

Media Plan for Lexus Automobiles GS 200t300, marketing plan

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Abstracts

Marketing is a key component in boosting sales of any product or service as it provides a mean for companies to reach their targeted audience. For the effective and timely achievement of this objective, a media plan is required to be in place. A media plan can be defined as the critically determined or selected combination of media that can help in attaining the organization or company's required marketing campaign goals and objective. It is considered as an integral part of advertisement and generally companies hire special marketing agencies to do the job, however, some companies prefer to do it themselves. (Mulhern, 2009).

In this report, we will focus on the media planning of Lexus Automobile's GS 200t/300. A detailed analysis of the problems will be presented along with an effective media planning strategy to achieve the required goals.(continued...) wordcount of report: 1500 words

Contents

Introduction
Background of Lexus Automobile
GS 200t/300
Targeted Audience
Effective Media Strategy
Effective Scheduling Strategy
Marketing Mix
Conclusion
References

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