

L03: 17. Evaluating feedback

TASK 1 -

Success criteria -

As a advertising project success looks like having innocent smoothies in every local shop and supermarket in the Europe. We want our target audience to see our product and acknowledging how beneficial it is to the human body. Nutrients, reduced risk of hypertension, coronary heart disease and even stroke are all associated with the intake of fruit and veg. We have just put it in an innocents bottle. Consequently improving the overall health and wellbeing of our country.

We will be able to know if our advert is successful as we will see the purchases over the months, and reviews online. That's why we ensured our advert contains facts as well as fun and entertaining elements to appeal to our target audience 11-16 year olds.

As people grow older, it's usually assumed that the consumption of "5 a day" reduces. That's why innocents have aimed this advert at 11-16 year olds. We believe that if people of this particular age, independently, pick up a innocents drink instead of a fizzy drink, it would eventually become apart of their everyday lives and growing bodies. The intake of "5 a day" will become accustomed to their lifestyle self willingly, causing a domino effect on their peers.

After the pitch our team considered changing our innocents marketing ad into a pop ups on social medias like snapchat for example. This is to better achieve our target audience, teenagers. Who are often stereotypically, associated with their smartphones and always being on social media. Also, Social media being such a big platform, makes marketing our product on it by a great idea.

Our clients most useful points and comments were that he admired our aim and focus, which was the health and wellbeing of out target audience. This was beneficial as it shows that we truly care about the growth of our country. We believe if our client can see our aim and focus of our product then ses can our target audience.

However, the client, asked us where we saw our advert in 5 years, we found this least useful as technology is always changing, apps are improving everyday. It's hard to pinpoint were we think our advert would be in 5 years. Its may excused our expectations.

Furthermore, in our opinion we disagreed with the client's point was that we need a slogan. Reason being is, although, majority of adverts have slogans, it isn't compulsory. There are plenty of well known adverts that don't have slogans. We believe that our message is strong and would be successful.

We believe that the needs and expectations of the client were met. Throughout the pitch we made sure they were addressed. We understood how important it was to make sure all members of the group spoke, to engage our audience by asking questions and allowing them to ask us questions while still keeping to the point and getting our point across. We incorporated facts in our pitch that related to our aims and beliefs. Materials we handed out such as storyboards, so the client could physically see our intentions.