

Ad Planning

Directions:

Read each of the following profiles below. List at least three specific forms of advertising which would best promote each product or company while still maintaining the company's goals. Include the advantages and disadvantages to the types of the advertising you will use. Research how much each form of advertising would cost. Talk about how social media, environments, international marketing, multiculturalism and multigenerationalism would affect your forms of advertising. Include how and what technology would be used in your advertising.

1. The Hillback company is a small family-owned petting zoo. The zoo is about to open for the spring season and wants to spread the word to as many loyal and new customers as possible. They have a budget of \$2,000.
2. Piazza Hotels is a national chain of luxury hotels. They recently implemented a new customer loyalty program which enables repeat business guests to receive discounts and special offers. The program is only available to a hand full of guest, but cost is not an issue.
3. McGregor's Car Wash is a self-operated discount facility opened year-round. The majority of their customers are solicited through exterior signs and banners. McGregor's has never done any real advertising, but has recently allotted nearly \$5,000 to promotional efforts over the next six months.
4. Ali's Alleys is a popular bowling alley for high school and college-aged students. While business is typically strong on the weekends, Ali's has struggled to attract customers during non-peak times. They are hoping to target clubs, groups and families. Their budget is limited, but they do have time to plan at least one special event or community activity.
5. High Top Adventures is a new movie being produced by Walnut, Bros. and associates. There is already a national TV campaign being planned around the film, but the advertising budget still consists of over two million dollars.