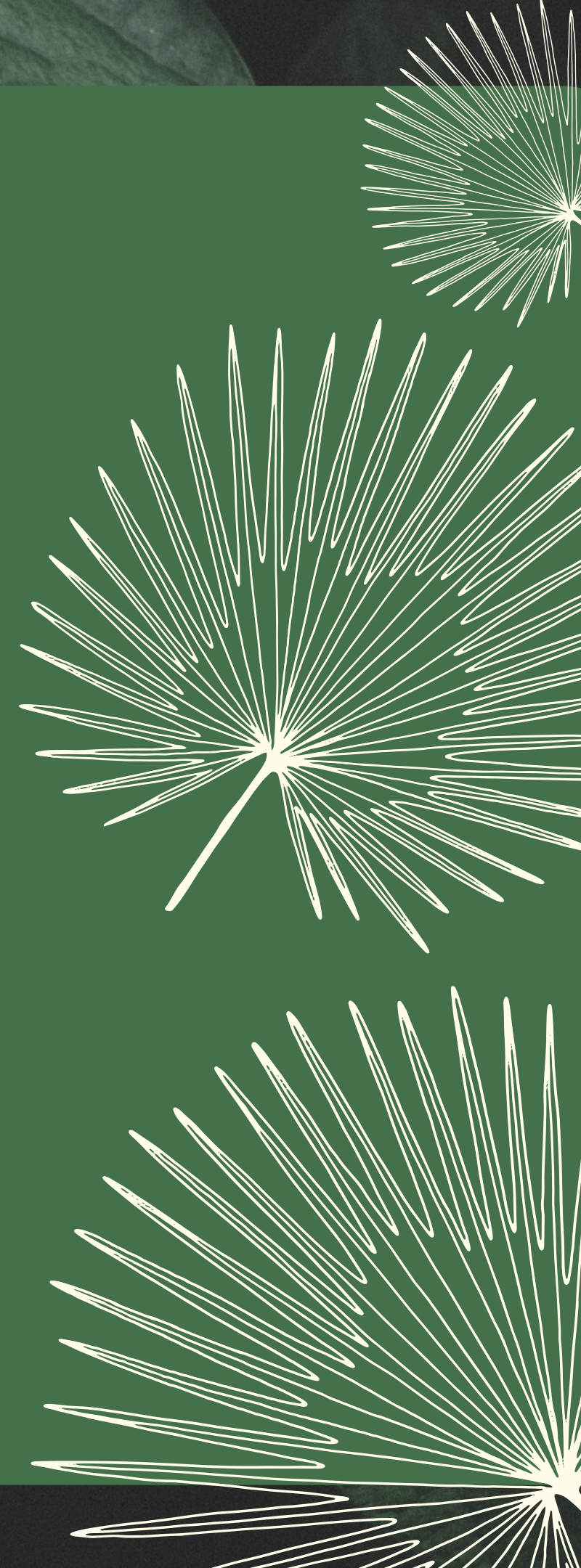


AD CAMPAIGN PLAN

BIOSUN 2021



STEP 1: APPRAISAL OF THE MARKETING PROBLEM TO DETERMINE THE ADVERTISING OPPORTUNITY



1. presence of positive
primary demand



2. opportunity for product
differentiation



3. product qualities

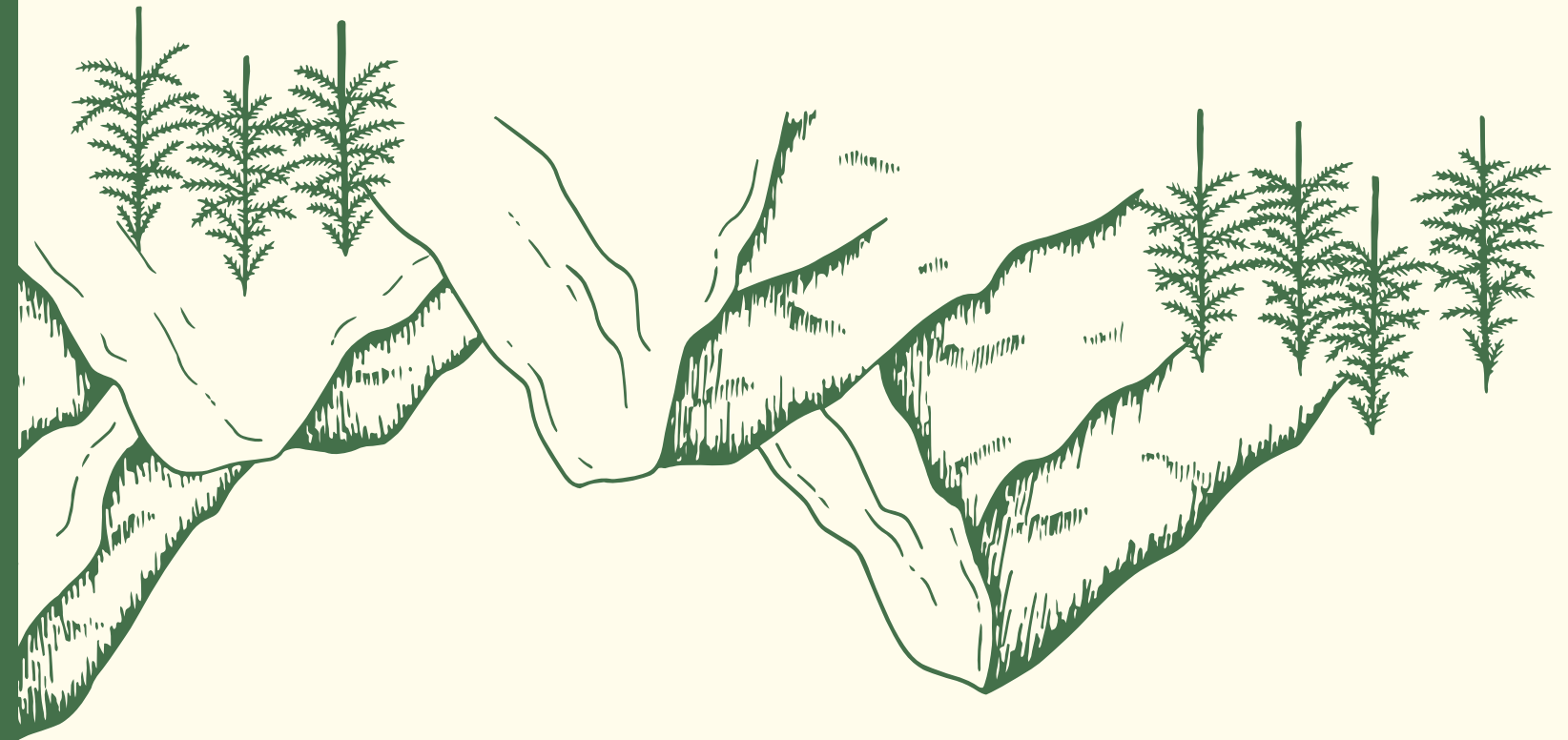
Demand for new
hair treatment
without
chemicals

Eco-friendly
No chemicals
Contains all
vitamins, organic
products

Size - 2 products
Non-GMO
Naturally
produced

4. BUYING MOTIVES

Informational appeal
Eco / Vegan tendency in all
spheres of life
Fast and effective treatment
Eco-friendly package



5. SUFFICIENT FUNDS

Affordable price - 45 zł (2
products)

STEP 2: DEFINING THE TARGET MARKET



Demographics - GENDER: FEMALE ,AGE: 18-30
SOCIAL STATUS: UPPER-MIDDLE



Psychographics - ECO LOVERS, VEGANS, PEOPLE
WHO ARE TRYING TO SAVE THE PLANET

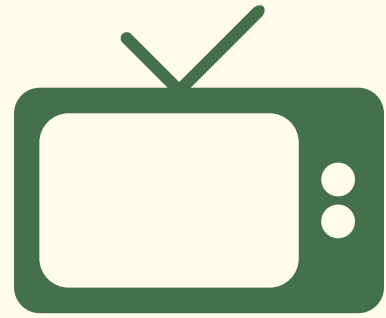
STEP 3: SETTING ADVERTISING OBJECTIVES

TO ANNOUNCE
NEW BIO
TREATMENT FOR
HAIR

TO BECOME IN TOP
3 LIST ON THE
MARKET AND GET
MORE BUYERS

TO INFORM PEOPLE ABOUT
POTENTIAL DANGER OF
PARABENS
AND OTHER CHEMICALS
FOR THEIR
HAIR

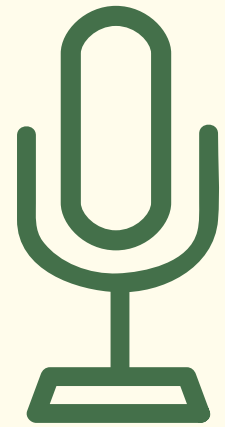




1.5 mln \$



100 000 \$



400 000 \$



1 mln \$

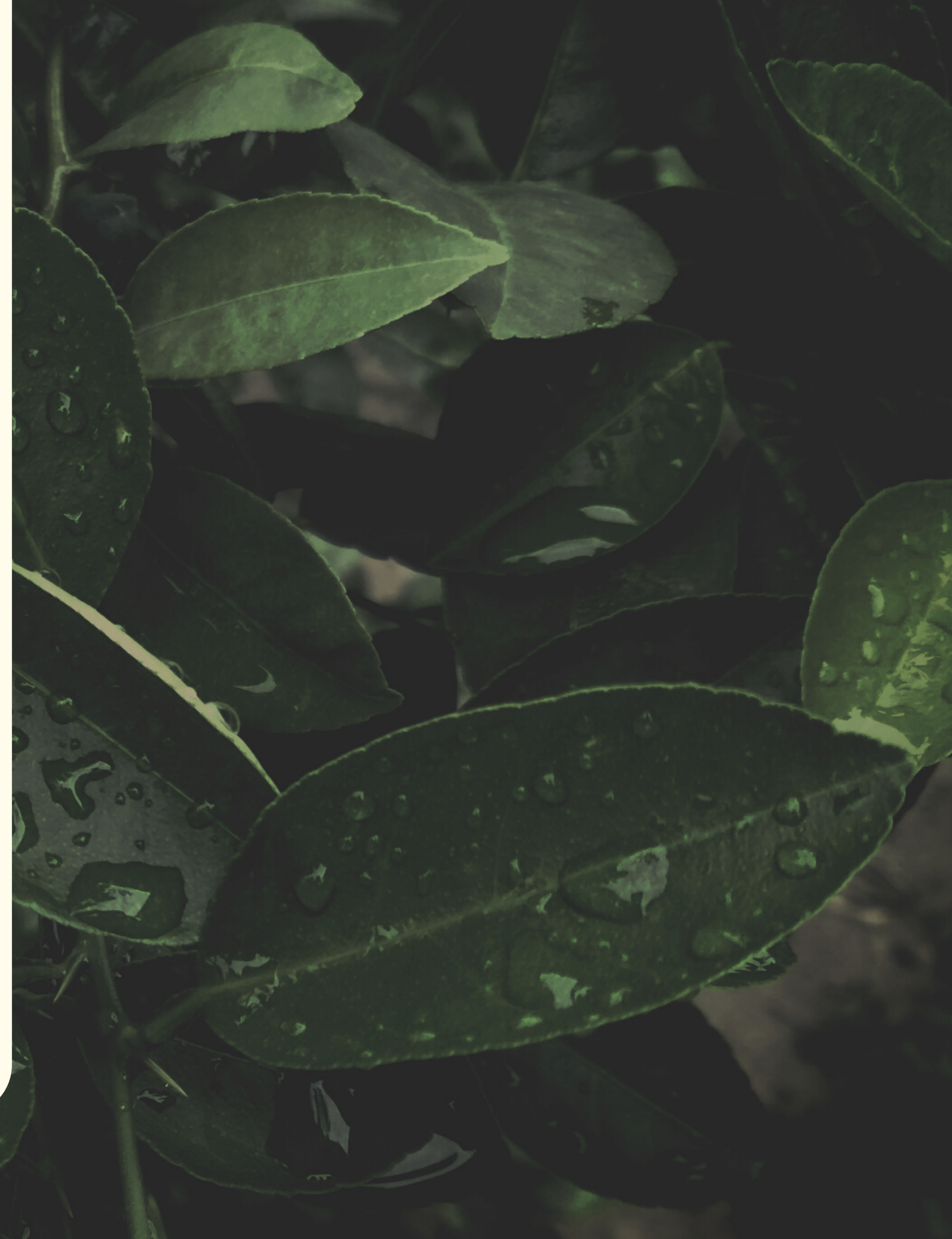
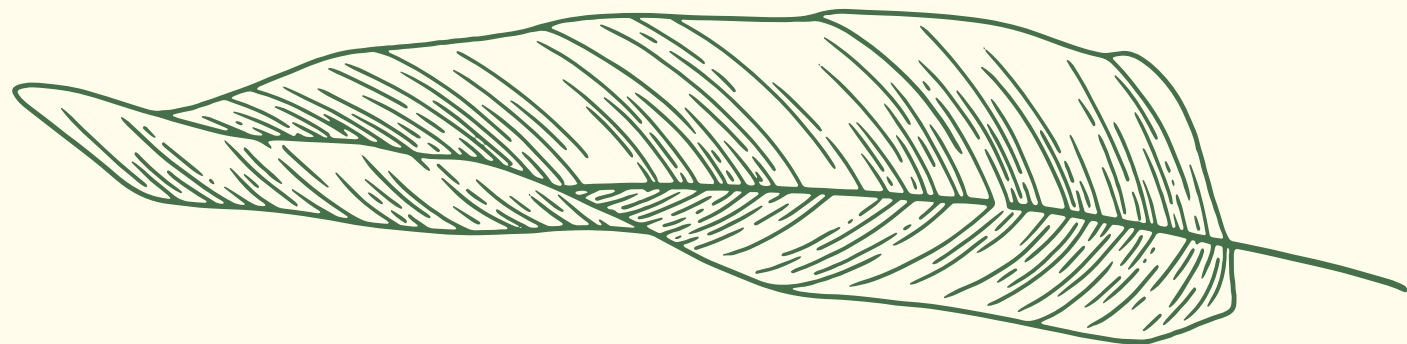
**STEP 4 : SETTING ADVERTISING
BUDGET - 3 MLN \$**



STEP 5: MEDIA AND CREATIVE STRATEGY APPROACH

STEP 6: CREATING ADVERTISEMENTS/PRE-TESTING AND EXPOSURE

- CREATE THE AD
- PRE-TEST: TEASERS
- EXPOSURE





STEP 7: EXPOSURE AND EVALUATION/ POST- TESTING

1. MEDIA PLANNING AGENCY
2. REGULAR SURVEYS ONLINE /
3. OFFLINE
4. STATISTICS OF SELLING
PRODUCTS IN DIFFERENT STORES
5. FEEDBACKS FROM BUYERS

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