

Buying Media

After setting the overall promotional budget, the next task is to allocate it across various media options.

In this activity, you need to allocate the overall promotional budget (**of 100 points, for a three-month campaign**) to help support the launch of a new computer game console (that is, in competition with PlayStation for example).

IMC TOOL	POINTS	IMC TOOL	POINTS
Advertising		Sales Promotion	
Prime time TV	15+	Cash-back offer	10
Daytime TV	2+	Enter the draw competition	5
Late night TV	2+	Free software offer	3
Infomercial TV	2+	Discount	10
Pay TV	2+	Discount on other products	3
Radio	5+	Free gift	7
National paper	7+	Donation to charity	2
Local paper	3+	Shop-a-docket coupon	3
National magazines	7+		
Specialist magazines	4+	Direct Marketing	
Billboards	5+	Direct mail – single	5
Mobile billboards	2+	Direct mail – multiple	10
Taxis/Buses	4+	Email offer	2
Bus shelters	3+	Outbound telemarketing	15
Cinemas	1+	Letterbox drops	5
Supermarket trolleys	1+	Social Media	
Pop-up internet ads	1+	Own YouTube videos	3
Sponsored internet spots	1+	Posts on Facebook and Instagram	2+
Online directories	3	Other social media options	2+

Use a Celebrity Endorser	10+	Corporate Communications	
Work with influencers	5+	Media releases	2
Trade Promotion		Media conference	4
Posters	5	Brochure	5
Staff T-shirts/hats	2	Web site information	2
Balloons/stickers/magnets	2	Launch party	2
POP Displays	5	Publicity stunt	5
In-store sausage sizzle	3	Information seminar	5
Extra commissions	5	Sponsorships	5+
Discount to store	10	Product placement	10
Prizes for big sellers	4	Shopping bags	2

Note: + = ongoing/monthly

Student Discussion Questions

1. How would you allocate your 100 point spend across the three-month campaign?
2. What were the main promotional tools that you utilized?
3. What was the timing emphasis of your promotional campaign (early/late/steady spend)?
4. How does your campaign compare to those of your fellow students?