

4.14

Business Builder
Teacher Resource Series

Product launch: WOW! Clothing

Worksheet

You work for Hotspot International, a marketing consultancy. Hotspot has just won the contract to launch a new brand of clothing in your market. You will have a meeting to discuss your launch campaign.

- A** Work with a partner to prepare for the meeting. Study the background information and agenda. Discuss some ideas to present to the meeting.
- B** Form a group, choose a chairperson and have a meeting.

Background information

Client: WOW! Clothing (WOW! is a franchise)
Product: A full range of casual, mid-price clothing for both sexes
Target Market: 15-24 age group
Main Competitor: _____
Client objective: To obtain 10% market share in first year
Campaign length: Two months

Agenda

- 1 Chairperson's opening comments.
- 2 Brand image. (fun? sporty? radical and alternative? Other?)
- 3 Style of campaign. (controversial? humorous? emphasizing quality? emphasizing value for money? Other?)
- 4 Slogan to promote the brand.
- 5 Well-known personality to promote the brand. (Someone from the world of pop music? sport? How will the personality be used?)
- 6 Media mix. Decide what % of the budget will be spent on:
TV ___ Radio ___ Newspapers ___ Magazines ___ Posters ___ Sponsorship of music/sports ___
- 7 Use of chosen media.
TV: which channels? what times? what type of advert?
Radio: which stations? what times? what type of advert?
Newspapers: which ones? what type of advert?
Magazines: which ones? what type of advert?
Posters: bus-shelters? metro? large roadside sites?
Sponsorship: what type of events?
- 8 Special launch event that will get good media coverage.