

ARTICLETROVE.COM SAMPLE

MEDIA AND COMMUNICATION

2012

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Developing a media campaign for small to mid-level enterprises in the world of today is akin to going on a mall shopping spree with very little money. To maximize the ROI on each dollar spent on advertising, we need to carefully single out the media channels that would enable the best possible broadcast. Effective broadcasting would mean reaching out to the exact target audience as best as possible. The ease of campaign creation, economy of operation and the possibility of effectiveness evaluation all make for strong points when deciding upon the channels – however, effective penetration still takes the cake.

The Communication Process

While there are the seven steps in a chronological sequence to successfully communicating, each step has its very own relevance. Overlooking any of these may result in the failure of the plan in its entirety – with a lost budget.

Target Audience

Target audience could probably be the most important single variable that we must keep in focus of. Turkish Coffee is usually sold in superstores or neighborhood grocery stores in retail sizes. While families engage in discussions upon what product is liked the most, toward the end, it is the housewife – who takes the trip to the supermarket - in her mid to late twenties, that would need to make the final. We cannot afford to lose focus of her, while not letting go of the quickly developing online market in Lebanon – as shipping couriers are fanning wider outside of the bigger cities and parcel safety is stressed. The finer blend has a higher probability of being distributed online since ordinary malls would keep smaller stocks, connoisseurs often prefer online and easy shopping to having to go to a mall.

Communication Objective

As a company just entering an already mature market – and one arguably saturated in that other established Coffee czars have been operating for many decades, our pitch has to be high for us to get heard. Café Najjar and Café Abi Nasr are both formidable for many reasons – they’ve been around long enough and have seen many ups and downs: as customers have shifted loyalties through the years. American Coffee and products are also a threat – where many variables are new and untested. The goal is to stand out in some way – enough to be tried out once.

Media Plan

Developing a media plan would entail several important preliminary steps. Determining the best time period to run the campaign through as well as determining the most suited channel for the communicated message to allocating funds are all equally important.