

Promotional Plan for a New Product Launch

Planning and developing a promotional campaign will take many months. This is because there are so many activities that need to be considered and organized.

For this activity, assume that you worked for a TV manufacturer - they are launching a new TV product - how long would it take you complete the each of the following tasks?

Note: Assume you are in a team of three people and are utilizing an advertising agency as well and you can work on more than one task at a time.

Launch Task	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6
General Planning						
<ul style="list-style-type: none"> Identify target market 						
<ul style="list-style-type: none"> Set objectives for the promotion 						
<ul style="list-style-type: none"> Determine budget (and get approval) 						
Working with the Advertising Agency						
<ul style="list-style-type: none"> Brief advertising agency on requirements 						
<ul style="list-style-type: none"> Select a product name 						
<ul style="list-style-type: none"> Approve creative (the concepts for the ads/IMC tools) 						
<ul style="list-style-type: none"> Get ads/IMC tools produced 						
<ul style="list-style-type: none"> Decide on which media and level of budget for each 						

Sales Force and Trade Promotion						
<ul style="list-style-type: none"> Organize a 'launch' show to major retailers 						
<ul style="list-style-type: none"> Prepare in-store (POP) displays 						
<ul style="list-style-type: none"> Establish trade and sales force incentive commissions 						
<ul style="list-style-type: none"> Prepare list of key selling points for sales team 						
<ul style="list-style-type: none"> Train sales team 						
Corporate Communications						
<ul style="list-style-type: none"> Prepare media release/s 						
<ul style="list-style-type: none"> Work with influencers 						
<ul style="list-style-type: none"> Update corporate web site 						
Product Augmentation						
<ul style="list-style-type: none"> Work out warranty and conditions 						
<ul style="list-style-type: none"> Determine and 'extra value' for the product 						

Student Discussion Questions

1. Outline your project plan, as per the above tasks.
2. How long would it take to prepare and implement the **entire** campaign?
3. If a firm wanted to speed up the implementation of the campaign, which of the above tasks could be **omitted** from the plan?