

New product Marketing- Dove with Oud (2000 words)

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Abstracts

The report is about the advertisement campaign and integrated strategy to market of the new product of dove “Dove oud scent soap”. In this report first the procedure to communicate about the product is elaborated. Then the main goals and objectives of the campaign are explained. The report then explains the advertising, promotion of sales and trade, internet, relations with public for the sake of attaining those objective and also explains the mediums used. At the end the ways to examine the success of the strategy and campaign are elaborated. The market share, gain on the amount invested and the consumer surveys will be the main tools and ways to examine that either the objectives are achieved or to what extent they are achieved.

Contents

Executive Summary
The Communication Process
Source
Message
Channel
Goals, objectives and budget
Goals
Objectives
Integrated Marketing Strategy
Advertising
Sales/Trade Promotions
Direct Marketing
Internet – including social marketing methodologies
Evaluation and Control (State briefly how you will measure, control and evaluate your campaign)
References

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