

Planning an advertising campaign

Plan:

- 1 The main stages of planning**
- 2 Advertising research and its significance**
- 3 Analysis of types and tools and advertising their avaluation**
- 4 Planning of advertising activities**

If a company intends to capture the market or even a part of it, large-scale advertising campaigns are considered indispensable. Taking into account the competitive environment, consumer preferences, and the specific characteristics of marketing activities in general, it is necessary to adhere to a strictly scientific approach.

Disseminating a new product, brand, or idea to the public is a long and costly process. To achieve the company's goals, it is necessary to implement comprehensive advertising activities — that is, to place advertisements in various mass media outlets, publish materials in reputable media sources, and even participate in events that are not directly related to advertising.

The planning of an advertising campaign depends on the following sequence of actions:

1. Research.
2. Budgeting.
3. Setting objectives.
4. Determining positioning.
5. Setting deadlines for each campaign.
6. Choosing the format.
7. Designing and developing content.
8. Editing and reviewing.
9. Planning during the campaigns.
10. Launching the advertisement.
11. Evaluating the overall effectiveness.

Considering specific features and conditions, each of these stages deserves special attention.

Market and Target Audience Research

Planning an advertising campaign begins with in-depth research. This process should be carried out in several directions: it is necessary to study the market and customer needs, the current state of marketing in the market, and the approaches of competitors. It is also useful to analyze what aspects competitors focus on and how they promote their products. At the same time, the market should be examined in terms of its segments.

In strategic planning of advertising campaigns, special attention should be paid to creating as accurate a **portrait of the potential customer** as possible — what they do, what problems they face, which channels they use to obtain information, and how they can be reached through advertising. It is important to anticipate their perceptions and expectations in advance.

If qualified specialists are available, the company can conduct this research independently. Typically, large corporations operate in this way. However, if the company is small, it can outsource such research to specialized agencies that collect and analyze marketing data.

Determining the Budget

Planning an advertising campaign and preparing a budget for upcoming activities represents the next stage. There is no exact formula for calculating costs

since the price of services varies in each individual case. The total budget depends on several factors:

- **Advertising placement.** Traditionally, these include television, newspapers, magazines, radio, and specialized publications.

- **Placement conditions.** Media resources tend to encourage serious advertisers. In practice, many offer discounts and bonuses depending on the advertising volume or placement duration.

- **Company budget.** How much is the company willing to spend on advertising? How are the funds distributed? Usually, the marketing and advertising budget is approved at the beginning of the year. Therefore, it is logical to plan campaigns as early as possible.

- **Campaign scale.** Is the campaign designed for a single city, the entire country, a specific customer segment, or at the international level? In each case, the budget will differ.

The **second stage** of advertising campaign planning is closely related to the results of **budget determination**. Not every company can allocate large sums typical for classical advertising genres. Therefore, it is important to make the most efficient use of available resources and distribute expenses wisely.

Objectives

Every marketing and advertising activity must have clearly defined objectives. To ensure effectiveness, it is important to rely on the actual situation of the business.

If the **first stage of advertising campaign planning** is carried out as thoroughly and accurately as possible, then defining the goals becomes much easier. There may be several stages to this process; however, it is recommended to set **only one main objective** for each campaign. This can be done in the following ways:

- To create awareness about the product.
- To form a positive image of the company.
- To introduce consumers to a new product.
- To increase sales volume.
- To expand market share.
- To prevent competitors from gaining an advantage.

The specificity of the goal simplifies the task of achieving it. For example, if a company is conducting an advertising campaign to **increase sales**, it should focus on locations where consumers are most likely to make purchases — such as supermarkets or retail stores. It must also consider **product design, communication strategy, and advertising volume**.

When the goal is to **improve the company's image**, the placement of advertisements will differ significantly. In this case, suitable platforms include

television, newspapers, or magazines. The presentation may take the form of a company video, an article, an interview with the management, or a press release about achievements.

If a company produces or sells **several types of products or services**, then the planning and execution of advertising campaigns should be carried out **separately for each type**.

Traditional advertising placement options include:

- TV channels.
- Newspapers and magazines.
- Radio.

However, the traditions of the advertising world are changing, and now the **virtual advertising space** can compete on equal footing, including:

- Websites;
- Social networks;
- Advertising portals;
- Contextual advertising;
- Affiliate advertising networks.

In addition, **billboards, vehicle advertisements**, and other mass media channels continue to demonstrate strong effectiveness.

There is a single criterion when choosing the placement location: **the best place is where the target audience's attention is captured most effectively**. However, it is difficult to define this precisely, since in the modern world, no one relies on just one source of information. Every active individual watches television, reads newspapers, and spends time on social media. This must be taken into account when strategically planning advertising campaigns.

The next step is to **determine the duration of marketing activities**. Without clearly defining the campaign's duration, advertising planning cannot be considered complete. When choosing the time factor, two criteria should be considered: **budget and effectiveness**. If financial resources are limited, this becomes a decisive factor. If the main focus is on effectiveness, then it is advisable to **follow expert recommendations**.

According to the **theory of advertising perception**, a message is remembered after it has been seen at least **28 times**. However, this does not mean that advertising for 28 days is sufficient. Two important factors must be taken into account: **the advertising medium** (such as a TV channel or newspaper) and **behavioral factors**.

The **media reach ratio** indicates the number of viewers, readers, or listeners. Before placing an advertisement, you should request statistical data directly from the media source or commission an independent report.

It is difficult to imagine the process of advertising campaign planning without considering **behavioral factors**. There are several key rules that must be kept in mind in this regard.

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Morning hours are not the best time for advertising: the target audience is in a hurry to work, and it is difficult to attract their attention.

The best time is from the afternoon until 11:00 p.m., as most viewers gather in front of their televisions during these hours.

On weekends, the effectiveness slightly increases, but this also depends on the general conditions of the region. For example, if it is the holiday season, the effectiveness does not differ much from that of weekdays.

During the planning stages of an advertising campaign, it is also necessary to take into account behavioral factors in the field of print advertising:

Print publications are closely related to the seasons. In January and February, as well as during holidays, the circulation of newspapers and magazines decreases. Therefore, as print sales decline, advertising effectiveness also drops.

All factors must be considered when planning an advertising campaign. Choosing the right format is especially important. For this reason, there are several formats available:

Videos. Previously used mainly on TV, in recent years they have been successfully implemented as targeted ads on social media. Due to the combination of sound and visuals, they ensure high effectiveness in reaching the target audience.

Print advertising. This involves the use of a simple advertisement module or banner. Particular attention should be paid to design. The storytelling method offers an engaging narrative about a product or company, where events revolve around the advertised item. Compared to a simple design module, this method can be ten times more effective.

Audio format. Its main drawback is the inability to transmit images, and airtime is often limited. The audio version of a video consists of reading it as a regular announcement or performing it through voice acting.

Digital solutions. When the platform is chosen correctly, they stand out at the highest level. The winning option is social media, where advertising can appear in both video and text formats.

An important advantage is the opportunity for feedback and the involvement of the target audience in the process.

Orders are carried out by designers or studios. What is important here? It is necessary to take into account the peculiarities of perception. Each company has its own style and designer logo. In any case, attention must be paid to the impact of colors.

Red, yellow, and orange — warm colors — attract attention, stimulate imagination, and affect the emotional sphere. However, it is important to use them in the right proportion; otherwise, they can have the opposite effect. These colors are especially effective in advertising food, clothing, and gadgets.

In strategic planning of advertising campaigns, the next factor to consider is the influence of cool tones. Blue, black, light blue, and green colors affect the logical part of the brain. Notably, these colors are preferred by people with a higher level of education and purchasing power. Therefore, cool tones are commonly used in the design of luxury goods, cars, real estate, premium products, alcohol, and tobacco advertising.

Adjustment and review.

First of all, the advertising campaign for the upcoming year should be developed. Then, expenses are calculated and included in the budget. However, not all companies—especially small firms—can afford this approach. The reasons include underestimating the role of marketing activities, lack of funds, unstable national conditions, and similar factors.

Taking these realities into account, the planning of an organization's advertising campaigns is often carried out according to the residual principle: satisfying what

is possible with limited resources. However, for experienced specialists, this is not an obstacle. There are standard solutions for this:

- the length of videos is being shortened;
- broadcast frequency is reduced and moved to more effective times of the day;
- the size of advertising units or banners is decreased in favor of more frequent posts;
- partnerships with media sources are established.

When it comes to social networks or other digital advertising, there are numerous opportunities to optimize the budget during the strategic and tactical planning of an advertising campaign.

The launch of an advertising campaign means a sudden increase in demand. Ensuring supply and, in general, maintaining active marketing operations require the company's activities to go beyond the advertising department's responsibilities. Coordination of work must be entrusted to top management or another responsible department.

If it is a production company, it must ensure a sufficient stock of products. The advertised goods must be available in adequate quantities for sale. It is also necessary to consider situations where the product can be sold before the campaign ends. In such cases, the logistics department should primarily handle prompt delivery of goods through mobile or flexible channels. The key criterion is that the entire company must be ready to handle an increased flow of customers. Otherwise, the effectiveness of future advertising campaigns may decline.

Implementation.

From the moment the campaign begins, specialists must work in two directions — monitoring both the progress and the effectiveness of the campaign. For this purpose, statistical data are periodically collected from sales, marketing, logistics, and accounting departments.

By analyzing the sales schedule, it is possible to determine the efficiency level of the launched campaign. If the desired results are not achieved, shortcomings should be identified and corrected in subsequent reports.

However, the main stages of advertising campaign planning are not limited to these. Any advertising activity is multifaceted and does not follow a single set of rules. On the contrary, the advertising industry allows for exceptions, unconventional approaches, and creative, unique solutions.

In addition, these requirements apply not only to the format of submission but also encourage methods that involve lower costs and higher profits.

Many believe that creating viral advertising is only a small part of the overall process.

The development of digital technologies, particularly social networks, has opened up great opportunities for businesses. The speed of information dissemination has increased a hundredfold. Today, gadgets confidently compete with television, even surpassing it in terms of advertising effectiveness. Such conditions create the most favorable opportunities for companies to achieve their goals easily with minimal expenses.

2. Advertising research and its significance

Advertising Research is a type of marketing research aimed at evaluating the effectiveness of advertising and identifying the benefits achieved through it.

Advertising research generally includes five main stages, which are as follows:

1. Determining the purpose and objectives of the research;
2. Studying information sources;
3. Collecting information;
4. Analyzing data;
5. Presenting the research results.

The main goal of advertising research is to achieve the highest level of advertising effectiveness with minimal costs. Improper or inefficient use of financial resources in advertising can lead to serious risks because poorly planned advertising may drive away consumers and result in a sharp decline in product sales.

Advertising activities within a company or firm are aimed at solving specific tasks. The main objectives of advertising research include:

1. Monitoring the effectiveness of advertising activities;
2. Identifying the audience targeted by the advertisement;
3. Developing and conducting product promotion testing processes;
4. Creating guidelines and informational materials for sales personnel, and others.

When conducting advertising research, measuring advertising effectiveness is of great importance. In most cases, consumer surveys are carried out, and the results are used to determine the level of advertising effectiveness. The main purpose of such surveys is to evaluate how much brand awareness, product consumption, and sales volume have increased under the influence of advertising.

In addition, data from previous advertising campaigns are also used when assessing effectiveness. Mathematical and statistical methods are widely applied in processing the collected information.

Advertising research is usually conducted in the following directions:

1. Studying the product;
2. Studying consumers;
3. Analyzing previous advertising activities;
4. Evaluating the market.

During advertising research, special attention should be paid to the psychological characteristics of consumers and how they perceive advertising. Understanding these factors helps improve the effectiveness of advertising campaigns.

When developing an advertisement, it is crucial to emphasize the positive aspects and unique qualities of the product, as well as the benefits it provides to consumers. It is especially important that consumers remember the product and develop a desire to purchase it.

Proper and efficient organization of advertising activities increases product sales volume and ensures that the company operates with higher profits. Advertising research helps a firm or company determine the profit generated from advertising or, conversely, identify cases where low sales volumes are linked to ineffective advertising efforts.

It is necessary to conduct advertising research periodically, since over time, consumers' preferences for a product brand or its design may change frequently. Regular research allows companies to adapt their advertising strategies to these evolving demands.

3. Analysis of types and tools and advertising their evaluation

As mentioned above, advertising supports demand for goods and services, enhances consumer culture, contributes to updating the product assortment, and improves product quality. It also plays an active role in strengthening and expanding economic relations between industrial and commercial enterprises.

Until now, the concept that "advertising is the driving force of sales" has prevailed. The main idea behind this concept is that production is the manufacturer's task, while selling is the function of trade.

In the context of our country's transition to a market economy, the quality of products and their compliance with consumer demands have become top priorities. In today's fast-paced, information-rich, and eventful era of globalization, it is becoming increasingly difficult to keep up with the constant flow of global news and innovations. For instance, information and news from one corner of the world can instantly appear in another.

According to analyses and surveys conducted by international experts, each U.S. citizen is exposed to more than 2,000 advertisements per day, while 83% of the French population make purchases only after seeing or hearing about a product through advertising.

In the development of any entrepreneurial activity, advertising plays a crucial role, serving as the main link between the producer and the consumer. Statistics show that, on average, every \$10 spent on advertising returns about \$290, demonstrating its high profitability and importance in business success.

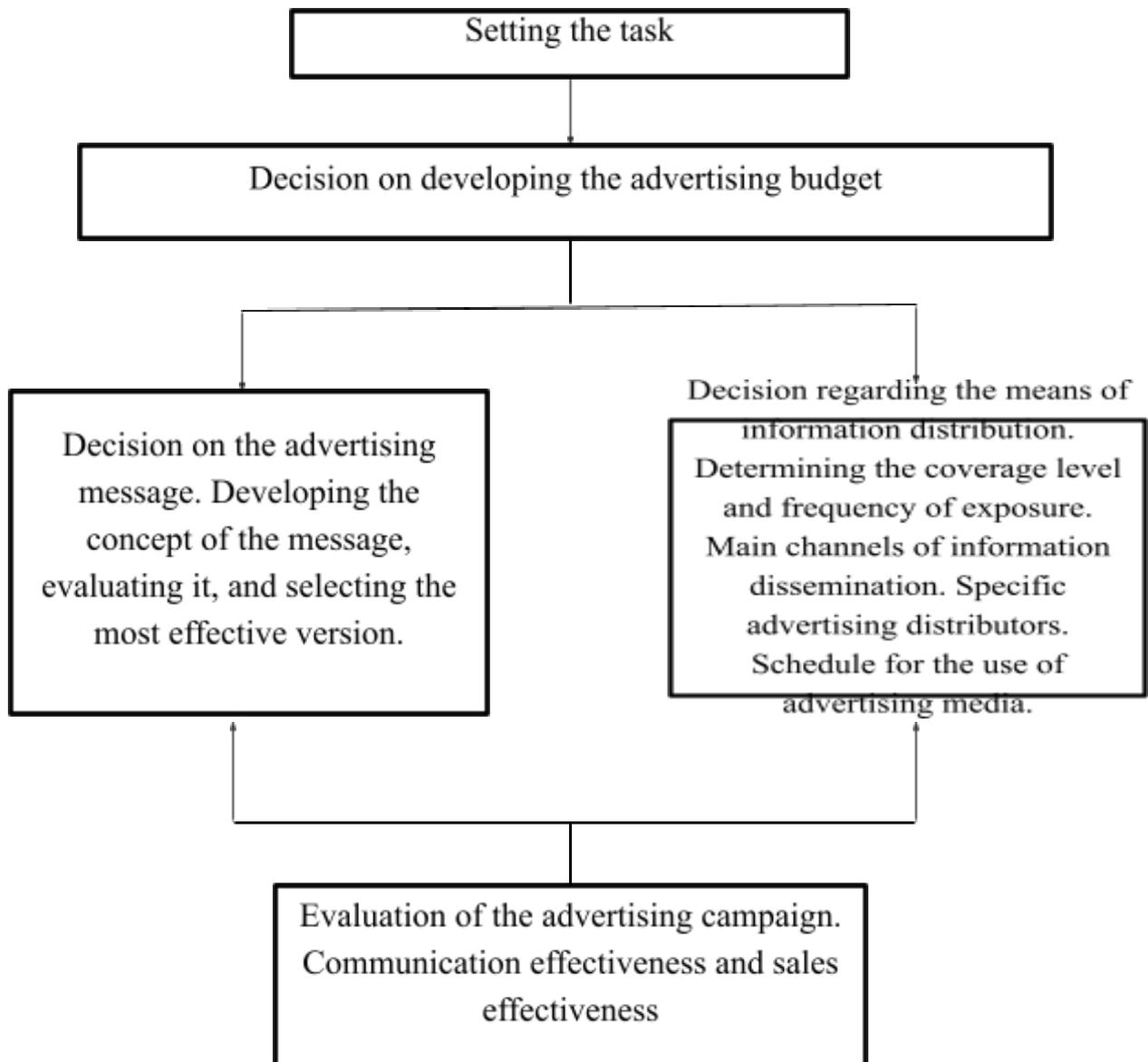
Legality, accuracy, and reliability, as well as the use of forms and means that do not cause physical, financial, or moral harm to consumers, are the fundamental requirements of advertising regulation.

Ambiguity, double meanings, exaggeration, or concealment of information may lead to violations of the legal standards concerning the time, place, and method of advertising dissemination, as well as other requirements established by advertising and consumer protection legislation. Such actions can mislead consumers and cause material or moral damage, and therefore are classified as misleading or deceptive advertising.

In today's context, company executives should not rely solely on advertising. On this matter, foreign marketing experts Al Ries and Jack Trout note:

“Advertising is an essential instrument; however, if a company seeks to achieve marketing success, it must know how to employ it effectively. While many business leaders acknowledge the importance of advertising, they make a critical mistake by relying on it exclusively.”

1.Diagram



(1.Diagram) Diagram of advertising program development

When developing an advertising activity program, the marketing department staff are required to make timely and well-grounded strategic decisions (see Diagram 1).

In the process of planning advertising activities, the marketing management must first make several key decisions, which can be clearly understood from the diagram below.

Summarizing these ideas, it can be concluded that company management, in carrying out its activities, should not rely solely on advertising, but should also effectively utilize other elements of the marketing communication system to achieve maximum efficiency and sustainable success.

4.Planning of advertising activities

From the information presented above, it is evident that an advertiser pursues three primary objectives through advertising:

1. Building the company's reputation (corporate image);
2. Stimulating product sales;
3. Establishing long-term relationships with consumers.

Achieving these objectives through effective management of advertising activities and the development of a creative approach enables a company to stand out among its competitors.

When developing advertising strategies for new consumer goods, the algorithm for making strategic advertising decisions includes three interrelated components: informational, strategic, and creative elements.

- In the informational stage, the company analyzes data about the product and its competitors, conducts market segmentation, and directs attention to a specific target segment.

- In the strategic stage, the company determines the product development concept, defines the consumer profile, and establishes the objectives of the advertising campaign.

- In the creative stage, the focus is on developing the communication concept for delivering the product message to consumers and formulating the core advertising idea.

In improving advertising activities, one of the key elements of marketing management is how effectively the internal marketing environment of the enterprise is organized.

Summary:

1. In order to effectively plan advertising campaigns, it is necessary to conduct in-depth research, particularly analyzing market conditions, customer behavior, and the approaches of competitors. All relevant factors must be taken into account when planning an advertising campaign.

2. Advertising research focuses on evaluating the effectiveness of advertising activities and identifying the achievements gained through them. This process involves specific stages that are carried out according to well-defined directions.

3. There are various types of advertising, but company management should not rely solely on advertising in their operations. Instead, they should effectively utilize other elements of marketing communications to achieve better results.

Discussion and Control Questions

1. What actions are involved in planning an advertising campaign?
2. What is the single most important criterion for selecting an advertising placement?
3. What rules must be taken into account during the process of planning an advertising campaign?
4. What types of formats can be used to implement advertising activities?
5. Describe the stages of advertising research.
6. In which directions is advertising research carried out?
7. What factors can cause harm to the user of advertising?

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