

## ADVERTISING AND PROMOTIONS IN BUSINESS

<b>BTEC HND DIPLOMA IN BUSINESS (LEVEL 5)</b>					
<b>ASSIGNMENT COVERSHEET 2014</b>					
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Identify all criteria to be assessed in this assignment

Achieved pass criteria	LO1		LO2				LO3					LO4		
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Resubmission														

Achieved Pass Criteria	Merit criteria						Distinction Criteria		
	M1	M2	M3				D1	D2	D3
Original submission									
Re-submission									

**AUTHENTICITY STATEMENT**

I certify that the attached material is my original work. No other person's work or ideas have been used without acknowledgement. Except where I have clearly stated that I have used some of this material elsewhere, I have not presented it for examination / assessment in any other course or unit at this or any other institution.

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ASSESSOR'S FEEDBACK	
GENERAL COMMENTS	
SPECIFIC COMMENTS	
HOW TO IMPROVE YOUR ACHIEVEMENTS IN THE FUTURE	
ASSESSORS SIGNATURE AND DATE	

## Acknowledgement

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Thank you.

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**Executive summery**

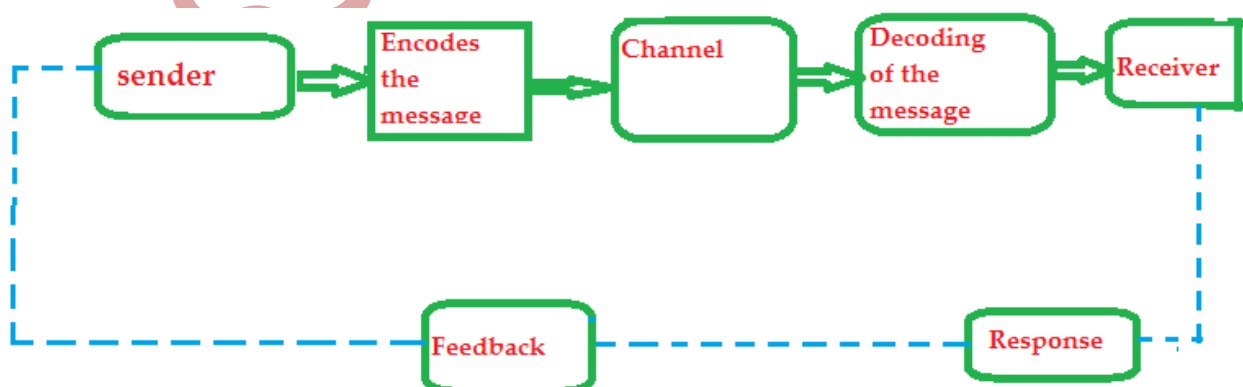
Here the entire report has aimed to investigate the overall advertising and promotional strategy related to the “World Expo 2020” in Dubai, UAE. Therefore it has explained the overall communication process, integrated marketing and promotional techniques, current trends of the advertising and marketing, the advertising and promotional industry in UAE, the branding and the creative aspects of the advertising and promotion, advertising agencies, techniques in- below line promotion, promotional plan related to the “World Expo 2020” ultimately it has given the timely and reliable measures to evaluate the effectiveness of the overall advertising and promotional campaigns with the appropriate techniques of improving the overall performance of the future plan on “World Expo 2020” here.

## Task 1

**Explain the communication process that applies to advertising and promotion as a built up to the event (LO 1.1)**

Advertising & Promotion can be identified as one of the fundamental elements in the marketing mix (product, price, place and promotion) which is dealing with the communication process of one /two-way with the customer. So it has integrated with the socio-economic systems while emerging as a vital system for all. It has aimed to keep the target audience informed with the new product and services launched by the organizations and meanwhile giving the feedback to the organization itself. Therefore the advertising is viewed as a way of communicating the relevant information in non-personal and structured manner. (Kotler, Gary Armstrong, 2006)

According to the context, the World Expo 2020; the World Fair organized by the Bureau of International Expositions (BIE) is basically dealing with the social media communication systems with an on-line competition between the candidates of Brazil, Russia, Thailand, Turkey and UAE. So the following general communication process has been deviated with the social media advertising and promotional campaigns like Websites, You Tube, LinkedIn, Google+, Face book, Twitter etc. among the competitors. (Altstiel, Tom, Jean, 2007)



*Chart 1.1-The Communication Process*



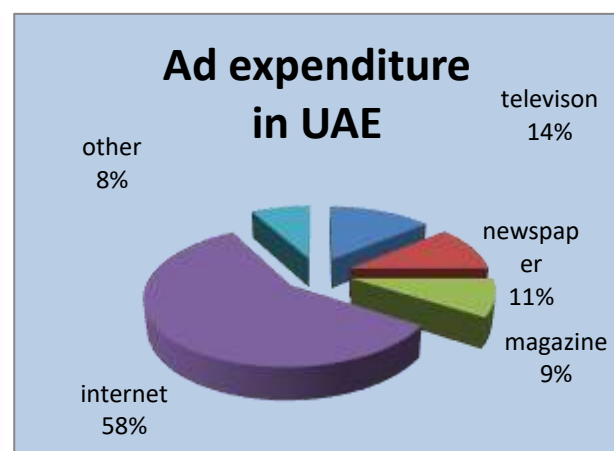
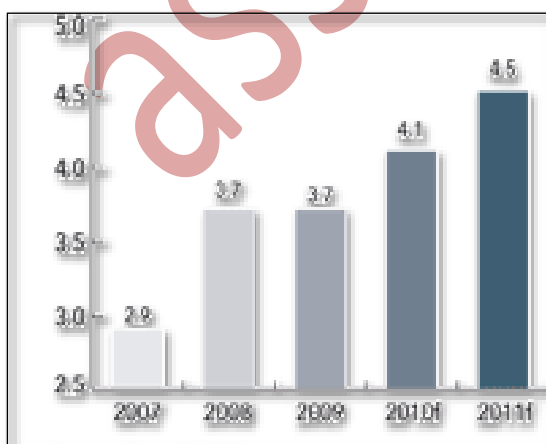


*Chart 1.2 - The Social Media Communication*

All are having their own website and You Tube account as the common communication channels and only the Russia is having their own Google+ page as well.

**Explain the organization of the advertising and promotions industry as you understand it (LO 1.2)**

When it comes to identify the advertising and promotion industry in UAE, it is possible to view as the hub of the Middle East while becoming the largest advertising and promotion market within the region. As per the information provided by the Pan Arab Research Centre, it can be recognized that the overall ad expenditure within the UAE was about Dhs5.8 billion in 2013 and it was 9% growth as well. Furthermore the categorization of the ad expenditure was as follows;



*Chart 1.3 - The Ad Expenditure*

According to the above graphs, it's clear that the most popular source is the internet and the television here. Furthermore the advertising & promotion industry in USA has highly focused on the social media as a niche market instrument and some of the dominant players of the industry are Du, Etisalat, Carrefour, Wasani, Kentucky, Dubai Cares etc.

**Assess how promotion is regulated and the need for it (LO 1.3)**

The government has highly regulated the advertising and promotional industry due to the misleading trade names, content conflicts with religious beliefs and cultural heritage. Because of that the modern government agencies such as The Knowledge and Human Development Authority (KHDA) , The Regulations and Compliance Commission (RCC) of KHDA , The Telecommunications Regulatory Authority (TRA) of the United Arab Emirates (UAE) and the UAE's Securities and Commodities Authority ("SCA") have imposed several kinds of new legislations and standards to this industry as follows; (Appendix 01)

- Respecting the religion institutions while protecting the Islamic beliefs with the advertisement content.
- Prohibited the advertisements regarding the alcoholic beverages, tobacco as well as the smoking etc
- Prohibited content with illegal words as well as the pictures which breach the public morals.
- Protect the Privacy specially in social media
- Protect the Consumer
- Comply with the Health regulations- especially in advertisements related with the pharmaceutical products should be complied with Cabinet Resolution No. 7 of 2007 etc.

**Examine current trends in advertising and promotion, including the impact of ICT (LO 1.4)**

When it comes to identify the current trends of the advertising and promotional industry, it can be easily identify that the traditional methods of advertising such as newspapers, television, radio, magazines etc have been vanished and IT based sources especially the internet mediated social networks like Face book, Twitter, LinkedIn, You Tube, Google+ etc getting popular day by day. And also the e-mail marketing has become one of the major advertising sources while establishing the separate e-marketing teams and campaigns via the

internet. So this has lead to achieve the geographically separated target audience of the company beyond the all boundaries in terms of time, cost as well as the access itself. Not only that but also the smart phone and tablet based advertising and promotional campaigns have become more popular than the internet based networks. So ICT based modern advertising and promotional trends can be categorized as follows; (Altstiel, Tom, Jean, 2007)

- ✓ Mobile Marketing
- ✓ Interactive Banner Ads via the Pinterest/ Face book/ Twitter.
- ✓ Native Advertising
- ✓ Making Popular Brands through the Fans & Likes
- ✓ Database Marketing/ e- mail marketing



Ultimately it can be suggested that the e-marketing is the best tool for the advertising and promotion this world Expo 2020 since this is an online competition which will be measured in terms of the Feasibility & the viability as well as the theme appeal and the international relations.

## Task2

### 2.1 Explain the role of advertising in an integrated promotional strategy for the above “Event EXPO 2020”

Here it can be recommended to use an integrated promotional strategy for the Expo 2020 as follows;

- Usage of the traditional advertising sources such as showing the related advertisements on Television, Newspapers as well as the posters/ banners
- On the other hand it is possible to use the sponsorship programs elated with the famous sport events in order to acknowledge, attract more target audience while building better international relationships.

- Then the most effective and the easiest method is the online promotion via the web sites and other related social media networks.
- And also it is possible to sell the pre- designed collections regarding the event Expo 2020 such as T- shirts, mugs, caps etc.
- Finally it is possible to carry out some local promotional programs like organizing some quiz competitions, tournaments etc

## 2.2 Explain branding and how it can be used to strengthen Dubai's bid for the Event "EXPO2020"






Branding can be identified as the process of building the trust worthiness among the employees, as well as the customers & the organizational stakeholders. When it comes to see the marketing term of the branding; it implies that the sum of the organizational values consisting with the products as well as the services and culture, advertising, events, people & positioning etc. So the well established brands lead to create wealth to the organization itself.

According to the context, here the branding is highly useful when the Expo host will be voted by BIE Members on the above mentioned criteria, because it will strengthen the Dubai's bid in terms of having a strong theme on *"connecting minds, creating the future"* with global attraction on the sub themes of "Mobility as well as the Sustainability and Opportunity" (Kotler, Gary Armstrong, 2006)

## 2.3 Review the creative aspects of advertising for the Event

As the given event is entirely dealt with the opportunity of winning the bid over the four other rivals such as Russia, Brazil, Turkey and Thailand, it should have to go beyond the traditional advertising techniques and methods while attracting the global attention towards the particular country than their rivals do. The reason behind this is the requirement of the global attraction towards the designed advertising and promotional programs as this is a global event itself. However it may need to use some creative aspects of the advertising such as

# 1. Websites -With the several choices of languages

CANDIDATE	URL	DEFAULT LANGUAGE	OTHER LANGUAGES	Total Number of Languages
	<a href="http://www.saopauloexpo2020.com.br">http://www.saopauloexpo2020.com.br</a>	ENGLISH	Portugues, French	3
	<a href="http://www.expo2020.ru/">http://www.expo2020.ru/</a>	ENGLISH	Russian, French	3
	<a href="http://www.thailandexpo2020.com/">http://www.thailandexpo2020.com/</a>	ENGLISH	Thai	2
	<a href="http://www.expo2020.org.tr/">http://www.expo2020.org.tr/</a>	TURKISH	English, French, Spanish, Russian, Chinese, Arabic	7
	<a href="http://expo2020dubai.ae/">http://expo2020dubai.ae/</a>	ENGLISH	Arabic, French	3

*Table 2.1 The Several Choices Of Languages*

- Ambassador Program; online.- UAE and Turkey
- YouTube accounts
- Google+ - Russia
- LinkedIn profile
- Calling Volunteer staff – Turkey
- E-mail newsletter & web newsletter –UAE
- Best positioning with search engine score and indexed pages –UAE and Russia

CANDIDATE	GOOGLE	YAHOO!	BING	SCORE
	15	-	-	2.2
	3	2	1	7.7
	10	6	5	2.3
	5	15	6	2.3
	1	4	2	9.1

*Table 2.2 Best positioning with search engine score*

# 9. Social Media / social Networks

- ✓ Face book- most “liked” & most discussed- Dubai (134K likes)
- ✓ Twitter: most followed - Dubai (8.794bn followers)
- ✓ YouTube – top Video wathching- daily average - 52,6% (Dubai)
- ✓ Turkey- top-viewed and top-subscribed accounts (158.470 views & 125 subscribers)

					
Expo Institutional	Y	Y	Y	Y	Y
News	N	Y	Y	Y	Y
Gallery	Photo/Video	Photo/Video	N	Photo/Video	Video
Newsletter	N	Mailing List	N	Mailing List	Web Newsletter
Programs	N	N	N	Ambassador Volunteer	BID Supporter

*Table 2.3 top-viewed and top-subscribed accounts*

## 2.4 Examine the ways of working with advertising agencies

Each and every company is always trying to ensure the quality of their goods & services provided and the advertising agencies are helping them to achieve their target while being an intermediary to make people relay on the messages they deliver to the public. Here it will be more easy and flexible to get the technical expert support from the advertising agencies for the arrangement of the advertising and promotional programs and campaigns on the event of “World Expo- 2020 here. It can be used as following ways; (Altstiel, Tom, Jean, 2007)

- As a liaison

It can be used as a liaison for discussing with the future advertising and promotional plans with the other trade partners in globe. It may result to eliminate the conflict with the different attitudes and cross cultural influence as well.

- As a Representative

Here the advertising agency can be appointed as a representative of the event Expo 2020 while delegating the all power and authority to represent the country in the international advertising activities and meetings,

- As an organizer

It is possible to appoint an advertising agency to planning, organizing, leading and controlling the all advertising and promotional activities related to this event in a standard and formal manner.

Ultimately it can be recommended that it is highly required to work with an advertising agency to get the high quality, professional and technical support to this immense global event here.

### **Task 3**

#### **3.1 Explain primary techniques of below-the-line promotion and how they can be used in an integrated promotional strategy for the Campaign**

When it comes to identify the “below the line” promotion, it implies the ways of non-media advertising and communication. (Kotler, Gary Armstrong, 2006) This may include less conventional techniques to promote the product and services. Furthermore this is consisting with the direct mail as well as the public relations with the sales promotional activities. So this may lead to maximize the respondent rates as high level of target customer base. So it can be used the direct mail system while sending the advertisements and the promotional coupons to the target audience with the specific name list purchasing from the email marketing agency with large data bases. On the other hand the public relations also can be used with the integrated promotional strategy in order to build up proper international relationships while acknowledging and attracting specific target audience. Not only that but also the sales promotions can be used to enhance the awareness of the target audience in a specific and attractive manner. (Kotler, Gary Armstrong, 2006)



### **3.2 Suggest and evaluate other techniques that can be used in below-the-line promotion**

Here it is possible to use several kinds of sales promotions like organizing several kinds of contests like green contest to promote the sustainability of the environment as well as the dream vacations in luxury hotels, foreign tours for the winners and giving an opportunity to chat or take photograph with Hollywood stars etc. not only that but also it is possible to give some limited no of free tickets for the entrance to the world fair “ World Expo 2020” to the selected winners of the competitions or randomly selected viewers or liked fans of the web site, videos etc. meanwhile it is possible to distribute T- shirts, Caps, mugs etc. in order to enhance the people awareness regarding the global event.

## **Task 4**

### **4.1 Suggest an appropriate process for the formulation of a budget for an integrated promotional strategy for the Event**

The overall marketing plan can be identified as a dynamic document focusing on making the expected marketing strategies into action. So it will provide a better roadmap to the World Expo 2020 in order to implement and execute those strategies successfully. Therefore it can be viewed as a sequential process as follows; (Altstiel, Tom, Jean, 2007)

- I. Strategy formulation – ensure the linkage between the overall vision and the marketing activities
- II. Environmental analysis - it is better to analyze the environment in terms of global level, national level as well as the industry level
- III. Market profiling- this is helping with identifying the appropriate market segments, target customers as well as the expected overall demand for the event.
- IV. Developing the marketing mix- aims to combine the activities related to the other specific marketing areas of pricing, place, promotion etc.
- V. Budgeting – this may result to ensure whether the expected sales goals as well as the targets are achieved or not (Appendix 02)



#### **4.2 Develop a promotional plan for a the Event**

Promotional plan will cover all the phases of the communication among the seller as well as the potential customer. So it basically consists with three basic components such as advertising, sales tactics as well as the other specific promotional activities.

##### Advertising

This may comprising with the newspapers, magazines as well as the television, radio advertisements regarding event of “World Expo 2020”

##### Sales promotion

Here it is possible to launch several kinds of advertising and personal selling aspects related to the World Expo 2020, including the contests, quiz, dream vocations, free tickets, display banners, display on fixtures etc.

##### Social media and social networks

Under the social media and social networks; it is able to promote the event through the web sites, You Tube, Face book, Twitter, Google+, and LinkedIn profiles etc. (Kotler, Gary Armstrong, 2006)

##### Mobile marketing and e mail marketing

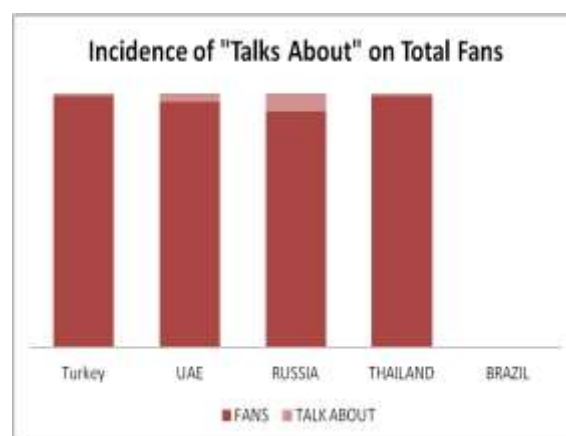
As the increasing trend of smart phones and tablet consumption, it has become more convenience to promote the event through the instant messages, videos, creating theme songs etc. not only that but also it is possible to mail directly to the target audience via the e- mails in large data base.

#### **4.3 Plan the integration of promotional techniques into the promotional strategy for the future Event (LO 4.3)**

When it comes to see the primary purpose of the promotional strategy regarding the “World Expo 2020, the main objective is to attract the global attention towards the specific country in order to become the most voted and most liked country by the people around the world, then it will become easier to win the bid for the country, UAE here. So here it has planned to go for an integrated promotional strategy consisting with social media advertising, mobile advertising, e- mail marketing, advertising, sales promotions, public relations, ambassador programs, volunteer staff calling, web newsletter and e-mail newsletter etc. so it will result to enhance the global awareness regarding this vital event in order to win the bid for UAE here. Therefore it will be required to integrate those techniques in an effective and efficient manner in order to success the overall future marketing plan of the ‘World Expo 2020” (Kotler, Gary Armstrong, 2006)

#### 4.4 Suggest appropriate techniques for measuring campaign effectiveness for the Event and how it can be improved (LO 4.4, D3)

Here it is possible to measure the overall performance and the effectiveness of the overall marketing effort of the campaigns through the global responses towards the particular country via the likes, followers, search engine scores etc. and also the web site popularity can be used as another relative measure to evaluate the effectiveness of the marketing campaigns for the event of ‘World Expo 2020” here. Not only that but also it has used the analysis of ratios between the specific fans and he “talk about” as follows; (Kotler, Gary Armstrong, 2006)



*Table 4.1 Incidence of ‘Talks About’ on Total Fans*

CANDIDATES	AGE OF ACCOUNT	FOLLOWER	FOLLOWING	TWEETS	KLOUT SCORE
	-	-	-	-	-
	301	320	120	824	42
	403	198	901	923	25
	397	1771	135	507	48
	406	8794	127	2764	59

*Table 4.2 Measures of advertising campaign effectiveness*

## Conclusion

Ultimately it can be concluded that the overall performance of the integrated promotional strategy can be improved through the effective combination of the available promotional techniques with the advertising agency support inside or outside of the country, delegating the relevant authority and power to the relevant parties to involve with the overall marketing plan directly, organizing proper training sessions to the selected marketing staff and team members to improve their efficiency and get the international support for the further increments of the expected plan here.

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## Appendix 01

 GOVERNMENT OF DUBAI	 KNOWLEDGE & HUMAN DEVELOPMENT AUTHORITY
<p><b>Format and mode of submission</b></p> <p><b>Printed Advertisements</b></p> <p>All advertisements should be submitted to RCC as a soft copy attachment in an email. Advertisements should not be pasted into emails.</p> <p><b>Radio/Television/ Multimedia Advertisements</b></p> <p>Advertisements should be submitted to RCC in the form of a transcript, accompanied by an attachment of the final advertisement.</p> <p>Email and mobile marketing communications should contain the full name of the educational institution and a valid address to which recipients can send opt-out requests.</p> <p><b>Framework for approving advertisements</b></p> <p><b>General points</b></p> <ol style="list-style-type: none"> <li>a. All material, irrespective of whether it mentions, implies or refers to either KHDA or the KHDA-Educational Services Permit, must be approved before it is published.</li> <li>b. All material should include the name of the educational institution and/or its logo.</li> <li>c. KHDA will check all types of advertisements/media material, including, but not limited to, the following           <ul style="list-style-type: none"> <li>• Advertisements in newspapers, magazines, brochures, leaflets, circulars, mailings, e-mails, text transmissions, fax transmissions, catalogues, and other electronic and printed material including the website of the educational institution and other websites</li> <li>• Posters and other promotional media in public places, including moving images</li> <li>• Cinema and video commercials</li> <li>• Advertisements in non-broadcast electronic media, including online advertisements (i.e. banner and pop-up advertisements).</li> </ul> </li> </ol>	
<ol style="list-style-type: none"> <li>• Press releases and PR-related material</li> </ol> <p><b>The Content of the Material</b></p> <p><b>Accuracy</b></p> <ol style="list-style-type: none"> <li>a. All published material should be legal, decent, honest and truthful and should be prepared with a sense of responsibility towards Dubai's society.</li> <li>b. No advertisements/media-related material should be misleading in any way.</li> <li>c. If circumstances of an educational institution change in a way that renders an approved advertisement misleading, all affected advertisements must be amended or removed without delay.</li> <li>d. Educational institutions that are owned/in partnership with/managed by another educational institution should ensure that their advertisements clearly explain all links between the institutions.</li> </ol>	
 GOVERNMENT OF DUBAI	 KNOWLEDGE & HUMAN DEVELOPMENT AUTHORITY
<ol style="list-style-type: none"> <li>e. The responsibility for the correctness of all details mentioned in the material lies with the institution itself. This includes, but is not limited to, address, phone number, email and other information relating to the institution.</li> </ol>	

## Appendix 02

Preparing an Advertising Budget										
Plan					Allocation					
Year	Total Sales in % per month	Projected Sales in \$ per month	Ad Budget in % of Total Sales / month	Advertising Budget in \$ per month	Media 1 ____% of total	Media 2 ____% of total	Media 3 ____% of total	Media 4 ____% of total	Media 5 ____% of total	Reserve Fund (10%)
JAN										
FEB										
MAR										
APR										
MAY										
JUN										
JUL										
AUG										
SEP										
OCT										
NOV										
DEC										
TOTAL	100%									