

Please read the instructions printed at the end of this form. One of these sheets, suitably completed, should be attached to the assessed work of each candidate

Unit Title	13 Promotion in action			Unit Code	F252	Session	Jan / June	Year	2	0	0	7
Centre Name							Centre Number					
Candidate Name							Candidate Number					
Evidence: You produce a promotional strategy (containing at least two promotional media) for promoting a new product or service of your choice.												
Criteria						Teacher Comment					Page No.	
AO1.1: You identify the various forms promotional activity can take, how and when each form of promotional activity is used, and the internal/external influences that can hinder promotional activity; much of your evidence requires further clarification and elaboration;	AO1.2: you demonstrate a sound understanding of the various forms promotional activity can take, how and when each form of promotional activity is used, and the internal/external influences that can hinder promotional activity; however, your evidence, at times, does not demonstrate sufficient depth;	AO1.3: you demonstrate a clear and comprehensive understanding of the various forms promotional activity can take, how and when each form of promotional activity is used, and the internal/external influences that can hinder promotional activity; your evidence displays both breadth and depth.	<p>Excellent detail provided for all parts of this task. Good use of examples promotional activity for a range of businesses.</p>					3-14				
[0 1 2 3]	[4 5 6]	[7 8 9]										
AO2.1: Your promotional media are over-theoretical with only a basic attempt to apply them to the chosen business context;	AO2.2: you apply your promotional media to the chosen business context;	AO2.3: you target your promotional media to the specific needs of the chosen business context.	<p>Media well targeted to business context. Candidate has made excellent use of research to back up choice of media. Very clearly explained.</p>					37-43				
[0 1 2 3 4 5]	[6 7 8 9 10]	[11 12 13 14]										

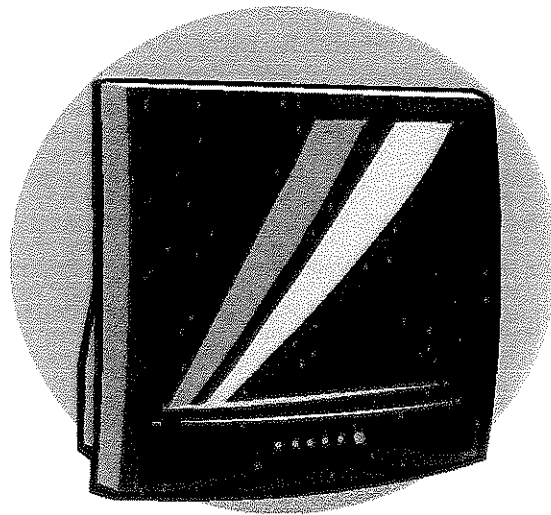
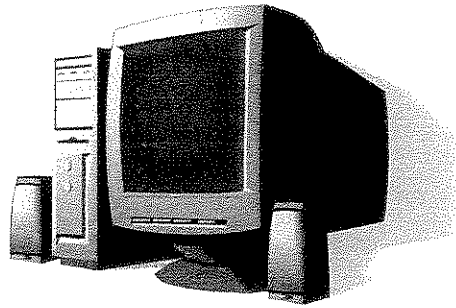
Criteria		Teacher Comment	Page No.
<p>AO3.1: Your analysis and interpretation of your research is limited in scope and does little to inform the development of your promotional media; your synthesis of gathered data is weak, with little evidence of integrated or strategic thinking;</p> <p>[0 1 2 3 4]</p>	<p>AO3.2: your analysis and interpretation of your research is sound, informing the development of your promotional media; your synthesis of gathered data is sound, with evidence of integrated and strategic thinking;</p> <p>[5 6 7 8]</p>	<p>AO3.3: your analysis and interpretation of your research is thorough and comprehensive and there is an extensive focus on targeting your research and analysis into the development of your promotional media; your synthesis of material is comprehensive with frequent demonstration of integrated and strategic thinking.</p> <p>[9 10 11 12]</p>	<p>Very detailed research and indepth analysis.</p> <p>15-21 28-36</p>
<p>AO4.1: Your critical evaluation of the effectiveness of your chosen promotional strategy, taking into account possible internal and external influences, is limited and you make no real attempt to prioritise evidence or to select appropriate lines of argument from information contained within either your strategy or your research and analysis, resulting in weak, unsupported conclusions; you demonstrate limited clarity and coherence with only basic use of business terminology – errors of grammar, punctuation and spelling may be noticeable and intrusive;</p> <p>[0 1 2 3 4 5]</p>	<p>AO4.2: your critical evaluation of the effectiveness of your chosen promotional strategy, taking into account possible internal and external influences, is sound and your evidence is prioritized, with appropriate lines of argument selected and presented from information contained within both your strategy and your research and analysis, resulting in sound conclusions; you demonstrate clarity and coherence, with appropriate use of business terminology – there may be occasional errors of grammar, punctuation and spelling but these are not intrusive;</p> <p>[6 7 8 9 10]</p>	<p>AO4.3: your critical evaluation of the effectiveness of your chosen promotional strategy, taking into account possible internal and external influences, is comprehensive and in-depth and your evidence is effectively prioritized, with appropriate lines of argument selected and presented from information contained within both your strategy and your research and analysis, resulting in reasoned, appropriate, logical conclusions; you demonstrate clarity, coherence and fluency with effective and confident use of appropriate business terminology – there are few, if any, errors of grammar, punctuation and spelling.</p> <p>[11 12 13 14 15]</p>	<p>A very indepth, critical evaluation of the effectiveness of the proposed strategy. Very well informed. Well written.</p> <p>45-56</p>
Total/50			47
If this work is a re-sit, please tick	Session and Year of previous submission	Jan / June	2 0 0
			Please tick to indicate this work has been standardised internally

Please note: This form may be updated on an annual basis. The current version of this form will be available on the OCR website (www.ocr.org.uk). Please complete one *Centre Authentication Form* (CCS160) for each unit and forward to the moderator with your sample.

Guidance on Completion of this Form

- 1 One sheet should be used for each candidate.
- 2 Please ensure that the appropriate boxes at the top of the form are completed.
- 3 Please enter *specific* page numbers where evidence can be found in the portfolio, and where possible, indicate to which part of the text in the mark band the evidence relates.
- 4 Circle the mark awarded for each strand of the marking criteria in the appropriate box and also enter the circled mark in the final column.
- 5 Add the marks for the strands together to give a total out of 50. Enter this total in the relevant box.

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Appendices 1 to 14 follow after the Table of Appendices page.

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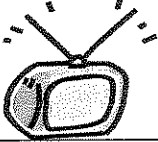
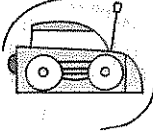
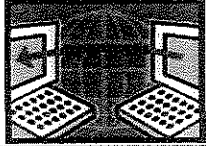

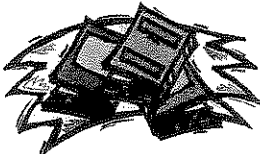

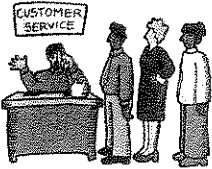



Promotion in Action – Task One

Introduction

In today's society, there is a lot of competition between businesses in their markets. To try and stay ahead of competitors and to become more successful in terms of sales, businesses will need to promote their products effectively so that they can maintain their existing customer base and attract potential new customers. In this section, I will discuss the different forms of promotional activity in general, my chosen businesses current promotional activities, competitors chosen business activities, why they need to promote and some of the internal and external constraints that may face businesses in terms of promoting. ✓

Promotional Activity

Every business has to and does use a form of promotional activity to sell their product or service that they are providing. There are many different forms of promotional activities available for businesses to undertake to try and make their product or service appeal to their target audiences. Below is a table showing the different forms of promotional activities available to a business. ✓

Forms of Promotional Activity		
Television 	Radio 	Internet 
Newspapers 	Magazines 	Sponsorships 
PR (Public Relations) 	Merchandising 	Sales Promotions 
	Direct Mailing 	

Now, I will give a description of each of the forms of promotional activity that was listed in the table above.

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Television

Television is arguably the most popular form of promotional activity, consumers would be used to. The National Statistics website (www.statistics.gov.uk) shows that people aged sixteen and over spends per day, totals 5 hours and 15 minutes (2.50 hours for men and 2.25 hours for women) watching television or listening to the radio. Businesses use television to advertise their product or service using visual and vocal aids to a targeted audience. On most television channels, they have specific times of the day assigned for advertisement breaks where television companies like ITV or Channel 4 will broadcast businesses advertisements.

There are both advantages and disadvantages to using television as a form of promotional activity. Advantages of using this form of promotional activity would be that adverts (or advertisements in full) can be shown repeatedly over the space of one day or a week. Another advantage of using television as a form of promotional activity is the advantage of being able to appeal directly using sounds, colour and movement. For example colourful advertisements exist for products or services such as Skittles, Febreze and Daz. Also businesses can book a specific time of day where they can broadcast their advertisement at their specified target audience. For example a business could book a prime-time slot (this is when more people would be watching television) to broadcast their advertisement. This would be more expensive but beneficial to a business as it could be attractive to consumers. Prices may vary at different times of the day to place an advertisement, for example it would be cheaper in the morning to place an advertisement than in a prime-time slot. For example prices for prime time slots for 30 seconds would cost £2500 where as a slot in the morning for 30 seconds would cost £300.

There are disadvantages about using television as a form of promotional activity. The main disadvantage about using this promotional activity is the expense. Running an advertisement and producing an advertisement is very expensive, which means that some small or medium businesses may not have enough finance to afford to use this promotional activity. For example, UTV in Northern Ireland charge £2500 for a thirty second advertisement between 7.00PM and 8.00PM. Another disadvantage would be that consumers may not watch the advertisement when it is broadcast, as they may be disinterested. Also they may fast-forward through the advertisement if they had recorded the programme.

Radio

Another form of promotional activity used by businesses is radio. Again this is a popular form of media. This is where businesses promote their products through a vocal point of view instead of a visual point like television. Again this form of promotional activity has got advantages and disadvantages. Examples of radio advertisements would include Charles Hurst Car Direct and for mobile phone networks such as Vodafone and O2.

Some of the advantages of using radio as a form of promotional activity are that like television, advertisements can be played repeatedly in a day or in a week. Also businesses can book a specific time slot to broadcast their advertisement to make it more effective. This is again similar to television promotion. Radio is usually cheaper than television to advertise their products and can have a bigger impact than television due to the voice being used to promote a product or service.

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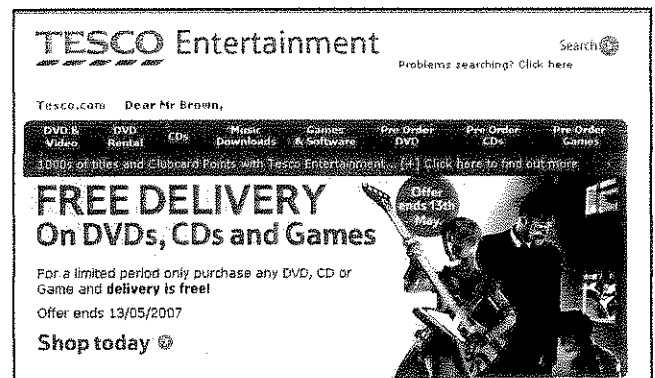
There are of course disadvantages to using radio as a form of promotional activity. One of the main disadvantages is the limited channels. There are only a few stations to choose from that would broadcast all over the United Kingdom. Also radio attracts a much smaller audience than television, so there is a smaller target audience for businesses to target. Finally similar to television, when advertisements are broadcasted on the radio, listeners may find another station to listen to, as they may find the advertisements annoying or boring. Another advantage of using radio as a form of promotional media is that local or new businesses can use local radio to advertise their product and service to go directly to customers in the local district. This is a beneficial way to speak to the local audience. For example a local radio station, Downtown Radio advertises for local business in the Banbridge District such as Porters furniture shop and J. J. Donnelly clothes shop.

Internet

The Internet is becoming a new form of promotional activity that businesses can use. More and more people are using the Internet now in today's society. From the National Statistics website, around 57% of homes in the United Kingdom have Internet access between January and April 2006. With the Internet becoming more and more popular, this is a new niche where businesses can promote their product and attract a new audience. There are many different ways the Internet can be used to promote a product or service. For example, businesses can send e-mails to promote and can use techniques like discounts and prizes to give incentives to their target audience. Pop-Up advertisements can also be used. For example if uploading a website, a pop-up may materialise advertising a product or service. A screenshot is shown below of a pop-up and a screenshot of promotional emails that I have received.



Example of a pop-up advertisement



Example of an e-mail advertisement

Also websites can be set up to promote a product or service. This has got advantages and disadvantages. Some advantages of using the Internet are that they can attract a worldwide audience. People from around the world can view websites as long as they have a connection and this could be beneficial to some businesses as they could get clients from different countries. With the Internet, the business can be in command of how they promote their product on their website and how they present it towards their audiences. With the growing IT sector, businesses can employ specialists to professionally update, maintain and provide a good quality website to their audience to attract them to their product.

Detailed information

There are negative factors of using the Internet. One of the drawbacks is the issue of security. Many people who use the Internet are afraid to give their financial

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details if they want to purchase a product due to fraud. Also some people who browse the Internet may not be concerned with purchasing and just go onto a different website. This would mean that the promotional activity may be a waste of time and money to set up if they fail to appeal to people on the Internet. Another drawback is that people can class promotional e-mails as "junk mail" and ignore and delete without viewing.

Newspapers and Magazines

Newspapers and Magazines are similar forms of promotional activity that can be used by business. They use visual images to try and attract their product to readers of newspapers and magazines. Both have positive and negative factors.

Some of the positive factors of these forms of promotional activity would be that they can use a range of styles and fonts that can appeal to the reader and make the product or service attractive to the reader. Another positive factor would be that with newspapers and magazines they have a large audience so the advertisement could be viewed with many readers. Below is an example of a newspaper advertisement.



An example of an advertisement present in a newspaper

Naturally there would be some drawbacks of using this form of promotional activity. One of the main drawbacks is that the advertisement may not make a big impression on the reader as it is only a visual image and not like television (visual and vocal) or radio (vocal).

Sponsorships

A business can use a sponsorship to try and promote their product or service. A sponsorship is where a business will invest resources into something (like a charity, a sporting team or a television programme) to promote their product or service. Some examples of businesses using sponsorships in sports or television are shown in the table below:

Business	Sponsor
AIG (American International Group)	Manchester United Football Club
JJB Sports	Wigan Athletic Football Club
Cadbury's	Coronation Street
Carphone Warehouse	Big Brother
Dominos Pizza	The Simpsons

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Another form of sponsorship that businesses can use is to have celebrity endorsements. This is where a business can hire a well known celebrity to promote their product or service. Some popular examples include ex-England captain David Beckham endorsing Gillette products, ex-England footballer Gary Lineker endorsing Walkers Crisps and actor Richard E. Grant sponsoring Argos. Businesses use celebrities in a form of if they can use the product then so can the public.

Using those forms of sponsorship has got advantages and disadvantages. An advantage of using this form is that businesses can increase their popularity and image by signing a major celebrity. An example of a business using a high profile celebrity to promote their products and services are David Beckham and Gillette and Kate Moss with Top-shop. Businesses may also try and enhance their popularity by having popular institutions endorse their products. Examples of this include the likes of Cadbury's having Coronation Street, a popular British soap endorse their products and AIG having Manchester United, one of the world's most famous clubs endorse their services. A major disadvantage of using this form of promotional activity is the expense. On large businesses like AIG, Cadbury's, Gillette and Walkers Crisps could afford to have celebrity endorsements or use popular sporting teams or television programmes. Also if the celebrity or institution is receiving negative press, then the business may suffer as well. An example of this is Kate Moss, the model who was sacked from many modelling contracts due to the fact that she was seen taking drugs. This damaged her reputation and therefore could possibly damage a businesses reputation that used Kate Moss to promote their products.

Good point

Public Relations

Public Relations are another important form of promotional activity. Businesses need to have good public relations with their customers so that they ensure the public image of the business remains positive and welcoming. The aim of public relations is to have the business, for example Tesco, talked about in the media and by consumers. Having a strong relation with customers could lead to a business having a good public image and reputation which may keep customers and attract new customers through word-of-mouth.

There are many ways that businesses can improve their public relations. Businesses may have policies like recycling and other ethical issues implemented to increase public relations. Another way businesses can improve their public relations is to have press releases which are covered by media such as television or newspapers. Companies like Gillette that use David Beckham to advertise their products may also be used to increase public relations with consumers. Donating money to charity can be another form of increasing public relations, as donating to a good cause may show the public that the business is doing all it can to help. For example, most companies like Tesco or Sainsbury's would fund raise for causes such as Comic Relief or Children In Need. Finally businesses may use magazines and newspapers to review a new product or service with their readers to see if this is successful or not. For example, Tesco engage in public relations by rewarding their customers for re-using plastic bags or using long-life shopping bags to cut down on the usage of plastic carrier bags.

Public relations can be a balancing act. Businesses need to be careful in how they try to increase public relations as it can be successful or it can be unsuccessful and lead to a loss in sales.

Good detail

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Merchandising

This is another form of promotional activity. Merchandising is where a business would promote its products or services to its customers. Merchandising can take place at supermarkets, newsagents and in department stores in the form of demonstrations. Demonstrations can be successful or unsuccessful. Some businesses may use the Internet to merchandise their products. For example football clubs like Manchester United have their online Mega-Store where they merchandise their products.

Also Tesco would use the website to merchandise their products so consumers can purchase and try the products. Another form of merchandising is the Tesco vouchers for school. They also run the Tesco sport coupons to try and merchandise their products.

Sales Promotions

Using sales promotions can help to entice customers to buy a product or service. There are different types of sales promotions that a business could take.

Sales Promotions can take place in numerous ways. Some supermarket chains may offer sales promotions in the form of developing coupons for certain products. For example buy one, get one free when purchasing kitchen roll. Some businesses and supermarkets such as ASDA and Tesco may offer discounts and sales promotions in other products or services such as cash discounts. Another form of sales promotions is competitions, where again supermarkets or businesses run competitions so that consumers become interested in the business and buy other products. For example, Tesco offer till coupons for customers to enter competitions after purchasing a certain value of goods. Another popular sales promotions technique incorporated by some businesses is the Buy One, Get One Free promotion. This again is used by supermarkets to try and increase sales and also attract customers to using the business and products. A final and successful sales promotion businesses may use is cash discounts. This is where businesses would offer customer's cash discounts like £1 off on certain products. This would save the consumer money and also increase the businesses sales.

These promotions can be used to get more sales and lead to repeat business. Loyalty cards can also be used. Businesses like Tesco would use loyalty cards where customers would get points for making purchases. These points can then be used to get discounts on future products and promotions by the store. This can be a good form of promotional activity as it can lead to repeat business for the company as the customers are being offered incentives such as prizes and future discounts on products.

Direct Mailing

Direct Mailing is where promotions are posted out using the mail service. Below is a diagram showing the different forms of direct mailing can take:

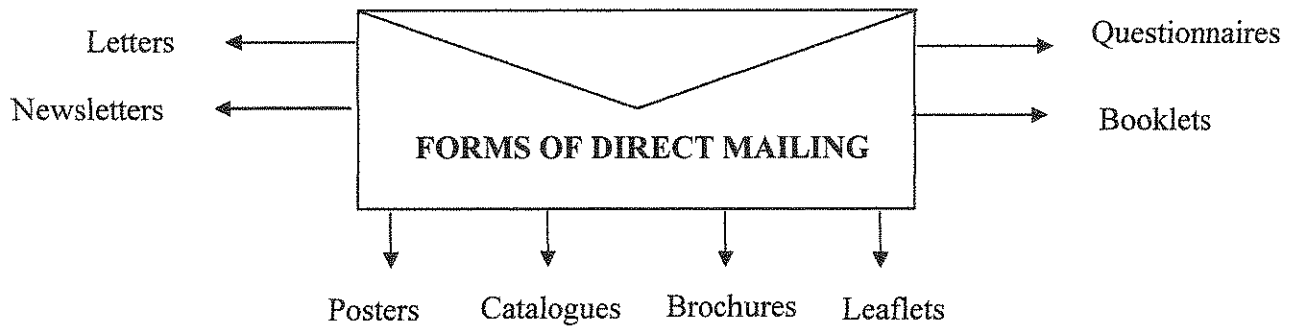
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This form of promotional activity has got both advantages and disadvantages. Some of the advantages may include that it can be personalised, making the customer feel wanted and special that a business is contacting them. Some businesses will use personalised direct mailing to entice the customers to enter competitions. Appendix 14 shows a letter I received from a business saying that I have won a competition. This encourages customers to enter the competition and claim my prize. This will then hopefully (from the business perspective) mean that the business will obtain new customers. Another advantage is that the business can target specific groups, like families or young adults. For example charities such as Help the Aged and The Red Cross may target the adults of a household to appeal to donate instead of aiming the mail at young children. Another example would be insurance companies, who would target adults or young teenagers in terms of car insurance. Also with direct mail, it can be re-read repeatedly.

Good example

Some of the disadvantages would include that it can be expensive for businesses to use direct mailing as a form of promotional activity. It is expensive to mass produce a letter or catalogue or a newsletter and also expensive to send the letter to people across the country due to postal charges for businesses. The other major disadvantage of direct mailing as a form of promotional activity is that many people see this form of promotion as junk mail. Many people would ignore the letters, brochures or catalogues received and throw them away, which would waste the business time and money in producing the promotional material.

In what ways can businesses use promotion?

As mentioned earlier, the promotion of a product is a vital thing for a business. Promote a product effectively and this can lead to an increase in sales. Promote a product poorly and this can lead to no sales and possibly a loss. A business can use promotions in a variety of ways, shown below:

- To Bring Forward a Decision to Buy a Product

This is where a business will try to influence the customer to purchase a product before a certain date with the use of incentives. These incentives could be anything from, "Buy a Mobile Phone today and get free call-time minutes" or "Buy a computer before 30th September and get your choice of five CD-ROMS for free". These incentives can be discounts, a free product or entry into a competition. Some businesses may offer different types of incentives to suit them. For example, a travel agent would possibly offer free travel insurance when purchasing a holiday, but may not offer a free item of clothing. Another example could be if Walkers crisps

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where to offer customers the chance to purchase a 6 pack multi-pack of crisps before the 28th September and get another multi-pack of crisps free.

- To Encourage Repeat Business and Long-Term Loyalty

Another way promotion is used is to ensure repeat business and build up loyalty. Some businesses like Sainsbury's or Tesco may offer loyalty cards where if a customer keeps purchasing with that business, then they get a discount or a free item the next time they purchase. If businesses like Tesco and Sainsbury's get repeat business then they will continue to have a solid customer base and can attract new customers through other promotional techniques. For example, Tesco uses a loyalty bonus scheme, and send out a promotional code to customers who can use this to get discounts on Tesco products.

- To Encourage Stockpiling (Or Bulk Buying)

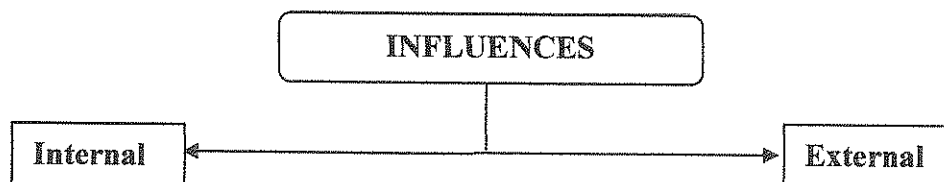
This is another way in which promotion can be used by a business. Getting customers to buy in bulk for example buy 2 litre bottles of Coca-Cola and get the third for free, will increase a businesses sale. For example, Walkers crisps can encourage bulk buying, by having promotional offers like buy one packet of Cheese & Onion crisps and get a packet of Prawn Cocktail or Spring Onion for free. This would show an increase in sales for Walkers crisps.

- To Encourage Consumers to use a new product

The main aim of promotion is to try and get consumers to purchase and try a new product or an existing product. Businesses have to decide on a promotional strategy to communicate to consumers the benefits of a product or service. This may be through television or radio to broadcast a new product or service. Some stores like Tesco or Marks and Spencer's may use different techniques to encourage the sale of a new product. For example, if a business was releasing a new product, for example, a new flavour of crisps, then demonstrations and coupons may be issued by the business to arise interest and awareness and give the customer the opportunity to test the product free or at a discounted price.

Influences that can affect promotion

There can be numerous influences that can affect businesses promotional activities. These constraints can be split into two categories, shown in the diagram below.



Internal influences are influences within the business while external constraints are those that are outside the business. Below are internal influences that can act as a hindrance to a business:

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- The aims and objectives of the business

This is where the aims and objectives of a business can hinder the promotional strategy. For example, if a businesses main aim is to increase productivity then they may not budget much for marketing/promotion. This may mean that the marketing department may have to abandon their ideas for their promotional strategy and go down a more affordable but possibly less effective path.

- The aims and objectives of the promotional strategy

This is where the aims and objectives of the promotional strategy have to be related directly to the product or service that is to be involved in the promotional strategy. For example, there is no point setting an aim of breaking into international markets if the promotional strategy is only aimed at local residents. Generally the main aim of a promotional strategy usually involves raising awareness of the product or service.

- Market Research

Market research can be another influence on a business. Market research is where a business carries out research into the market they are situated (like Tayto in the crisp market sector) and how well it is progressing. They can use this information to decide on niches in the market and also decide on possible promotional packages which consumers may like. Market research can be constrained by a lack of Time to carry out research into the market, a lack of Employees to conduct thorough research and a lack of Money to carry out and finance research such as the acquisition of expensive but beneficial market reports and the production of questionnaires or surveys.

- The way the message is communicated

This can act as an influence when promoting a product. If a business is usually communicating at a younger audience via television, like Tayto, then this may cause problems if they are trying to aim their products at an older and more mature audience, like young adults.

- The promotional budget

This is one of the biggest internal influences. A large business needs to budget their money effectively throughout different functional areas of the business like production, human resources and marketing. If a business is making a good profit and has increased sales and capital, then they will be able to invest in expensive promotional activities such as television. However if a business is not making enough profit, then they may have to find alternative methods of promotion that they can afford to invest in. Large businesses such as Marks and Spencer and Tesco can afford to have large promotional budgets due to the size and profitability of their business. They can afford to spend big on television advertisements at peak times of the day and on the creation of numerous posters and billboards to raise awareness of their products and services. On the other side of the coin, smaller businesses such as local businesses will not have a promotional budget in the same capacity as the larger businesses. They will therefore have to rely on other methods of promotion such as word-of-mouth and effective poster campaigns and local radio.

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Some smaller businesses may be able to afford to use television as a form of promotional media, but usually this is not the case.

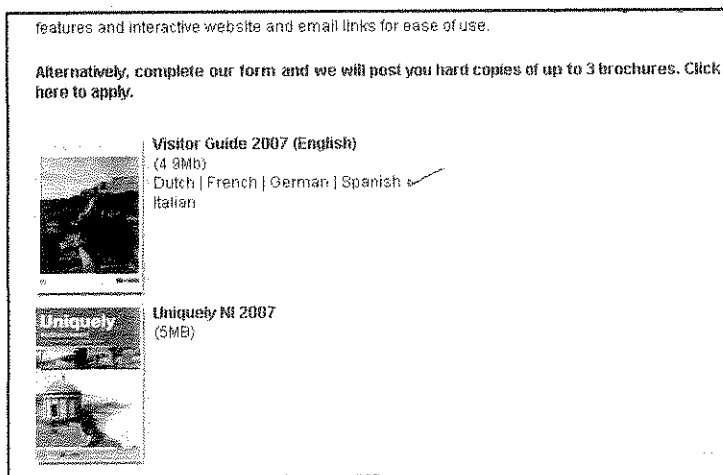
- The Timescale

This is another big internal influence on a business. A business like Tayto has to have small timescales on their promotional activity of a new product, as competitors may release a similar product which may affect sales and market share. If for example, a competitor released a product before Walkers crisps were going to, they would have to speed up their process of production and marketing. They may not have enough capital to finance the promotion at this stage and could lose out on sales and customers.

As well as internal constraints, within a company, there are just as many if not more, outside the business. Below are the most common external constraints that can affect a businesses promotional activity:

- Social, Cultural, Economic, Ethical and Environmental Factors

There are many factors that may influence promotion. Businesses have to be careful when they are promoting a product, that they see what social, cultural and economic factors are about. For example a business like Walkers crisps has to see what the trends are in society in terms of social (single parent families, healthy eating), cultural (what different cultures like, i.e. what people in England like, may be different in Northern Ireland) and economic (interest rates, rates of unemployment) factors. They also have to be seen to be an ethical business. In today's society within Northern Ireland, another issue that must be considered is the social spread. In Northern Ireland there are many different cultures to cater for. To do this successfully businesses will have to provide informative information that meets the needs of all cultural societies. Below is a screenshot obtained from www.discovernorthernireland.com on how they cater for different cultures.



A business like Walkers crisps needs to be seen not to be exploiting customers but going along with the unwritten laws, like recycling. Another environmental issue to consider for any business is the waste that they produce through direct mailing. Companies such as Littlewoods who send out letters to customers like the example in Appendix 14 will have to consider the environmental impact on this type of promotion which is commonly known to many households as junk mail.

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- Legislation and Regulation

Legislation and Regulations are probably the most important external constraints on promotion. There are many pieces of legislation put into place that can effect promotion, such as The Sale of Goods Act 1979, The Consumer Credit Act 1974 and the Trade Descriptions Act 1968. Businesses like Tayto will have to obey these laws when promoting and describe their goods honestly or face possible prosecution. As well as laws that have to be abided by, there are regulatory bodies that would regulate the advertising sector, such as Ofcom, The Advertising Standards Agency and The Direct Marketing Association. These regulatory bodies would make sure that there is no discrimination in advertisements and that they are fair for all people to view. Some of these bodies, particularly the Advertising Standards Agency can withdraw advertisements if they do not satisfy the regulations put into place. Below are two examples of complaints to the ASA and the outcome:

Company	Compliant/Issue	Response
Nokia UK Ltd	Posters for Nokia 5300 stated that the phone had CD quality sound when actually it did not	After collecting information the ASA did not uphold this complaint
Lidl UK	One company challenged a poster stating that a Lidl shredder had a similar quality and features than their shredder	After looking up the facts the ASA upheld this complaint and the poster had to be changed.

- Pressure Groups

Pressure groups are another form of an external constraint on the promotional activities of a business. Pressure groups are groups of people that aim to try and influence the way businesses would operate. For example, pressure groups may affect a businesses promotional activity. There may be pressure groups that would oppose to a business producing high-fat crisps and there may be pressure groups calling for a business to produce low-fat, healthy products. Therefore the business may have to change their promotional activity. Famous Pressure groups within the UK include Fathers 4 Justice, The Food Commission and Friends of the Earth (England, Wales and Northern Ireland).

- Competitors

This is probably one of the biggest external constraints that can influence the promotional activity of a business. A business may have to change their promotional activity due to try and compete with their competitors to increase sales. For example, one of Tayto's Crisps main competitors is Walkers Crisps. If Walkers were to use promotional activity regularly such as television or magazine adverts, this may force Tayto to do something similar so that they are competing with Walkers to get more consumers. Also if Walkers were to try a new promotional activity such as try radio, then Tayto may have to evaluate whether to do the same to compete.

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▪ Technology

This is another constraint that could affect the promotional activity of a business. A business like Nokia Ltd would need to be aware of the latest technological advances such as Mobile Phones and Electronic Billboards. These new technological advances are particularly popular among young people which are the main target audience of a business such as Nokia Ltd (Mobile Phone Manufacturer). These new technological features may be expensive to use by businesses like Nokia to advertise their product and may not be worthwhile as some consumers may not be interested in viewing the product using this method of promotion.

In depth coverage of
of parts of task one.
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Task Two

In this section of my report, I will introduce my chosen product and business and set aims and objectives for my research that I will undertake later in this report. My chosen business is Tayto and my chosen product is the same one that I created for Unit 1: Creating a Marketing Proposal, Tayto Biscuits. I will create a promotional strategy for Tayto Biscuits, but first below is an overview of Tayto Ltd before discussing my chosen product in greater detail and then set out my aims and objectives for my research.

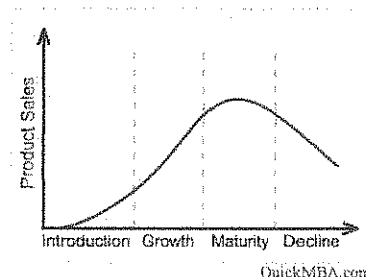
scene setting - good.

Tayto Ltd – An Overview

Tayto Ltd is one of Northern Ireland's leading manufacturers. Their mission statements states that they specialise in "producing a good quality product that will be bought repeatedly." They have been in operation nearly 50 years in their base at Tayto castle in Tandragee, Northern Ireland. They employ a workforce of over 300 and produce a vast range of crisps from Cheese & Onion to Salt & Vinegar to Tayto Fusion, a range of low-fat crisps. Their main objectives are to maintain high quality levels, invest in market research and new technology to better them and maintain their standards "to produce a product a customer will buy repeatedly." They are continuing to expand having purchased Golden Wonder's mini Pringle range in England.

Tayto use the four P's (Product, Place, Promotion and Price) to successfully market their products. They use product lifecycles to find out if their products are in the Growth, Maturity or Decline stages. Then Tayto act on whether they need to take the product off the market or give the product a revamp. They use many different places to sell their products such as Shops, Exhibitions and Vending Machines. Tayto also use the Internet to sell their products. They use many different promotions such as Television and Radio and have two sections of advertising – Indoor and Outdoor Advertising. This will be discussed in greater detail later on. Tayto look at competitors' price and usually sell their products at reasonable prices (individual prices under £1.00 and multi-packs over £1.00)

Source:
QuickMBA.com



← An example of a product lifecycle that Tayto will use to see what stages their current products are in.

The New Product

The new product I have devised for Tayto is Tayto Biscuits. In Unit 1: Creating a Marketing Proposal I carried out research into finding out the

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thoughts of 100 people on this new product. I will discuss what I found out from that survey in greater detail later on in this report. ✓

Now I will move on and formulate an action plan for my research. This will be broken down into three areas:

- Setting Aims and Objectives for my research

Before creating at least two promotional media for promoting a new product, I shall need to carry out both primary and secondary research. Before starting the research I need to create an aim and a purpose of my research. I will then need to create objectives to make sure that I meet the aim of carrying out research. ✓

The Main Aim of My Research

“To find out information on competitor’s marketing activities, along with any possible constraints on the advertising market. Also I want to find out from the public, influences on the different promotional activities and what they prefer in an advertisement which will help form my promotional strategy for my chosen product.”

✓

To make sure that this aim is fulfilled, I will need to create objectives to meet this aim. Here are the objectives for my research:

- To use the Internet to find information on current marketing activities for competitors and possible advertising constraints
- To construct a questionnaire as my main primary research to find out their possible influences in advertising.
- To analyse all the data collected and draw results to form my promotional strategy. ✓
- To carry out both primary and secondary research as quickly and efficiently as possible. (within two weeks)

Before, I start to construct my primary research; I shall carry out research on Tayto (my chosen business) and information that I have already collected in Unit 1: Creating a Marketing Proposal on the new product Tayto biscuits.

- Deciding on who my potential customers will be

From Unit 1: Creating a Market Proposal, I discovered that my potential customers will be children and young adults to the age of 18. I also received positive feedback from adults aged between 18 and 30. However, my research will be aimed at children and young adults. The questionnaire carried out in Unit 1 and my primary research in this assignment will help determine potential customers. ✓

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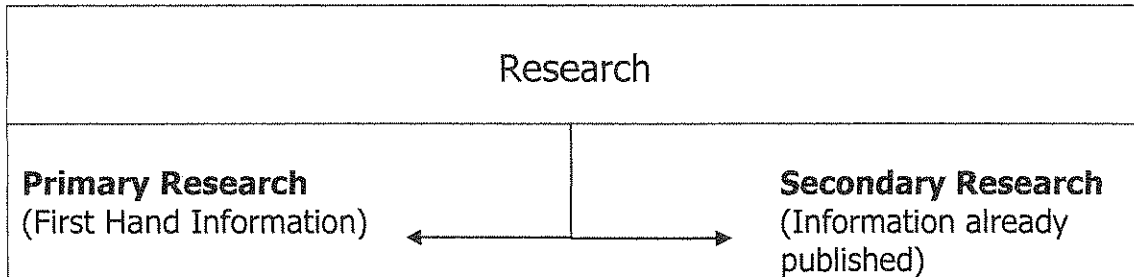
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- Selecting effective and appropriate types of research

Before I can carry out my research, I will need to select appropriate types of research. This can be broken into two sections as shown below: ✓



My primary research will consist of questionnaires, one being constructed and used in Unit 1: Creating a Marketing Proposal which will give information and statistics on the new product and one which I will create on promotional activities and what consumers want to see in advertisements. I feel that this form of research will be beneficial as I can ask the questions I want answers from and receive answers from the people that matter most: consumers. ✓

My secondary research will be on a few separate areas that will link in with promotion. These areas will be on the advertising sector and constraints that effect businesses, information from the market sector on advertising and information on Tayto's advertising techniques and on competitors advertising techniques. ✓

Appropriate action plan drawn up.

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Task Three

Research

As mentioned at the end of the previous section of this report, I will need to carry out research before I can create a promotional strategy for my chosen product, Tayto Biscuits. In this section of my report, I will focus on collecting research in two forms, primary and secondary. First I shall focus on my primary research. ✓

Primary Research – The Questionnaire

As part of my research, I need to carry out investigations by asking consumers' questions or meeting with business representatives. This is primary research. Primary research is where I find information directly from customers or the business. I have already carried out primary research for the new product and the results were discussed in Unit 1: Creating a Marketing Proposal. They will be discussed in greater detail in the next section of this report. A copy of the questionnaire used to gather consumer information on the new product can be found in Appendix 1, with two completed questionnaires in Appendices 2 and 3. ✓ ✓ A03

I have decided that I will create another questionnaire as my primary research to find out what types of promotion consumers are affected by. I feel that this will give more information than meeting a business representative, as by asking consumers I can create a promotional strategy that will suit their needs. I will not need to have any questions regarding the product, as I have already asked questions about it in the previous questionnaire (See Appendix 1). The questionnaire I create will be on promotional activities and what promotions do consumers find effective.

Below are the aims and objectives of the questionnaire:

- To carry out 50 questionnaires to different age brackets of consumers into promotion activities.
- To find out what types of promotional activity consumers find effective. ✓
- To find out what sort of promotion would influence the consumer in purchasing the new product
- To carry out this questionnaire and analyse the data within one week
- To draw in previous data collected and new data to draw an effective promotional strategy for Tayto Biscuits.

I will now move on and create the questionnaire. A questionnaire does not take long to devise and should be convenient for consumers to fill in. After creating the questionnaire, I hope to make 50 copies and ask consumers to complete. I will then analyse the data and draw conclusions which will help me with the promotional strategy. ✓

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I aim to construct a questionnaire, and collect information and start to analyse the data within one week. I will use analytical and statistical techniques to draw conclusions from the new questionnaire which will help in drawing up a promotional strategy for Tayto Biscuits.

Secondary Research

I now have to carry out research to find out information that will help me draw up a promotional strategy for Tayto Biscuits. This will be secondary research as I will use the Internet as my main resource to collect information that already has been published. This is known as secondary research. This will be the order in which I carry out my secondary research: ✓

- Information on the Advertising sector and possible constraints on advertising for companies
- Information on the Costs of Advertising in Northern Ireland
- Information from the market sector that may influence promotional activity on businesses like Tayto
- Information on Tayto advertising
- Information on competitor's advertising

Information on Advertising and Possible Constraints for Companies

The next section of research, which will be secondary, will be on the advertising industry. I will carry out research on the industry in general and also possible constraints that can impact businesses like Tayto when I come to devise a promotional strategy.

I first carried out a search on Google (www.google.co.uk) on the advertising industry and possible influences or constraints. One of the websites that the search turned up was from The Advertising Standards Authority (<http://www.asa.org.uk/asa/news/news/2006/Food+advertising+to+children+A+fourth+option+is+proposed+to+Ofcom.htm>). This is an article on the regulation of advertising on food to young children. The article states that numerous regulating bodies such as The Food and Drink Federation and The Incorporated Society of British Advertisers among others have backed the decision not to advertise their products during children's television. This proposal also states that endorsements like Scooby-Doo would be not allowed to be used while brand names such as Tony the Tiger (From Kellogg's Frosties) would be allowed to be used by businesses that have their own brand name. ✓

So how could this proposal impact Tayto? Well it means that Tayto will not be able to advertise their current products or new product to their target audience during peak time. However Tayto would still be able to use Mr. Tayto in any of their advertisements that they use to promote their current or

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new products. This means that using television as a promotional media may be pointless as advertisements would not meet the target audience.

I next visited the Advertising Standards Authority

(<http://www.asa.org.uk/asa/adcampaign/rules.htm>) next to find out information on what the rules of advertising are for businesses such as Tayto, Walkers and McVities.

From this website, I found out that the Advertising Standards Authority regulates advertisements in many different media forms such as Television, Radio, Newspapers, Magazines and Direct Mailing such as DVD adverts. The Advertising Standards Authority is also in charge of making sure that sales promotions (such as competitions and prize draws) are run fairly and that advertisements are screened at an appropriate time such as during children's television or after the watershed.

The advertising industry is responsible for composing the rules and regulations and making sure they are followed by businesses. The main rules of advertising are shown below which Tayto and other businesses such as Walkers and McVities would have to follow.

- Advertisements should not mislead viewers
- Advertisements should not cause any serious or widespread offence
- Advertisements should not cause any harm to viewers
- Advertisements should be socially responsible
- Advertisements should have regard for fair and healthy competition

The next website that I found interesting information on the advertising sector was from Ofcom (<http://www.ofcom.org.uk/tv/ifi/codes/>). Ofcom is another regulator on the advertising sector. On this website, I found out information regarding advertising on television and other promotional media such as Radio which came into effect from July 2005.

The code is separated into many areas. Below is a table showing some sections of the code and a brief description on what each section entails.

Section of Code	Aim of the section
Protecting Under 18s	This section is about protecting people under 18 with the use of the watershed and no offence language or images.
Harm and Offence	This section is about upholding standards on television and radio and not including harmful or offensive material
Crime	This section of the code is about making sure that television or radio adverts do not encourage crime or give consumers ideas on crime
Religion	This section of the code is about making sure that no discrimination is given in regards of

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	religion and that advertisements do not favour one religion or the other
Fairness	This section of the code is about making sure that all advertisements are fair
Privacy	The aim for this section is to ensure that broadcasters do not breach privacy in programmes
Sponsorship	The aim of this section is to ensure that unfair sponsorships on radio and television are prevented
Commercial References	The aim of this section is to ensure that the advertising and programme elements of a service are separated

Well, this means that if Tayto are to broadcast via television or radio, they have to comply with the sections of the code above. If not, they are likely to be prosecuted or the advertisement will be blocked from being aired. This would result in a waste of time and money for Tayto. ✓

Information on the Costs of Advertising in Northern Ireland

As part of my research, I have carried out investigations into the cost of advertising on television in Northern Ireland. I used one of Northern Ireland's leading television stations, known as Ulster Television (UTV) to find out the cost of advertising via this medium. Below is a table showing my findings from my investigations:

Time Sector	Programmes	Time of Advertisement in Seconds		
		10 Seconds	20 Seconds	30 Seconds
0930-1729	Jeremy Kyle This Morning ITV Lunchtime News Kids Time	£200	£250	£300
1730-1800	UTV Live	£370	£500	£620
1801-1859	ITV News	£850	£1150	£1450
1900-1959 Mon, Wed, Fri	Emmerdale Coronation Street	£1500	£2000	£2500
1929-1959 Tue and Thur	Local Programmes	£730	£980	£1220
2000-2159	The Bill	£850	£1150	£1450
2200-2229	Dramas	£480	£650	£820
2230-2330	News	£310	£410	£510

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From the table, advertising on television is very expensive especially during peak times of the day. Also the advertising is varied during different seasons. For example, I found out that the months after major holidays such as Christmas and Easter (January and February) are cheaper to advertise than pre-holiday months such as December. Also the summer months, July and August are usually cheaper to advertise on this network. Advertisements can be longer, ranging from ten second advertisements to ninety second advertisements. Therefore if my promotional strategy contains a television advertisement then it should not be too long in length and be shown before the peak times. Also the promotional budget should be considered to see if an advertisement campaign could be sustained on television.

Good research

Information from the market sector that may influence advertising

The next section of my secondary research will be collecting information from the market sector in which Tayto are currently in and will potentially be moving into that may influence their advertising. I will use the Mintel website (www.mintel.com) as my main source of collection information on this topic. First of all I shall investigate Tayto's current market before examining the potential new market that Tayto will be moving into with the new product.

Tayto's Current Market

First of all, I will look at Tayto's current market sector, which is the crisp sector. On the Mintel website, I found this page (http://reports.mintel.com/sinatra/reports/search_results/show&&type=RCitem&page=0&noaccess_page=0/display/id=114645) giving information regarding the current market sector. It does not go into detail as this is a summary of the report, and it would be too expensive to purchase the entire report. However there are interesting pieces of information on marketing and advertising.

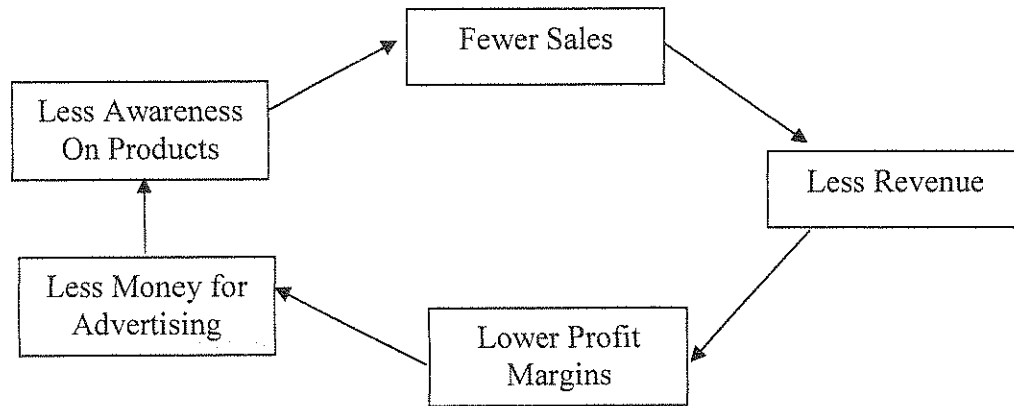
In this sector, there is a "rising media spend", which means that more companies like Tayto are spending more money in terms of the media and advertising. This is to try and increase sales and awareness of their products. However the crisp market is in decline and this means that businesses such as Tayto and Walkers may have to cut down on their spending as with a smaller market, expensive advertising on a large scale may not be the answer. This also may mean that with a smaller market, there will be fewer sales, therefore less of a market share, and less profit being made, so less money for advertising. This is illustrated in the diagram below outlining the possible chain of events if the market declines.

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An interesting statistic that I found was that Walkers (one of Tayto's main competitors) currently spend half of the total money put into advertising by all the businesses.

Tayto's Potential New Market

Next I will look at the new market that the potential new product of Tayto (Tayto Biscuits) will fit into. This market sector will be the biscuit sector. [Source: <http://reports.mintel.com/sinatra/reports/display/id=125617>] This market has been slowly in decline but after receiving support in 2004, the market is looking much stronger. ✓

Some interesting facts obtained from Mintel on the new market include the following:

- More and more children are purchasing biscuits due to increasing pocket money. This is beneficial to Tayto due to the fact that the new product, Tayto Biscuits will be mainly aimed at children or young adults. ✓
- From July 2004-2005, a staggering 179 new products were released in this market, including healthy products, free-from products and chocolate products, which accounted 65% of the new products launched. This means that Tayto will be going into a market which is releasing new products and are generally successful ✓
- McVitie's, one of Tayto's main rivals in this market, spent the most on advertising their products (based on statistics from 2000-2005)
- Most companies are appealing to young children and their imagination in current advertising. This means that Tayto may have to think of something different to attract a younger audience to their new product ✓

Tayto's Promotional Activities.

My chosen business is Tayto Crisps Ltd, as the product I have produced in Unit 1: Creating a Marketing Proposal is the same one I intended to create a

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promotional strategy for. Tayto currently employ many different promotional methods. They use a variety of methods as this ensures that they can target many numerous sets of customers. Below is a table showing the different forms of promotional activity Tayto currently undertake:

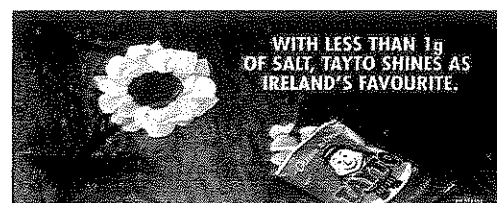
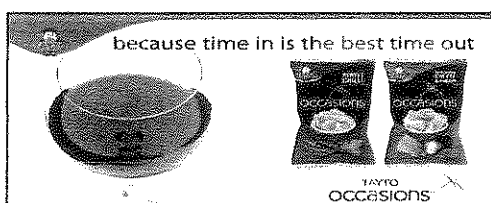
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Promotional Activities currently undertaken by Tayto Crisps Ltd	
Newspapers	Television
Billboards / Posters	Trade Magazines
Product Testing	Sponsorships – Donations to Charities
The Internet	Tours of Tayto Factory
Exhibitions	Promotional Transport
Endorsement from television shows	Vending machines – Merchandising

Tayto do use specific promotional activities at different times of the year. They split some of their promotional activities into two types – Indoor and Outdoor. These advertisements are used then to raise awareness of the business and its products. In the Indoor promotional campaign which is used between September and March, Tayto use promotional activities like Newspapers and Television to promote their numerous products. They use these methods as many people would be in their homes viewing these advertisements.

From March to September, Tayto use outdoor promotional activities to promote their products. They use promotional activities such as Billboards and Posters on transport. They use outdoor advertising as at this time of the year as many people would be enjoying the good weather and going outdoors.

Tayto do use some traditional and non-traditional promotional activities. Some of the traditional methods that Tayto use are Newspapers, Television, The Internet and Sponsorships in the form of donations to charities and worthwhile causes. Tayto have also got famous television shows such as The Simpson's and Barney to endorse their products. Tayto also uses some non-traditional methods which are useful in targeting their target audience of children and young adults. These activities include product testing, factory tours and promotional transport. These promotional activities, though non-traditional still are effective. For example, tours of the factory will show what goes on and the effort put in to making the products which may impress consumers. Tayto currently are linked with Orange mobile in promoting each others products through a special competition. [Source: <http://shop.orange.co.uk/shop/terms>]



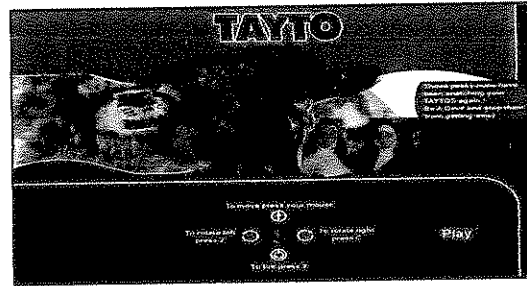
Above are two examples of outdoor advertising promotions on billboards used by Tayto during March and September.

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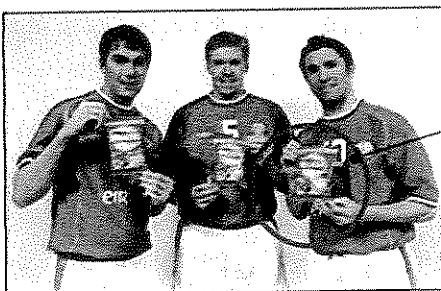
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Above are two more examples of promotional material used by Tayto (from the Republic of Ireland Tayto). The one on the left is used in magazines and on the Internet, while the one on the right is mainly used on the Internet, but could be adapted into a poster or advertisement for a magazine or newspaper.

Competitor One - Walkers

Tayto has got two main competitors. Walkers are Tayto's main competitors in the crisp market sector. Their promotional methods are similar to those of Tayto. They use promotional methods such as television, radio, the Internet, posters, billboards and tours of the factory. They also have methods like product testing and exhibitions at schools and trade shows to attract new consumers. Walkers also have a website where they merchandise products for consumers to purchase. These methods are similar to Tayto, but Walkers have a greater success rate as they are based in England and therefore have a larger population to attract than Tayto, whose main target audience live in Northern Ireland and the Republic of Ireland. Walkers are a larger business and with an estimated 11 million people eating at least one packet of Walkers crisps every day, therefore they would generate more capital and can hire celebrities to endorse Walkers products such as Gary Lineker and Tara-Palmer Tomkinson.



The image to the left is a promotional media used by Walkers. It shows three members of the Republic of Ireland football team holding Walkers crisps. This was aimed at people in the Republic of Ireland.

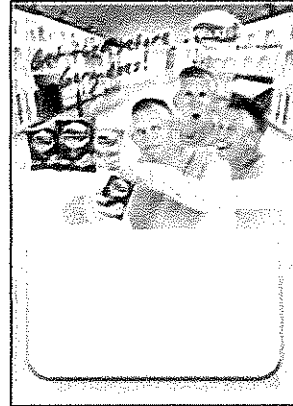
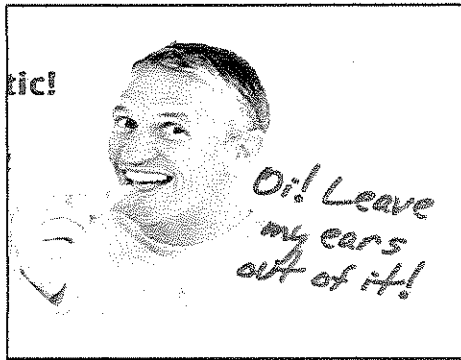
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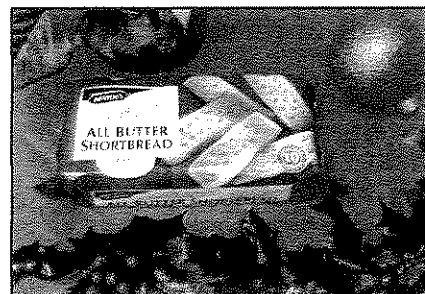
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The above two promotional media are used by Walkers. The one on the left uses ex-football Gary Lineker, who regularly endorses Walkers products. The image on the right is a poster that Walkers would send to shops and supermarkets for special promotions. Again this poster uses the image of celebrity Gary Lineker, endorsing the Walkers product.

Competitor Two - McVities

The other main competitor Tayto will face with their new product will be McVities. McVities are actually owned by a business known as United Biscuits. They also use different and similar forms of promotional activities to Tayto. They use common methods such as television, radio and the Internet, where they also sell merchandise to do with the business. They also again use vending machines and supermarkets to sell and promote their product. They also use exhibitions to attract new customers. These methods are similar to what Tayto currently use. The McVities brand is very popular with an estimated 71 million packets of Chocolate Digestives alone sold each year in the United Kingdom. Again they are a larger company than Tayto as they can sell their products in England, Scotland, Wales and Northern Ireland. Tayto would need more capital to promote their products in the United Kingdom.



The two images above are promotional media that McVitie's have used. The one on the left is a classic poster used by the company in the 1940s. The one on the right is a seasonal poster used at Christmas to give the Christmas feel.

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The two images above have also been used as promotional material by McVities. The one on the left is a poster showing prices for some products including a McVities range. This would be used in supermarkets or in newspapers advertising prices in a local shop. The image on the right, is one from www.themedmusic.com/showreel.html which shows a McVities advertisement, which can be shown on television or the Internet. I shall analyse all the advertisements researched in the next section of this report.

A lot of relevant research provided within this section. v.Good.

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Task Four

In this section of my report, I shall be focusing on analysing both the primary and secondary research I have undertaken in the previous section of this report. I shall analyse the primary research first, followed by the secondary research I carried out. I shall draw conclusions from the research conducted which will help form my overall promotional strategy for Tayto Biscuits.

Analysing the Primary Research

First of all, I shall analyse my primary research. In Unit 1: Creating a Marketing Proposal, I conducted a questionnaire into receiving feedback from 100 consumers on the product, Tayto Biscuits. (A blank and two completed copies of the questionnaire can be viewed in Appendices 1, 2 and 3). From that questionnaire, I obtained the following results.

- Out of 100 people (50 male and 50 female) 70% of people currently eat digestive biscuits
- 76% of people are interested in the potential new product
- The modal class of the potential packaging is for small tubs
- Supermarkets and Newsagents are popular for marketing the product, each scoring 46%
- Over 7 tenths are interested in special promotions and deals
- Two thirds of people want Mr. Tayto to continue to endorse Tayto products.
- The median value of the potential price was the 34th value which was between £0.75 and £1.50.

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Good use of analytical tools

From this research I have learnt that just over three quarters of people surveyed (76%) are interested in Tayto Biscuits. I also have found out that the consumers questioned would prefer the packaging to be in small tubs, to purchase the product in Supermarkets and Newsagents and to sell the product between £0.75 and £1.50. Appendix 4 shows charts and graphs that were created to support the evidence shown above.

I have also created another questionnaire based on promotion, which was designed to gauge public reactions to a possible promotional strategy for Tayto Biscuits. A blank copy and 5 completed questionnaires can be viewed in Appendices 5 to 10. Below are the key points obtained from the questionnaire.

- Fifty people were surveyed in this questionnaire (25 male and 25 female)
- The majority of people surveyed were aged between 12 and 30 (36 in total). Nine people over 30 and five people under 12 completed the other questionnaires.
- Out of the 50 questionnaires, a staggering 45 people would want Tayto to use Television as the main form of promotion for Tayto Biscuits.

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Next on the list was Magazines (22 people) followed by Newspapers and Merchandising (21 people)

- Out of the 50 questionnaires, 40 people would be enticed by a "Buy One, Get One Free" offer for Tayto Biscuits. Twenty-Five (25) people would prefer Cash Discounts and 15 people would prefer Entry into a Competition
- Out of the 50 questionnaires, 22 people would say the message of the advertisement to be the most important feature, followed closely by the colour used in the advertisement and the originality of the advertisement (21 people)
- Finally, out of the 50 people surveyed, 28 would prefer a Tayto advertisement to have colour, followed by the use of animations (22). Next on the list, 19 people said that the advertisement should contain the use of text, Mr. Tayto and details on the product.

ufood!

✓

Appendix 11 shows charts and graphs containing the statistical evidence collected from this survey.

Conclusions of Primary Research

From both questionnaires, I can draw conclusions on what my promotional strategy will contain for Tayto Biscuits. Both questionnaires suggest that consumers are interested in special promotions and deals, so my promotional strategy should contain something on special promotions and deals. Also my primary research suggests that people will be mainly interested on advertisements via television, so again my promotional strategy should contain an advertisement that can be screened on television to satisfy consumer's needs. The primary research suggests that the message of the advertisement would be important to persuade consumers to purchase a product. This means that my promotional strategy should have a very clear message that is understandable for consumers.

✓

✓

✓

Analysing the Secondary Research

Finally in this section of my report, I shall analyse the secondary research that I have undertaken. I shall only analyse the examples of what other businesses do in terms of promotion, as I have already analysed the research carried out on the advertising sector and the market sector and how it can impact Tayto and its new product, Tayto Biscuits in the previous section of this report. I shall mention this analyse in the conclusions from my secondary research later on. I shall analyse the examples of other businesses promotion with the following five criteria:

✓

- The Aesthetics of the advertisement
- The Message of the advertisement
- The Fitness for Purpose of the advertisement
- The Originality of the advertisement
- The Communication used in the advertisement

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This will be analysed in table below, and ranked from 1 to 5 for each criteria, with 1 being poor to 5 being excellent from my perspective.

- Key = 1 - Poor
 2 - Below Average
 3 - Average
 4 - Above Average
 5 - Excellent

*Students own ratings - as mentioned pg 32.
 Well presented.*


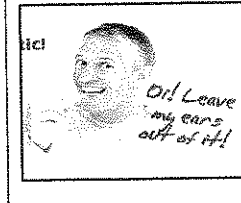
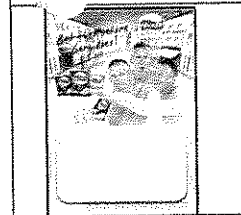


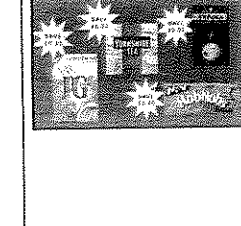
Advertisement	Aesthetics	Message	Fitness For Purpose	Originality	Communication	Total Score (Out of 25)
	4	3	3	4	3	17
Comments	Generally a good advertisement, with originality and good use of colour and images. Doesn't really get across the message and communicate effectively in my opinion					
	4	4	4	5	4	21
Comments	A very good advertisement with good use of colour. It communicates well and gives a strong message and is fit for the purpose. Very original as well in my opinion					
	3	4	4	3	3	17
Comments	Another decent advertisement by Tayto. Good message and fitness for purpose, but not communicated very well in my opinion					
	4	4	4	4	4	20
Comments	A good advertisement which is fit for its purpose, makes good use of aesthetics and communicates its message clearly					

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	4	5	5	3	4	21
Comments	A good and simple advertisement, with good use of aesthetics and communication. The message is very clear and is very fit for its purpose in advertising the product					
	3	2	2	3	3	13
Comments	A poor advertisement, with decent aesthetics, but poor methods of communicating and being fit for its purpose.					
	4	5	5	4	5	23
Comments	An excellent advertisement used by Walkers with good use of aesthetics and a strong message and communication making it fit for its purpose. Also the advertisement has good originality					
	2	3	3	4	3	15
Comments	A reasonable advertisement, with no colour. The advertisement gives a good message and communicates with its audience in an understanding way. It is an original war-time advertisement					
	5	3	4	4	4	20
Comments	A very good McVities advertisement in my opinion with excellent use of aesthetics. The advertisement gives an average message, but is fit for its purpose and an original seasonal advertisement					
	3	5	4	3	4	19
Comments	Another good piece of promotional media used by McVities. There is decent use of aesthetics but is communicated in a clear way to the audience giving an excellent clear message.					

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	5	4	3	4	3	19
Comments	A good advertisement, making excellent use of aesthetics and communicating a clear message to the audience on this particular McVities product. It is an original advertisement					

The table above shows my views on each of the advertisements that I collected through my research. As well as obtaining my views I asked for other people's thoughts and opinions on the advertisements. In total I asked for another four peoples thoughts on the advertisements. I asked each of them to consider the areas of Aesthetics, the message, the fitness for purpose, the originality and the communication. I asked them to do what I did and give a mark out of 5 for each area along with an overall comment. Below is a table showing the results:



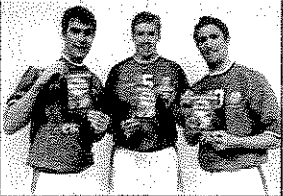
Advertisement	Aesthetics	Message	Fitness For Purpose	Originality	Communication	Total Score (Out of 25)
	A - 4 B - 3 C - 3 D - 4	A - 3 B - 2 C - 3 D - 4	A - 3 B - 2 C - 3 D - 3	A - 4 B - 3 C - 3 D - 3	A - 2 B - 2 C - 3 D - 3	A - 16 B - 12 C - 15 D - 17
Comments (A)	Person A believes that this advertisement is bland but is colourful but lacks communication					
Comments (B)	Person B believes that this advertisement is poorly constructed and lacks a message and communication					
Comments (C)	Person C believes that this advertisement is average but does make use of good aesthetics.					
Comments (D)	Person D believes that this is a good advertisement making good use of aesthetics and has a strong message.					
	A - 3 B - 4 C - 3 D - 2	A - 3 B - 3 C - 3 D - 3	A - 4 B - 3 C - 3 D - 2	A - 3 B - 2 C - 4 D - 3	A - 3 B - 3 C - 2 D - 4	A - 16 B - 15 C - 15 D - 14
Comments (A)	Person A believes that this is a good advertisement with a strong fitness for purpose and average aesthetics, message and originality.					
Comments (B)	Person B believes that this is a decent advertisement with a good use of aesthetics, communication and fitness for the purpose					
Comments (C)	Person C believes that this advertisement is good but has poor communication.					
Comments (D)	Person D believes that this advertisement is average but does communicate very well. This person believes that the aesthetics and fitness for purpose is poor.					

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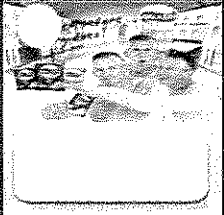

	A - 4 B - 4 C - 3 D - 5	A - 3 B - 4 C - 4 D - 3	A - 3 B - 3 C - 3 D - 2	A - 2 B - 2 C - 3 D - 3	A - 3 B - 3 C - 3 D - 3	A - 15 B - 16 C - 16 D - 16
Comments (A)	Person A believes that this advertisement is one that makes use of good aesthetics, message, communication and fitness for the purpose. However this person feels that the originality is poor.					
Comments (B)	Person B believes that this advertisement is good, making good use of aesthetics and message. This person also believes that the originality is poor					
Comments (C)	Person C believes that this is another good advertisement making good use of the message and fitness for purpose. This person believes the aesthetics and communication are average.					
Comments (D)	Person D believes that this advertisement is a good advertisement making use of excellent aesthetics and average message, originality and communication.					
	A - 5 B - 4 C - 4 D - 4	A - 4 B - 4 C - 4 D - 4	A - 3 B - 4 C - 4 D - 3	A - 3 B - 3 C - 3 D - 4	A - 3 B - 4 C - 3 D - 4	A - 15 B - 19 C - 18 D - 19
Comments (A)	Person A believes that this advertisement is colourful, communicates effectively with a strong message.					
Comments (B)	Person B believes that this is a strong advertisement with strong aesthetics, a strong message, originality and communication					
Comments (C)	Person C believes that this is a strong advertisement that meets the aim and purpose of the advertisement through good communication and strong aesthetics.					
Comments (D)	Person D believes that this is another strong advertisement, making use of good aesthetics, message and communication.					
	A - 4 B - 4 C - 3 D - 4	A - 4 B - 4 C - 4 D - 3	A - 5 B - 4 C - 3 D - 4	A - 4 B - 4 C - 4 D - 4	A - 4 B - 3 C - 3 D - 4	A - 21 B - 19 C - 17 D - 19
Comments (A)	Person A believes this to be an excellent advertisement which presents a clear message and is fit for its purpose fully. The advertisement makes use of good aesthetics.					
Comments (B)	Person B believes this to be another high quality advertisement making use of good originality, aesthetics and a clear message which is fit for its purpose.					
Comments (C)	Person C believes this to be a good advertisement which makes good use of originality and message to be presented to the general public.					
Comments (D)	Person D believes that this advertisement makes good use of aesthetics, fitness for purpose and message.					

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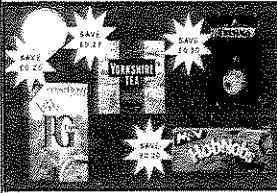

	A - 2 B - 3 C - 2 D - 3	A - 2 B - 2 C - 2 D - 3	A - 3 B - 3 C - 2 D - 3	A - 3 B - 3 C - 3 D - 3	A - 3 B - 3 C - 2 D - 4	A - 13 B - 14 C - 11 D - 16
Comments (A)	Person A believes this is a poor advertisement is of poor quality, making use of poor aesthetics and a poor message. The advertisement could be better.					
Comments (B)	Person B believes that this is not a great advertisement making poor use of a message and average aesthetics.					
Comments (C)	Person C believes that this advertisement is a poor advertisement making poor use of aesthetics, and a poor message with fitness for purpose					
Comments (D)	Person D believes that this advertisement is of average quality making use of average aesthetics with a good communication for an average message and fitness for purpose.					
	A - 4 B - 4 C - 4 D - 4	A - 3 B - 4 C - 5 D - 4	A - 4 B - 3 C - 3 D - 3	A - 3 B - 3 C - 3 D - 3	A - 4 B - 3 C - 3 D - 3	A - 18 B - 17 C - 18 D - 17
Comments (A)	Person A believes that this advertisement is of a good quality making use of good aesthetics and fitness for the purpose.					
Comments (B)	Person B believes that this advertisement is of a good standard making use of a strong message and aesthetics along with good originality and communication					
Comments (C)	Person C believes that this advertisement is of a good quality making use of good strong aesthetics, a strong message and average originality and communication					
Comments (D)	Person D believes that this advertisement is of a good quality making use of strong aesthetics and a message to have a clear fitness for purpose.					
	A - 2 B - 2 C - 2 D - 1	A - 3 B - 3 C - 2 D - 3	A - 3 B - 3 C - 3 D - 3	A - 3 B - 3 C - 2 D - 3	A - 3 B - 3 C - 2 D - 3	A - 14 B - 14 C - 11 D - 13
Comments (A)	Person A believes that this advertisement is not of high quality making use of poor aesthetics, an average message, with originality, communication and fitness for purpose					
Comments (B)	Person B believes that this advertisement is again not of high quality, making use of poor aesthetics with average communication, originality and fitness for purpose					
Comments (C)	Person C believes that this is a poor advertisement making use of below average originality, aesthetics and message					
Comments (D)	Person D believes that this is a poor advertisement making use of poor aesthetics along with originality and communication.					

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	A - 4 B - 4 C - 4 D - 3	A - 3 B - 3 C - 3 D - 4	A - 4 B - 4 C - 4 D - 5	A - 3 B - 3 C - 3 D - 4	A - 4 B - 4 C - 4 D - 5	A - 18 B - 18 C - 18 D - 21
Comments (A)	Person A believes that is a good advertisement making use of good features including good aesthetics and communication, being fit for its purpose					
Comments (B)	Person B believes that this is a good advertisement and agrees with Person A that it makes use of good aesthetics and communication with the audience					
Comments (C)	Person C believes that this is a good advertisement making average use of message, communication and originality					
Comments (D)	Person D believes that this is an excellent advertisement making use of excellent communication and fully fit for its purpose, with strong aesthetics and communication.					
	A - 3 B - 3 C - 2 D - 4	A - 3 B - 3 C - 4 D - 4	A - 4 B - 3 C - 4 D - 5	A - 3 B - 3 C - 3 D - 3	A - 4 B - 4 C - 4 D - 4	A - 17 B - 16 C - 17 D - 20
Comments (A)	Person A believes that this is overall a decent advertisement making use of average aesthetics and originality, with strong communication and fitness for purpose					
Comments (B)	Person B believes that this advertisement makes use of average aesthetics, the message it is presenting and communication					
Comments (C)	Person C believes that this advertisement makes use of poor aesthetics but does compensate through a strong message and being fit for its purpose.					
Comments (D)	Person D believes that this a strong advertisement and makes use of strong aesthetics and communication with the advertisement being fully fit for its purpose					
	A - 3 B - 3 C - 3 D - 3	A - 4 B - 4 C - 4 D - 4	A - 3 B - 3 C - 3 D - 4	A - 4 B - 4 C - 4 D - 4	A - 3 B - 3 C - 4 D - 4	A - 17 B - 17 C - 18 D - 19
Comments (A)	Person A believes this is a good advertisement making use of average aesthetics with good originality and average communication.					
Comments (B)	Person B believes that this advertisement is a good advertisement making use of good aesthetics and a strong message and originality					
Comments (C)	Person C believes that this is a good advertisement making use of a strong originality and communication along with a strong message					
Comments (D)	Person D believes that this is a good advertisement making use of strong message, fitness for purpose, originality and communication with average aesthetics.					

Very detailed research.

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Conclusions from the Secondary Research

From my secondary research conducted and analysed both above and in the previous section of my report, I can conclude that advertisements are different and the examples analysed above give many different ways advertisements can be effective through the use of text, aesthetics and the message they present. This means that my promotional strategy should contain clear advertisements and should make use of aesthetics and different varieties to present a clear and understanding message.

My promotional strategy has to be politically correct as there are many laws and regulations on advertising. Therefore if one of my promotional materials will be a television advertisement, I will have to make sure that the advertisement does not discriminate or give false views. I can also conclude from my secondary research that the main rivals of Tayto, both in terms of existing products (Walkers) and Tayto Biscuits (McVites) use similar promotion methods to Tayto such as Television, Radio, The Internet and Supermarkets. This means that the promotional strategy for Tayto Biscuits may be using similar methods to those that McVites and Walkers use. The price of the advertisement will also affect the promotional strategy as the research conducted indicates that it is expensive to advertise on peak times, when it would be beneficial to advertise during these times to attract the target audience.

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Task Five

In this section of my report, I shall be discussing my promotional strategy for Tayto Biscuits. This section of my report will be broken down into the following areas:

- The Aims of My Promotional Strategy
- My Promotional Strategy for Tayto Biscuits including two promotional media and reasons for my choosing this strategy

The Aims of my Promotional Strategy

The product I plan to release Tayto Biscuits is going into a different market sector than what Tayto currently fit into. Therefore I need to make sure that I have proper aims of my promotional strategy to effectively market the product and make it a success in this new market. This will be no over-night success job, but in time can become a leading product in the Biscuit market. The aims of my promotional strategy will be: ✓

- To raise awareness of the new product

This is self explanatory and one of the big aims of my promotional strategy. As the product is new and has been unheard of, the promotional strategy will raise awareness of the product, the brand it belongs to and details on the product. By raising awareness it may appeal to consumers and hopefully increase sale records. ✓

- To convince and persuade consumers the benefits of Tayto Biscuits

This is another important aim of my promotional strategy. The promotional strategy should convince consumers the benefits of the product above over more popular products or manufacturers such as McVities and persuade them to try Tayto Biscuits. ✓

- Lead the consumer to act and purchase the product

A third aim of my promotional strategy is to lead the consumer into a decision into purchasing the product. An effective promotional strategy should influence them and entice them to try out the product. This could be achieved through a few methods such as effective advertising and special promotions. ✓

- To change consumers attitudes in this market

This aim of my promotional strategy links with my second aim which is to convince and persuade consumers the benefits of Tayto Biscuits. If my promotional strategy is effective and the product satisfactory it should ✓

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convince consumers to purchase the product and in the long term change their attitude from existing products in the market towards Tayto Biscuits.

- To have the strategy of Tayto Biscuits up and running within six months

The final aim of my promotional strategy for Tayto Biscuits is to have the promotional strategy for Tayto biscuits fully implemented within six months. I think that the promotional strategy should be implemented within this period as it gives time for the strategy to be finalised and also to meet other aims of raising product awareness. Therefore it will be on the market and compete with similar products.

Good.

Of course these aims will all hopefully contribute to a successful product for Tayto, and this should indicate a profit for the business, but this will only happen if these objectives are met well by the general public.

My Promotional Strategy for Tayto Biscuits

Now is the time to create a promotional strategy for Tayto Biscuits. The promotional strategy will consist of trying to raise awareness of the new product among consumers and also give details on the product and its benefits to the consumer.

To raise awareness of the product, I will create promotional media that will be used to raise the awareness of the product. The two promotional media that I will create will be:

Chosen
Media
identified

- 1 – A Television Advertisement on Tayto Biscuits
- 2 – A Promotional Poster to be used in Supermarkets and Newsagents detailing information on Tayto Biscuits

After creating the two promotional media, I will also discuss the finer points that will make up my overall promotional strategy for Tayto Biscuits.

Television Advertisement

The first promotional media that I have chosen to create for Tayto Biscuits is a television advertisement. I will not create a full television advertisement as this is too expensive with production and editing costs. I will however create a storyboard detailing what the advertisement will contain. This can be viewed below. A slideshow of the storyboard of the television advertisement can be viewed in Appendix 12.

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The Content of the Television Advertisement

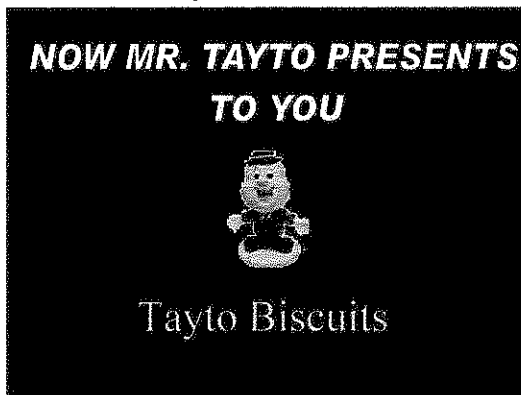
The storyboard of the television advertisement which can be viewed in Appendix 12 contains the following information:

Slide 1 – The Introduction



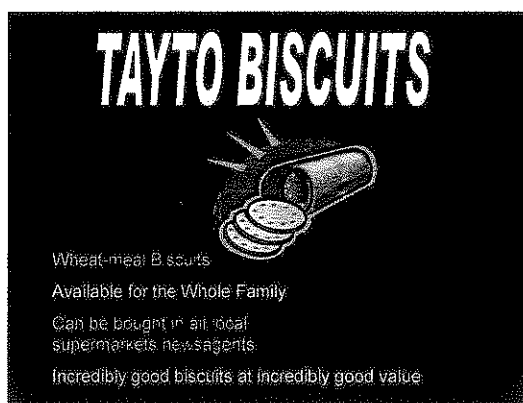
This is the first slide of the storyboard. Here a voiceover would say as the text appears, "First we brought you...." Followed by "Cheese & Onion, Salt and Vinegar and Onion Rings" as the images appear on screen. No background music at this stage ✓

Slide 2 – Tayto Biscuits



This second slide of the storyboard continues with the voiceover of "Now Mr. Tayto gives you...." As the image of Mr. Tayto appears a drum roll then starts, followed by the voiceover saying in a celebratory tone, "Tayto Biscuits". ✓

Slide 3 – The Product



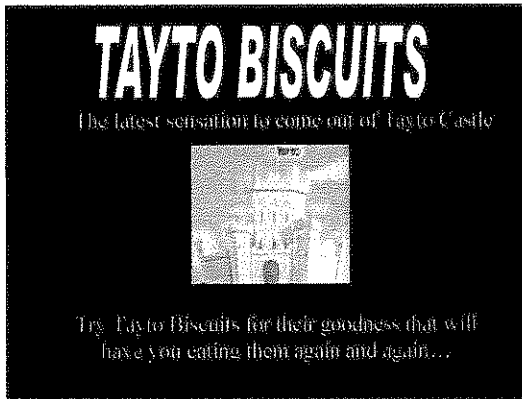
This third slide of the storyboard of the advertisement for Tayto Biscuits starts with the image of the product being displayed followed by the voiceover giving descriptions of the product which are summarised on the screen as they are announced. Background Music of Queen – Don't stop me now ✓

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Slide 4 – End Slide

The final slide of the story board containing details of the advertisement for Tayto Biscuits gives a last message to the consumer to try Tayto Biscuits and a voiceover will say about the latest sensation to come out of Tayto Castle followed by a gif of the castle. A small message will appear after the image of Tayto castle. Continuation of don't stop me now as background music.

Nice idea

Reasons for Choosing a Television Advertisement

I have chosen to create a television advertisement for Tayto Biscuits. The reasons for choosing to create this promotional media are based on research obtained in a primary and secondary fashion. As my primary research was a questionnaire, one of the questions I asked was what people preferred as a promotional method. Appendix 11 shows all the results from the questionnaire in the form of a graph. Results from the questionnaire show that a majority of people would prefer television as a promotional method for Tayto Biscuits. This was the highest percentage from this question in my questionnaire with 28%

My secondary research proved that businesses such as Tayto, Walkers and McVities currently use the promotional method such as television to promote their products. Therefore from this, I have decided that television should definitely be used within my promotional strategy and that I will create a storyboard dictating the content of the advertisement. From my secondary research I did obtain information on the regulations involved in advertising. These were helpful when forming my television advertisement and will be discussed in greater detail in the evaluation of the promotional strategy in the next section of this report. However from my secondary research I have found that out that the cost of advertising is very expensive and it may be better to make sure that the advertisement is around 20 to 30 seconds long and advertised before the peak time at 7.00pm to ensure that it is cheaper for the company. I plan to run this advertisement for three weeks to one month and have around two or three showings in the early evening, when children and young adults would be watching television.

good link with research

The television advertisement is very simple, but yet I find effective. I decided that my advertisement would include information that consumers from my questionnaire would want to see. One of the final questions that I asked in my promotional questionnaire (See Appendix 5) was on preferred features to be included in a Tayto Biscuits advertisement. The results proved that the majority of consumers would want some sort of colour in the advertisement with use of animations. My advertisement follows that. It uses set colours of black, white and yellow text to portray information to the user. The

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advertisement also makes use of animations in the form of images and of text features such as WordArt. Many consumers said that a Tayto Biscuits advertisement should contain an image of Mr. Tayto, make use of text and give information on the product. I have made sure to include all of this in my television storyboard for Tayto Biscuits.

Promotional Poster

The second promotional media that I have chosen that will be included in my promotional strategy for Tayto Biscuits; will be a promotional poster which will be used in supermarkets and newsagents to raise awareness of the new product and provide information on Tayto Biscuits to consumers. The promotional poster can be viewed in Appendix 13.

The Content of the Poster

The promotional poster which can be viewed in Appendix 13 contains the following:

- Inclusion of Tayto Logo
- Inclusion of Mr. Tayto
- Use of Colour and Text
- Use of Technical Features such as WordArt and Speech Bubbles
- Use of a Border
- Information on the product and its uses
- Prices of separate and multi-packs of Tayto Biscuits.

The promotional poster also includes a space for Supermarkets and Newsagents to insert the name of their business. This will increase their popularity of with their consumers as well as promoting the new Tayto product.

Reasons for Choosing a Promotional Poster

I have decided that my second promotional media will be a promotional poster which will be used in supermarkets and newsagents to promote awareness of Tayto Biscuits. I have decided on using a promotional poster as my second of two main promotional media based on primary and secondary research. For my primary research I conducted a questionnaire both in relation to promotion and in relation to Tayto Biscuits as a product. From the latter questionnaire, one of the questions that I asked was on where would people generally purchase the new product. From that question, 55 people answered both supermarkets and newsagents as the preferred place to purchase the product.

From the secondary research, I obtained information on what competitors do in terms of promotion. One of Tayto's main competitors in their current market sector, Walkers uses a promotional poster which they send to

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supermarkets and newsagents to promote their products. Therefore I have decided that my second promotional media which I will create will be a promotional poster as I feel that many people would notice the poster detailing information on the new product in supermarkets or newsagents. ✓

The promotional poster contains features such as colour, text, speech bubbles, Mr. Tayto, information on the product and the price for the product. From my primary research into promotional activities I asked questions on preferred features that would be included in a Tayto Biscuits advertisement. From my results, consumers wanted a Tayto Biscuits advertisement to include use of colour, use of animation, use of text, use of colour, the inclusion of Mr. Tayto and product details. Therefore from my primary research I have decided that the promotional poster should include details of the product, make use of colour and text and include the Tayto logo and Mr. Tayto to give a definite indication to the consumer who the company is. The promotional poster follows a similar pattern to the Walkers example however; my poster is unique as it does not leave a name for the name of the outlet that will use the poster. The poster will be sent to the supermarkets or newsagents and will be more convenient for them as they can just stick the poster up there and then instead of having to amend it. Therefore this will cause less hassle to the supermarket or newsagent. ✓

Another question I asked in my primary research questionnaire was about what consumers would prefer in an advertisement. The conclusions from that question proved that consumers were interested in an original advertisement, the message of the advertisement and the use of colour in an advertisement. My promotional poster makes use of colour, gives a clear message to the consumer detailing information on the new product and the price, and is also original as it is unique in its own sense. ✓

Good link

Other Points to be Included in Promotional Strategy

As well as creating two promotional media for Tayto Biscuits, I have also decided on including the following other promotional methods into my overall promotional strategy for Tayto Biscuits. These will be summarised in the table below:

Tayto Biscuits Promotional Strategy	
Promotional Method	Reason for Inclusion in Tayto Biscuits Promotional Strategy
Buy One Get One Free Promotion	I have decided to include this promotional method, as it will raise awareness of the product and also increase sales records. This was a popular suggestion from consumers from the results of my promotional questionnaire ✓

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Cash Discounts	I have decided to include this promotional method because it is another incentive for consumers when purchasing a product. This again was obtained from my promotional questionnaire and I feel would entice consumers to try the new product
Competitions	I have decided that after a month of the product's launch, I shall start a competition. This is a method that consumers would be interested in based on my promotional questionnaire, and would maintain interest in the product

V. good idea

I also feel that if the promotional strategy is effective and sales start to increase, I should think of branching out to Internet, Radio, Magazines and Newspapers as forms of promoting Tayto Biscuits. If the product is successful in terms of promoting in supermarkets and newsagents, I think that it should be promoted in schools. This will attract a younger market and should hopefully increase sales. I also think that if the product is successful in the market, possible seasonal promotion should be considered. For example, if the product remains successful, I think that it will be worthwhile that special Christmas or Easter advertisements should be considered.

Conclusion

In conclusion my promotional strategy for Tayto Biscuits contains two created promotional media, a storyboard dictating a television advertisement (See Appendix 12) and a promotional poster to be used in supermarkets and newsagents (See Appendix 13). Below is a list showing my promotional strategy for Tayto Biscuits:

Promotional Strategy for Tayto Biscuits	
Television Advertisement	Promotional Poster for use in Supermarkets and Newsagents
Buy One Get One Free	Cash Discounts
Competitions	

I have chosen these promotional media and incentives because these were the most popular from my research obtained and that they meet the aims of my promotional strategy, as I am able to make customers aware of the product through television and in supermarkets and newsagents. These promotional media also meet the aims of my promotional strategy as I can convince consumers the benefits of the product and persuade them to act to

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purchase the product and to change their attitudes in the current market towards Tayto Biscuits.

If this promotional strategy is successful, I feel that Tayto Biscuits can be promoted and that the promotional strategy can be expanded into new areas such as Radio and In Businesses as an example. I feel that the promotional strategy could be adapted into seasonal promotions at Christmas and Easter as the main examples.

✓
Very good coverage of
all parts of Task 5.

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Task Six

A04

In this section of my report, I shall be evaluating the effectiveness of my promotional strategy and take into account the internal and external influences that could affect the strategy. I shall prioritise the internal and then external influences in the order in which I feel will cause the greatest influence on the promotional strategy I have created for Tayto Biscuits. I shall also evaluate the research undertaken to see how effective it was before creating my promotional strategy. This section of the report will be broken down into the following sections:

- Evaluation of Television Advertisement
 - Prioritising Internal and External Constraints
- Evaluation of Promotional Poster
 - Prioritising Internal and External Constraints
- Overall Promotional Strategy Evaluation – Key Points to Consider
- Evaluation of Research Undertaken
 - Effectiveness of Primary Research
 - Effectiveness of Secondary Research

Evaluation of Television Advertisement

First of all I will evaluate the effectiveness of the television advertisement. It was the first promotional media that I created based on my results from primary and then secondary research. I will now discuss the internal influences that can affect the television advertisement that I have created:

Aims and Objectives of the Business as a Whole – The main aim of Tayto is "To produce a product that a customer will buy repeatedly." Therefore my promotional strategy for Tayto will be influenced by the mission statement. Tayto seek to grow and expand and invest in market research. I believe the television advertisement does fit into the aims and objectives of Tayto as it encourages consumers to purchase and try the product and that after doing so, they will hopefully buy the product "repeatedly", meeting the mission statement of the company. By branching out into a new product, it also meets another of Tayto's objectives by investing in market research and expanding its product range.

Aims and Objectives of the Planned Campaign – In the previous section of this report, I stated the aims and objectives of my promotional strategy for Tayto Biscuits. These were to raise awareness of the new product, show consumers the benefits of this new Tayto product, to persuade consumers to act and purchase the product, to change their attitudes in the market and to have the campaign operational within six months. I feel that the television advertisement will meet all of these aims. I feel that the television advertisement described in the previous section, gives awareness of the product, explains the benefits of the product to the consumer, persuades

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them to try the product and look away from existing products. I feel the one possible stumbling block will be whether or not the television advertisement will be ready within the six months. I believe that it can be ready within six months, but the cost of advertising and legal framework could mean that the advertisement would not be able to air on television.

Market Research – Market Research is important to all businesses including Tayto. In this report, I carried out 50 questionnaires into promotional activities and how consumers react to them. I also carried out 100 questionnaires in Unit 1, regarding consumer opinions on Tayto Biscuits. I also in this Unit and the last carried out basic market research into competitors and the product market to find out information that may help or deter the launch of the product. However, more extensive research would be required to get more accurate data and results from consumers from a wider field. Also more extensive research could be carried out into the advertising world such as television and the cost of advertisements and what competitors do in terms of promoting similar products as this would help decide whether television is the best option available. This would take a lot of time and money to complete but would be beneficial in the long-term.

The Message to be Communicated and the Targeted Audience – The Television advertisement I have created fits into the message of my promotional strategy which is to raise awareness of the product and explain the benefits of this product. I have decided that my television advertisement be aimed at young children to teenagers to young adults, and the research carried out supports this. The advertisement created is simple and understandable, giving the key details of the new product and who it is from – Tayto. I felt it was important to include Mr. Tayto in the advertisement to make viewers aware that this is a new Tayto product available to them.

The Promotional Budget – Tayto is a successful and large organisation in Northern Ireland and is continually investing in market research. I feel that the promotional budget is one of the main constraints and influences on my promotional strategy and this I feel will be in particular with a television advertisement. Television advertisements are expensive to produce and then air on television especially at peak times. The cost of producing an advertisement will have an influence in whether or not the business sees the option as worthwhile or whether or not the business has the amount of money required to run a successful television ad campaign. The research conducted has shown that the best time to advertise is before the main peak time at 7.00PM in the evenings and to have the advertisement last around 20 to 30 seconds. The benefits of using television would be that it is the most popular medium and will be seen by lots of people but the cost of this is expensive. However the main disadvantages of using television is that there are strict legal regulations on advertising on food products, such as biscuits and crisps and the cost of the advertisement being shown on television. However I feel that the benefits out-weigh the costs and would be worthwhile for my promotional strategy.

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The Timescale Involved – The timescale of any promotional campaign is important. As I found out from my market research, Tayto Biscuits will have competitors in this market and therefore the promotional strategy for Tayto Biscuits has to be short so that it can be established in the market before a competitor will come along. I have set one of my promotional aims that the strategy for Tayto Biscuits is operational within six months, and I feel that the television advertisement will be close to hitting that deadline. I feel that it would not take long in creating the advertisement I have shown on a storyboard but it could take time financing the production of the advertisement and making sure that it was legally ready to go on television and not break any advertising regulations put in place. I feel that the timescale of the television advertisement could be a big influence but more market research would be required to see if it will affect the television advertisement or not.

I will now put the internal influences discussed for the television advertisement into a ranking system using the numbers 1 to 6. The number 1 will mean that I see it as the greatest influence upon the television advertisement with 6 meaning that I see it having the least influence with the television advertisement.

Influence	Rank Order (1 to 6)
Aims and Objectives of Business as a whole	6
Aims and Objectives of Planned Campaign	4
Market Research	2
Message to be Communicated and Targeted Audience	5
Promotional Budget	1
Timescale Involved	3

I will now discuss the external influences that the television advertisement could face. These will be discussed below:

Social, Cultural and Economic – This external factor could have a huge influence on the television advertisement for Tayto Biscuits and on the product as a whole. In today's society social and cultural aspects such as healthy eating and single families could influence Tayto Biscuits. For example, if there are more single parent families then it may be difficult for them to afford purchasing the product. Tayto Biscuits is a healthy product, a wheatmeal digestive biscuit which will appeal to a society that is currently focused towards healthy eating. Economic aspects could be a problem, as if interest rates and unemployment is high in society, consumers will not be spending as much money on luxuries which Tayto Biscuits would be classed under. More market research would help find out information regarding social, cultural and economic issues to make the television advertisement worthwhile.

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Ethical and Environmental – I feel that the ethical and environmental issues associated with the television advertisement will not largely affect this promotional media. Ethical and environmental issues associated with the television advertisement would be is the product being described accurately and is not trying to "rip customers off". I feel that the television advertisement is accurate and gives an honest description on the product available.

Legislative and Regulatory – I feel that the legislation and regulations put in place by advertising authorities will play a huge part in my television advertisement. As a part of my research, I looked into advertising authorities and some of the codes and guidelines they have in place. I believe that my television advertisement meets guidelines as it does not mislead or cause widespread offence and harm. I feel that the television advertisement will have to be checked by regulatory bodies such as Ofcom to make sure that it meets the required standards an advertisement should. If not the advertisement will have to be corrected, costing the business more money and if the advertisement was aired and not correct, prosecution and fines are likely.

Pressure Groups – I feel that the television advertisement would not really be affected by pressure groups. Pressure groups try and influence a businesses direction and their decisions that they make. I feel that the product and television advertisement would not affect pressure groups as the product is a healthy option and the advertisement meets regulations put in place.

Competitors – I feel that competitors could have a huge influence on this promotional media for Tayto Biscuits. I feel that as this is a new product, the television advertisement is being aimed at a new audience in a new market. Therefore McVities would have a competitive advantage as they have been releasing products in this market using television as a form of promotion. I feel that the television advertisement for Tayto Biscuits explains the benefits of the product and does try to encourage customers to try this product instead of rival products.

Technology – I feel that technology does to some extent have an influence in my television advertisement. With the fast moving technological upgrades such as Mobile Phone television and HD (High Definition) Televisions, the television advertisement is affected. If the advertisement was to be broadcast to Mobile Phones, this would be very expensive to set up and air. However I feel that television advertisement is still the most popular option and as long as the advertisement is shown on television then consumers will see the advertisement and will hopefully purchase the product.

I will now summarise the external influences in the form of a table shown below. Each influence will have a number beside it between 1 and 6, with 1 having the greatest influence on the advertisement to 6 having the least impact on the advertisement.

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Influence	Rank Order (1 to 6)
Social, Cultural and Economic	3
Ethical and Environmental	4
Legislative and Regulatory	1
Pressure Groups	6
Competitors	2
Technology	5

All the internal and external factors discussed above will have an impact on the television advertisement to some extent. I believe that the greatest internal factor to play a part will be the promotional budget as the cost of advertising is very expensive on television. I feel that the greatest external factor will be the legislation and regulations put into place. These have to be right or the company will lose money through possible prosecution and legal fines and also by rectifying the advertisement so it meets the regulations put in place.

v good.

The Promotional Poster

The next advertisement that I created fully was the promotional poster, which can be viewed in Appendix 13. Again I chose to create this promotional poster due to primary and secondary research. I will now evaluate the effectiveness of this promotional poster due to internal and external factors. First of, I shall analyse the internal factors:

The Aims and Objectives of the Business as a Whole – As mentioned earlier the main aim of Tayto is to "To produce a product that a customer will buy repeatedly." I feel that my promotional poster fits into the aims and objectives of Tayto as the poster describes the new product and encourages consumers to purchase and try the product which they will then hopefully lead to repeat purchases, meeting the overall mission of Tayto. I feel that this would have very little influence against this promotional media.

The Aims and Objectives of the Planned Campaign – As mentioned earlier, I discussed the aims and objectives of my promotional strategy for Tayto Biscuits. I feel that my promotional poster incorporates these aims, as it raises awareness of the new product, explains the benefits of the product to consumers and tries and persuades the consumers to act and purchase the product and look at this instead of other competitor products in the market. I also feel that this promotional poster would meet the aim of the six months deadline as it would not be hard to produce and send out to shops for them to use in their stores.

Market Research – Again Market Research is an important influence on this promotional poster. I feel that the market research I have conducted I found out that consumers do look at posters and that competitors such as Walkers

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use similar methods as well. I used questionnaires in a limited capacity to find out consumer tastes towards Tayto Biscuits and promotional methods and incentives. However for this promotional poster to be used effectively and successfully more market research would be required through what other competitors do in terms of this promotional method, what more people think about this promotional method and how about asking supermarkets and newsagents to put up this promotional poster in their store.

The Message to be Communicated and the Targeted Audience – I feel that the promotional poster created meets with the aims and objectives of my promotional strategy by sending a clear message to the target audience. The target audience for this promotional poster is slightly different as it is aimed at parents and young children who would be out shopping as this is where I intend it to be seen. The message of the poster is simple, it raises awareness of the product and explains the benefits of the product and encourages consumers to purchase and try out the product. This promotional poster also shows the price of the product could influence the decision of whether to purchase the product or not for the consumer. The poster also features Mr. Tayto, showing that this is a Tayto product and uses the Tayto brand name to encourage consumers to purchase the product.

The Promotional Budget – I feel that this would be one of the biggest constraints available to the promotional poster. I feel that more market research will have to take place, which will take time and money to complete and analyse. Also more money would be required in producing the poster and using colour would make this process more expensive than using black and white ink. Also it may cost money for supermarkets and newsagents to use the promotional poster in their store.

The Timescale Involved – I feel that with the promotional poster, it will easily meet the six month timescale that I set within my promotional strategy aims. I feel that it will not take long to produce and send out a final copy to supermarkets and newsagents.

I will now rank the internal constraints from 1 to 6, with 1 meaning that I believe it will have the greatest impact on my promotional poster to 6 meaning that I believe it will have the least impact on my promotional poster.

Influence	Rank Order (1 to 6)
Aims and Objectives of Business as a whole	6
Aims and Objectives of Planned Campaign	5
Market Research	2
Message to be Communicated and Targeted Audience	4
Promotional Budget	1
Timescale Involved	3

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I shall now analyse the external influences in connection with the promotional poster that was created.

Social, Cultural and Economic – I believe that the promotional poster will have similar social, cultural and economic aspects to the television advertisement as it all relates to Tayto Biscuits. Social and cultural aspects such as healthy eating and single parent families will influence the sale of Tayto Biscuits as healthy eating is firmly in the spotlight in today's society and the cost of living as a single parent family may deter the purchase of Tayto Biscuits. Economic aspects such as interest rates and unemployment rates could also affect the promotional poster as if interest rates are high and there is a high level of unemployment then consumers will spend less money on products such as Tayto Biscuits

←
good point

Ethical and Environmental – I believe that there are some ethical and environmental issues associated with the promotional poster. Ethically the poster has to be correct and not mislead the public and be honest and accurate in what it says. I believe my promotional poster is portrayed accurately and gives an honest account of Tayto Biscuits. An environmental aspect that could affect the promotional poster is the use of paper. Paper is the main resource for the promotional poster and as it is a recyclable material, it would be ethical for Tayto to create the posters from recycled paper.

Legislative and Regulatory – As with all advertising, legislation and regulations are very important. As mentioned earlier, I conducted research into the advertising world and found out rules and regulations that must be upheld when advertising. I believe my promotional poster abides by rules and regulations as I believe my poster does not mislead the public, cause harm or offence to the public and is socially responsible. To be sure that the promotional poster is safe to use, it should be checked out by the ASA (Advertising Standards Association) as if it was not checked and problems arose then there is the possibility of prosecution and legal fines. It would also cost to rectify the poster for proper use.

Pressure Groups – I believe that with the television advertisement, the promotional poster will not have pressure groups as a main external influence. Like the television advertisement, the promotional poster is accurate and honest and does not mislead the public. The product is a healthy option and should not attract the attention of healthy eating pressure groups

Competitors – I believe that this external influence will have one of the biggest influences on the promotional poster. I have already discovered that competitors such as Walkers use similar methods in similar outlets to promote their products and this would be difficult to implement in English stores due to Walkers competitive advantage. However Tayto is one of Northern Ireland's leading manufacturers and could be successful with this promotional

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poster in Northern Ireland outlets. The promotional poster is to be displayed in supermarkets and newsagents and there will be in store competition as well, in the form of home made product posters and other competitor posters. More market research would indicate what supermarkets and newsagents currently have in terms of posters in their stores and whether the Tayto Biscuits promotional poster would benefit from being seen in these outlets.

Technology – I believe that technology does not cause a huge influence with the promotional poster. I do believe that in the future the concept of the poster could be used in the form of a billboard or an electronic billboard. This would cost money and time to research the possibilities of using a billboard to promote Tayto Biscuits. With the promotional poster, there is little technology to improve the advertisement, but instead use different mediums.

Good idea

I will now summarise and rank each external influence in the table below with 1 having the greatest influence on this promotional poster in my opinion to 6 having the least influence in my opinion.

Influence	Rank Order (1 to 6)
Social, Cultural and Economic	3
Ethical and Environmental	4
Legislative and Regulatory	2
Pressure Groups	6
Competitors	1
Technology	5

The promotional poster will have internal and external influences which have been discussed above. Each will have a different influence to a certain extent on the promotional poster. I believe that the greatest internal influence for the promotional poster will be the promotional budget as more market research and the mass production of posters will cost quite a bit of money. I believe that the greatest external influence on the promotional poster will be the competition. There will be in store competition through in store posters and then competition from rival products and businesses such as Walkers and McVities.

Overall Promotional Strategy Evaluation – Key Points to Consider

Above, I have evaluated the two promotional media that I have created for the promotional strategy of Tayto Biscuits. As well as this, my promotional strategy includes incentives such as a Buy One, Get One Free Promotion, Cash Discounts and Competitions. This as well would have influences internally and externally such as the Finance, as all three options have to be considered into the promotional budget, through the production of competition leaflets and loss of money through cash discounts and Buy One, Get One Free Promotions. Also it will cost money to find prizes for the competitions that would be put into place. Another point to consider is the

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timing of these additional features to the advertisements. For example, all of these methods would be no good running at the same time. However it would be a good idea to have the cash discounts feature run when the product is first released. It would benefit the company not to run these ideas at the same time to save money and not to put all these ideas into one opportunity. It would be good practice to leave the competition or buy one, get one free promotion for a few months after the initial promotional campaign to maintain interest in the product.

Evaluation of Research

I will now evaluate the research that I undertaken before creating my two promotional media and my overall promotional strategy for my chosen product, Tayto Biscuits. My research for this report was split into two categories – primary research and secondary research. I will now evaluate the effectiveness of my primary and secondary research, detailing what I did, what I could improve upon and what problems or issues that I faced.

Evaluating Effectiveness of Primary Research

My chosen method of primary research was a questionnaire, as I could decide the questions that I needed answers to, which would be specific in terms of creating my promotional strategy for Tayto Biscuits. I also used the results from a questionnaire created in Unit 1: Creating a Marketing Proposal as a form of primary research, showing consumer's opinions on the potential new product.

The questionnaire used in Unit 1: Creating a Marketing Proposal can be found in Appendices 1, 2 and 3. This questionnaire is based on the consumers needs for a new product and their thoughts and feelings on whether they would be attracted to purchase. I felt that this questionnaire was very good as I was able to ask the questions I wanted to ask and get answers that I could work on and decide whether or not this proposal was worthwhile or not. The questions asked related to the product and whether consumers would purchase the product, possible outlets for purchase and possible advertising media to raise awareness of the product. I feel that the questionnaire asked a bit of everything and helped me decide that Tayto Biscuits could be a successful product and on some ideas for the price, the promotion and the place.

The questionnaire I created in this report was all on promotion. This can be viewed in Appendices 5 to 10. This questionnaire did not ask questions about the product, as this would be a waste of time as I have already found out what consumers feel on the product through the questionnaire created in Unit 1. It simply was based on promotional methods and incentives and which would appeal to consumers. I felt this method of research was the best way as I could use the information to satisfy the needs of the consumers, as they will be the main ingredient in how successful Tayto Biscuits will become. I

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could then base my promotional strategy on the information that I would have gathered from this questionnaire to suit their needs.

If I was to carry out this assignment again, there would only be a few things that I would do differently. For example, I would have more questionnaires printed to get a larger audience to complete. This would give me more accurate results than the fifty questionnaires that I created in this assignment. If I was to do this assignment again, I would also arrange a visit to the business to get more accurate information on their marketing strategy and their promotional methods. However due to a lack of time, I was unable to do this for this assignment. Meeting with marketing employees at Tayto would help me get a better understanding of what Tayto currently do and would give me better ideas on what I could do in terms of a promotional strategy. I would also alter some of the questions such as the age range question to get more specific age ranges to get more specific results.

Evaluating Effectiveness of Secondary Research

For my secondary research, I used the Internet as my main form of research to look at a wide range of information to do with promotion and advertising. Below I will discuss what I did in terms of my secondary research and how effective and relevant it was in terms of my overall promotional strategy.

First of all, I carried out research into the advertising industry and its possible constraints. I looked at websites such as The Advertising Standards Authority and Ofcom, the regulating bodies on advertising, in particular television. On these websites I found articles and codes regarding advertising. I then linked the information I obtained from these websites to see how they could impact Tayto and the promotional strategy that I was going to create. If I was to do complete this section of research again, I would not do anything different from what I had done as the information I obtained was relevant and was linked to Tayto and the promotional strategy.

The next section of secondary research that I conducted was carrying out information on the cost of advertising in Northern Ireland. I researched one of the country's main television stations, UTV (Ulster Television) to find out information on the cost of advertising during their shows. I found out about the cost of advertisements and then linked this to the promotional strategy that I was going to develop. If I was to carry out this section of research again, I would do two things differently. First of all, I would contact more stations such as Channel Four and Five to see the cost of advertising on their stations and also find out how much it costs to advertise for longer than 30 seconds.

The third section of secondary research that I conducted was on the markets that Tayto currently occupy and then where they would fit in with the new product, Tayto Biscuits. First of all I looked at Tayto's current market and found out information regarding the market sector in terms of promotion from

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the Mintel website. The information obtained on this market helped me find out information that would help my promotional strategy and also get an idea on what the market was like in terms of strength. I also found out information on one of Tayto's main competitors – Walkers. If I was to carry out research into Tayto's current market again I would possibly try and purchase a full market report from Mintel to get more detailed information on the market and on promotional strategies within that market. However this report would be very expensive and may not provide any more information than what I have already obtained. I would also look at other market websites such as Keynote to see if I could obtain any more relevant information.

I then looked at Tayto's potential market for Tayto Biscuits – the Cakes and Biscuit market sector. Again I used the Mintel website to get information regarding the market position and trend and information regarding promotional activities. I found out information regarding the main competitor Tayto would face in this market, which would be McVities. I then linked the information I obtained from this Mintel website to the promotional strategy for Tayto Biscuits. If I was to carry out this research again into Tayto's potential new market, I would again possibly purchase the full market report into this sector to see if I could get more information regarding the market trends and promotional activities of the businesses in this sector. However again this report would be very expensive and may not provide much more information to what I require. If I was to do this again, I would look at more websites such as Keynote to get more information on the market.

The next section of my secondary research looked at promotional activities that Tayto currently undertake. I stated what they currently do and how they alter their activities at different times of the year. I then looked at what the main competitors, Walkers and McVities do in terms of promotional activities. I included examples of what by taking screenshots and then explaining more about these images. If I was to carry out this section of secondary research again, I would possibly look at more businesses and include more images of what they do in terms of promotional activity.

Overall, my secondary research was generally well done and contained information on different aspects of advertising, such as the possible constraints and the cost of advertising. The secondary research also contained research into the current market sector and what Tayto and their competitors do in terms of promotional activities.

Conclusion

In conclusion, my promotional strategy will contain internal and external influences. These will all have to be addressed and will all have an impact to a certain extent on each media I have created and my overall promotional strategy. My research I believe was effective and there would only be a few issues that I would do differently in future in both my primary and secondary

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research such as, making more questionnaires, meeting with employees at the Tayto marketing department, carrying out more research into the advertising world and into the market sectors. However due to time and money, this could not be achieved but could be done in future to get more accurate results to get more accurate information.

✓
Very comprehensive
evaluation of all
aspects of your strategy.
Well done.
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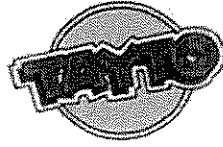
Appendices

1. Questionnaire on Tayto Biscuits – Blank Copy
2. Completed Questionnaire on Tayto Biscuits
3. Completed Questionnaire on Tayto Biscuits
4. Graphs and charts from Tayto Biscuits Questionnaire One
5. Blank Promotional Questionnaire
6. Completed Questionnaire 1
7. Completed Questionnaire 2
8. Completed Questionnaire 3
9. Completed Questionnaire 4
10. Completed Questionnaire 5
11. Graphs and charts on Promotional Activities
12. Slideshow of Television Advertisement
13. Promotional Poster for Tayto Biscuits
14. Example of Direct Mailing through a personalised letter

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QUESTIONNAIRE



I am a student currently studying GCE in Applied Business and as part of my assignment I have to carry out market research. It would be helpful if you could carry out this short questionnaire on my chosen business for this assignment, Tayto and their current products and a potential new product for the future, Tayto biscuits. They are wheatmeal digestive biscuits that can be purchased in both a mini or normal size and have a savoury taste. This questionnaire will take only about 5 – 10 minutes to complete.

1) Are you male or female?

MALE FEMALE

2) What age range do you fit into?

UNDER 12 12 – 18 18 – 30 OVER 30

3) Would you purchase Tayto products?

YES NO

If YES, please state why

If NO, please state why

4) Which of the following Tayto flavours would you prefer in a mini Tayto biscuit?

Cheese & Onion		Salt & Vinegar	
Ready Salted		Prawn Cocktail	
Smoky Bacon		Ulster Fry	
Chipsticks		Spirals	
Wuster Sauce		None of above	

Other (Please state) _____

5) How regularly would you eat a Tayto product?

Once a day		Twice a day	
More than twice a day		Once a week	
Twice a week		More than twice a week	
Never			

6) Would you eat digestive biscuits?

YES

NO

7) Would you be attracted to purchasing a potential new product, Tayto biscuits?

YES

NO

8) What size would you prefer Tayto biscuits to be sold?

Packets (30g) like Cheddars		In tubs like Pringles	
Crisp sized packets		Normal biscuit packages	
None of the above			

9) Are you attracted by plain wrapping or bright colourful wrapped products?

PLAIN-COLOURED

BRIGHTLY COLOURED

10) What price do you think would be reasonable for a normal biscuit sized packet of Tayto biscuits?

LESS THAN £0.75

BETWEEN £0.75 and £1.50

OVER £1.50

11) Where would you usually buy Tayto products?

SUPERMARKET

NEWSAGENTS

INTERNET

OTHER (Please state)

12) Which of the following methods do you find most influential to purchase a product? Please tick.

TELEVISION

RADIO

MAGAZINES

NEWSPAPERS

BILLBOARDS

INTERNET

OTHER (Please state)

13) Are you interested in special promotions and deals?

YES

NO

14) Which celebrity (if any) would you prefer to see endorse Tayto? Please state below:

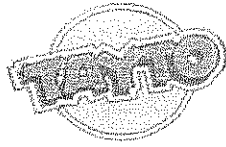
15) Would you prefer Mr. Tayto to continue to endorse Tayto products?

YES

NO

THANK YOU FOR FILLING IN THIS QUESTIONNAIRE!! YOUR COMMENTS ARE MOST APPRECIATED!!

QUESTIONNAIRE



I am a student currently studying GCE in Applied Business and as part of my assignment I have to carry out market research. It would be helpful if you could carry out this short questionnaire on my chosen business for this assignment, Tayto and their current products and a potential new product for the future, Tayto biscuits. They are wheatmeal digestive biscuits that can be purchased in both a mini or normal size and have a savoury taste. This questionnaire will take only about 5 – 10 minutes to complete.

1) Are you male or female?

MALE FEMALE

2) What age range do you fit into?

UNDER 12 12 – 18 18 – 30 OVER 30

3) Would you purchase Tayto products?

YES NO

If YES, please state why

They are full of flavour.

If NO, please state why

4) Which of the following Tayto flavours would you prefer in a mini Tayto biscuit?

Cheese & Onion	<input checked="" type="checkbox"/>	Salt & Vinegar	<input type="checkbox"/>
Ready Salted	<input type="checkbox"/>	Prawn Cocktail	<input type="checkbox"/>
Smoky Bacon	<input type="checkbox"/>	Ulster Fry	<input type="checkbox"/>
Chipsticks	<input type="checkbox"/>	Spirals	<input type="checkbox"/>
Wuster Sauce	<input type="checkbox"/>	None of above	<input type="checkbox"/>

Other (Please state) _____

5) How regularly would you eat a Tayto product?

Once a day	<input type="checkbox"/>	Twice a day	<input type="checkbox"/>
More than twice a day	<input type="checkbox"/>	Once a week	<input type="checkbox"/>
Twice a week	<input checked="" type="checkbox"/>	More than twice a week	<input type="checkbox"/>
Never	<input type="checkbox"/>		<input type="checkbox"/>

QUESTIONNAIRE



I am a student currently studying GCE in Applied Business and as part of my assignment I have to carry out market research. It would be helpful if you could carry out this short questionnaire on my chosen business for this assignment, Tayto and their current products and a potential new product for the future, Tayto biscuits. They are wheatmeal digestive biscuits that can be purchased in both a mini or normal size and have a savoury taste. This questionnaire will take only about 5 – 10 minutes to complete.

1) Are you male or female?

MALE FEMALE

2) What age range do you fit into?

UNDER 12 12 – 18 18 – 30 OVER 30

3) Would you purchase Tayto products?

YES NO

If YES, please state why

like taste + flavour

If NO, please state why

4) Which of the following Tayto flavours would you prefer in a mini Tayto biscuit?

Cheese & Onion	<input checked="" type="checkbox"/>	Salt & Vinegar	<input checked="" type="checkbox"/>
Ready Salted	<input type="checkbox"/>	Prawn Cocktail	<input type="checkbox"/>
Smoky Bacon	<input type="checkbox"/>	Ulster Fry	<input type="checkbox"/>
Chipsticks	<input type="checkbox"/>	Spirals	<input type="checkbox"/>
Wuster Sauce	<input type="checkbox"/>	None of above	<input type="checkbox"/>

Other (Please state) _____

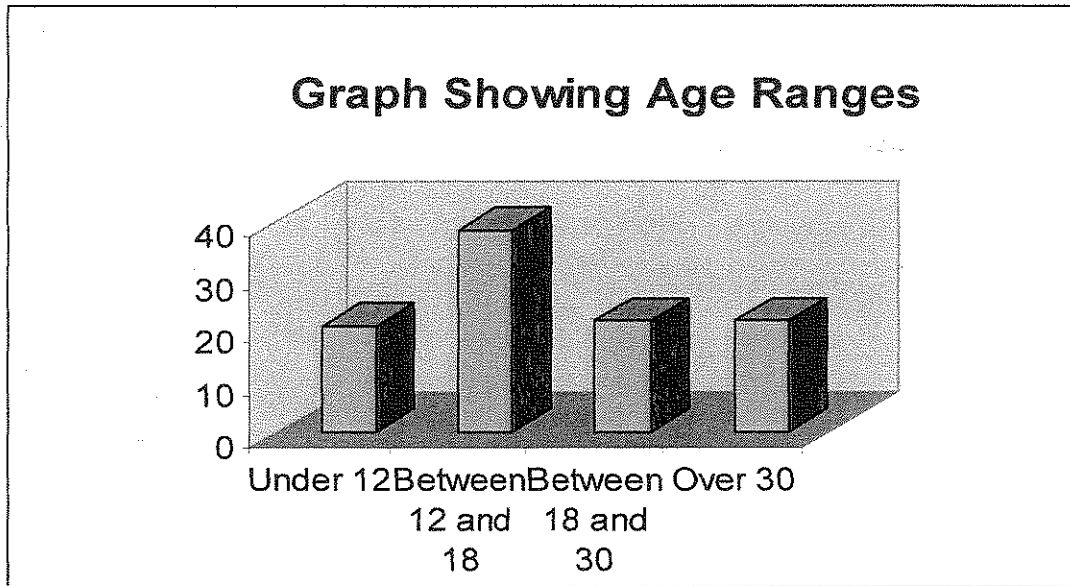
5) How regularly would you eat a Tayto product?

Once a day	<input type="checkbox"/>	Twice a day	<input type="checkbox"/>
More than twice a day	<input checked="" type="checkbox"/>	Once a week	<input type="checkbox"/>
Twice a week	<input type="checkbox"/>	More than twice a week	<input type="checkbox"/>
Never	<input type="checkbox"/>		<input type="checkbox"/>

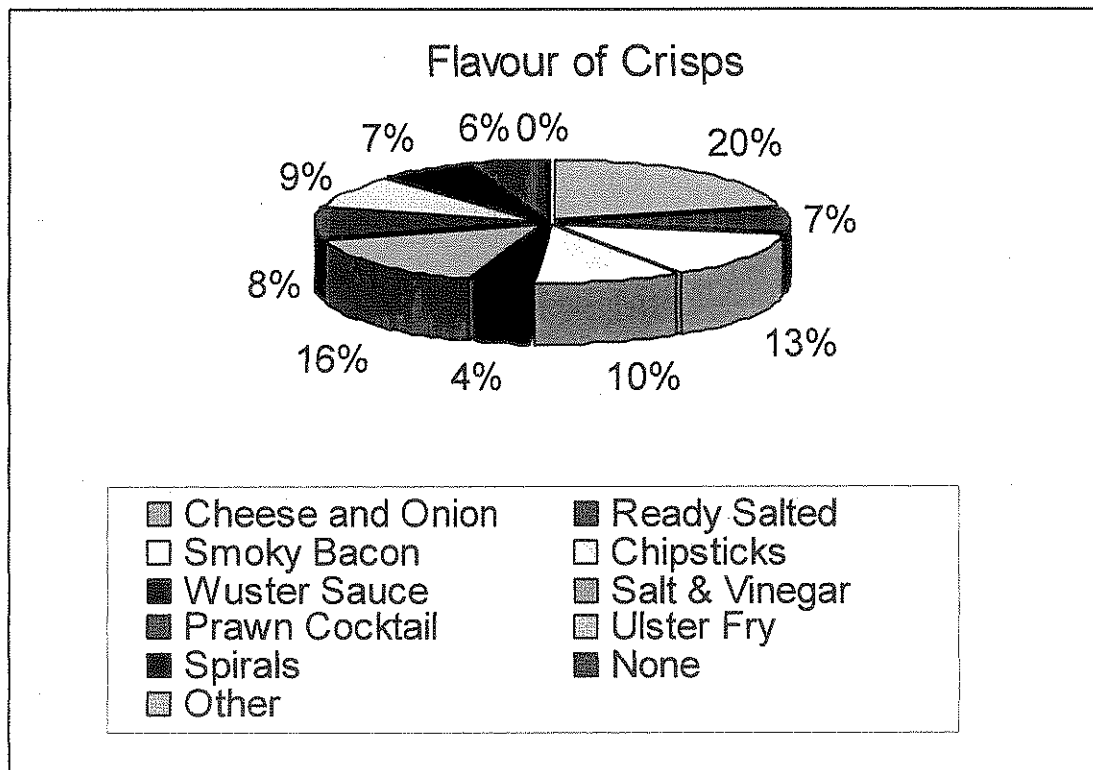
Appendix 4

Results from Questionnaire

Graph showing the age ranges of the people who filled in the Questionnaire

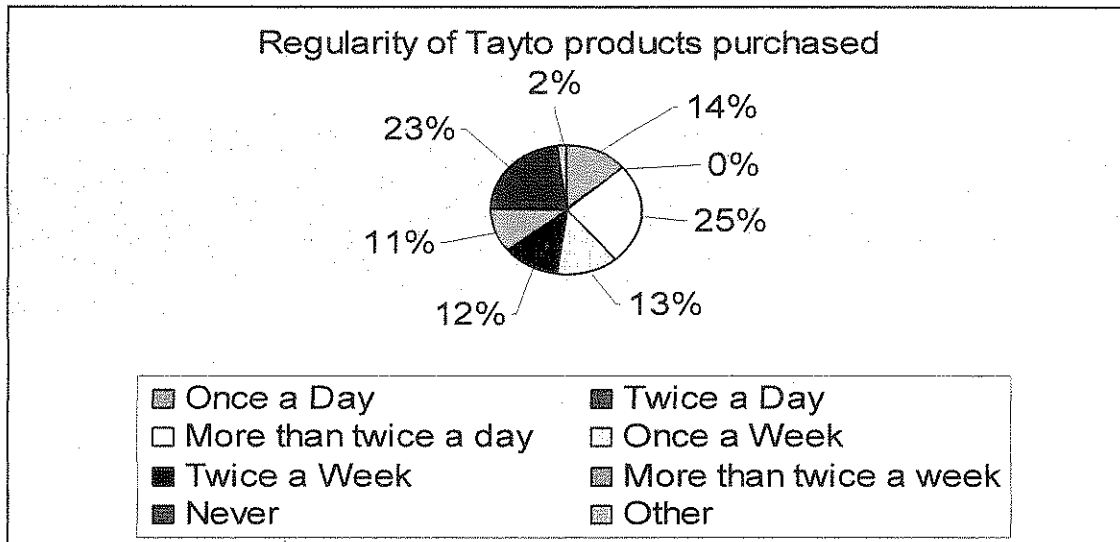


Graph showing the most popular flavours of Tayto products that could be used in the new product

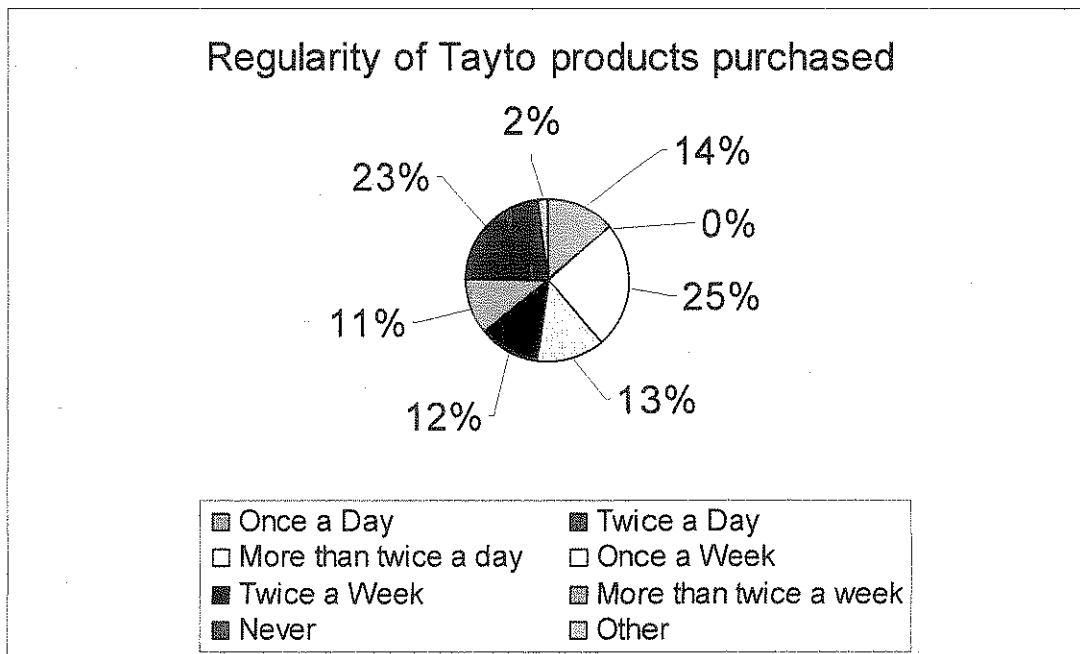


Appendix 4

Graph showing the regularity of Tayto products purchased

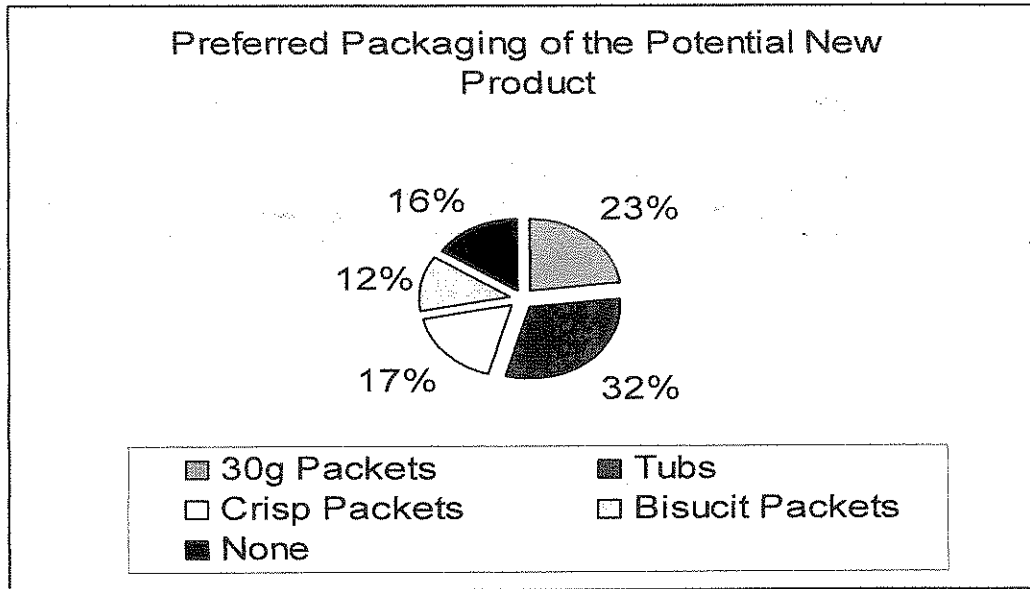


Graph showing people who are attracted to the new Tayto product

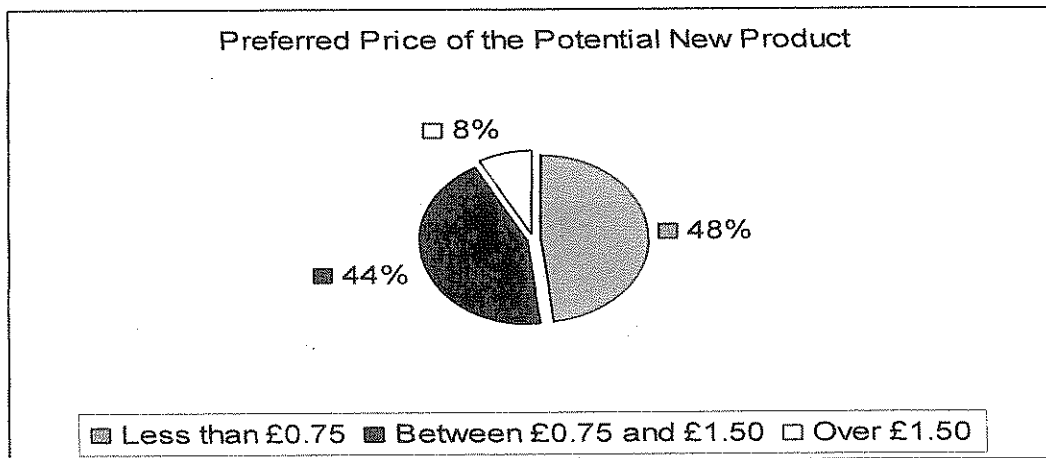


Appendix 4

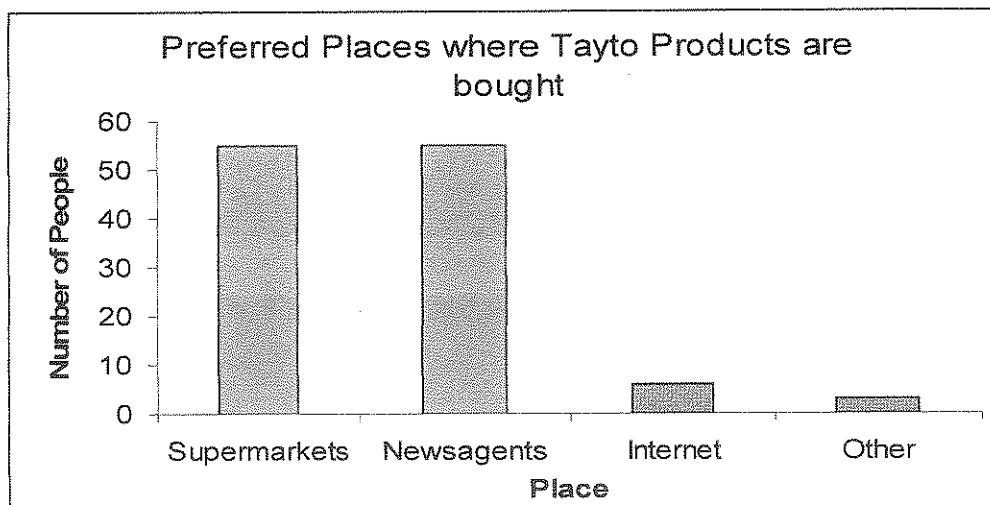
Graph showing the preferred packaging of the new Tayto product



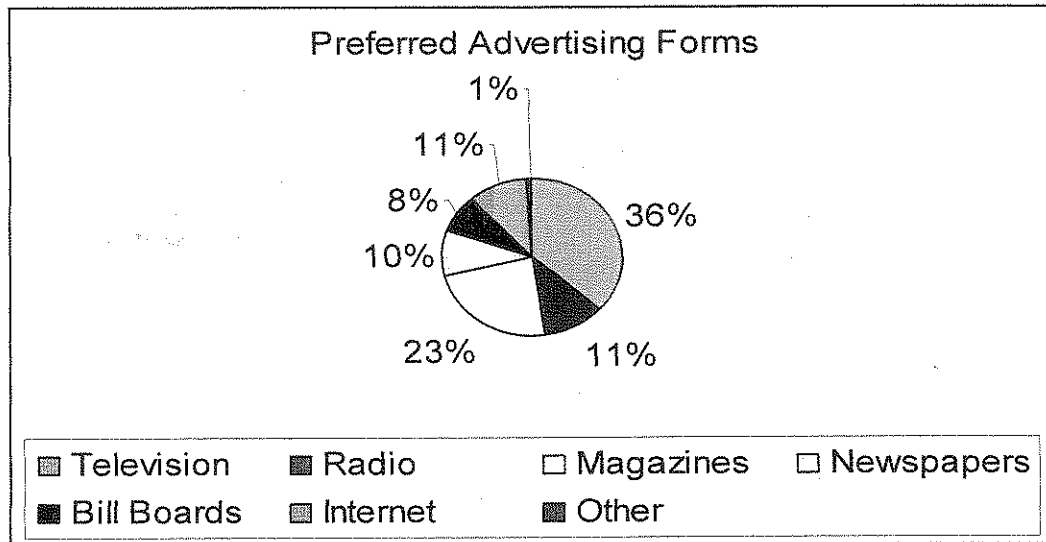
Graph on the Preferred Price of the New Product



Graph showing the Preferred Place where Tayto products are bought

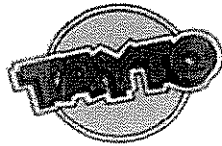


Appendix 4

Graph showing Preferred Forms of Advertising of Tayto ProductsOther statistical results obtained from the Questionnaire include:

- Out of 100 people surveyed, 50 were male and 50 were female
- 73% of people surveyed liked current Tayto products
- From the questionnaire 70% eat digestive biscuits.
- Over three quarters (76%) are attracted to the new Tayto product
- 71% of people surveyed are interested in special deals and promotions
- Two thirds 67% of people surveyed agreed that Mr. Tayto should continue to endorse their products

QUESTIONNAIRE



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1) Are you male or female?

MALE

FEMALE

2) What age range do you fit into?

UNDER 12

12 – 18

18 – 30

OVER 30

3) Below are different ways in which businesses can promote their products. Which of the following methods would you like to see Tayto use to promote Tayto Biscuits? Please tick.

Television		Radio	
Internet Advertisements		E-mails	
Newspapers		Magazines	
Merchandising, such as coupons or free trials		Direct Mailing	
In Schools		In Businesses	

Others (Please specify)

4) Which of the following methods would you find as the greatest incentive to purchase Tayto Biscuits? Please tick.

Buy One, Get One Free Offers		Celebrity Endorsements	
Cash Discounts		Club card Points	
Entry into Competition		Brand Loyalty (Current Tayto products)	

Others (Please specify)

Appendix 5

- 5) Which of the following features would entice you to purchase a product after viewing an advertisement? Please tick.

Colour Used in Advertisement		The Message of the Advertisement	
The Originality of Advertisement		The Communication Methods used in the Advertisement	

Other (Please Specify)

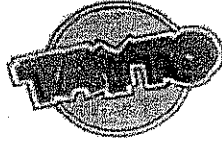
- 6) What types of things would you like to see in a Tayto advertisement for Tayto Biscuits? Please tick.

The use of colour		The use of text	
The use of animation (like cartoons, special effects)		The inclusion of humans	
The inclusion of Mr. Tayto		The price of the product	
Details on the product		Where the product can be purchased	
An image of the product being eaten			

Other (Please specify)

THANK-YOU FOR COMPLETING THIS QUESTIONNAIRE. YOUR COMMENTS ARE GREATLY APPRECIATED!

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18 - 30

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Internet Advertisements	<input type="checkbox"/>	E-mails	<input type="checkbox"/>
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In Schools	<input type="checkbox"/>	In Businesses	<input type="checkbox"/>

Others (Please specify)

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Cash Discounts	<input checked="" type="checkbox"/>	Club card Points	<input checked="" type="checkbox"/>
Entry into Competition	<input type="checkbox"/>	Brand Loyalty (Current Tayto products)	<input type="checkbox"/>

Others (Please specify)

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Colour Used in Advertisement	<input checked="" type="checkbox"/>	The Message of the Advertisement	<input type="checkbox"/>
The Originality of Advertisement	<input type="checkbox"/>	The Communication Methods used in the Advertisement	<input type="checkbox"/>

Other (Please Specify)

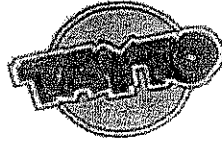
- 6) What types of things would you like to see in a Tayto advertisement for Tayto Biscuits? Please tick.

The use of colour	<input checked="" type="checkbox"/>	The use of text	<input checked="" type="checkbox"/>
The use of animation (like cartoons, special effects)	<input type="checkbox"/>	The inclusion of humans	<input type="checkbox"/>
The inclusion of Mr. Tayto	<input type="checkbox"/>	The price of the product	<input checked="" type="checkbox"/>
Details on the product	<input checked="" type="checkbox"/>	Where the product can be purchased	<input checked="" type="checkbox"/>
An image of the product being eaten	<input type="checkbox"/>		<input type="checkbox"/>

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The Originality of Advertisement		The Communication Methods used in the Advertisement	<input checked="" type="checkbox"/>

Other (Please Specify)

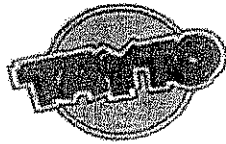
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Other (Please Specify)

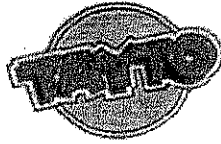
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The Originality of Advertisement	<input checked="" type="checkbox"/>	The Communication Methods used in the Advertisement	

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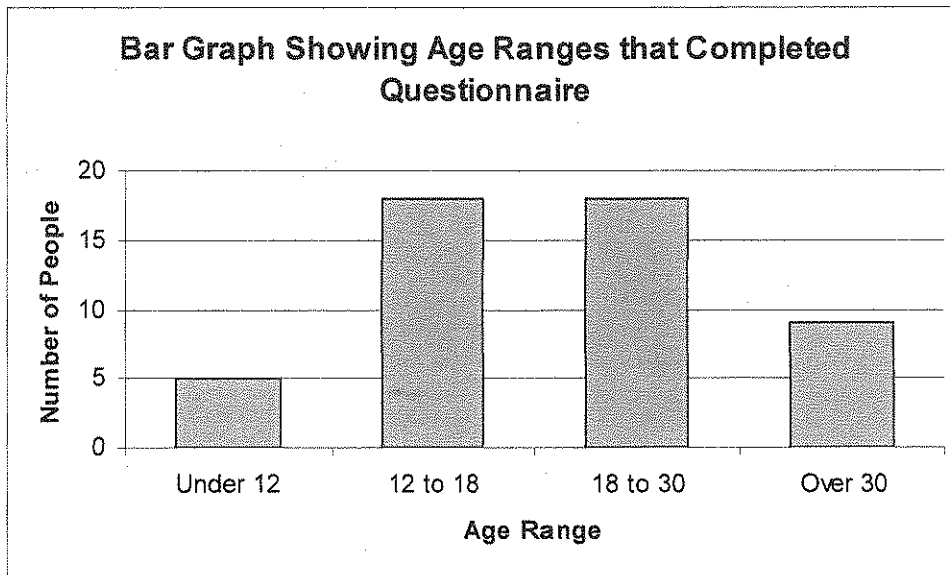
The use of colour	<input checked="" type="checkbox"/>	The use of text	<input checked="" type="checkbox"/>
The use of animation (like cartoons, special effects)	<input type="checkbox"/>	The inclusion of humans	<input type="checkbox"/>
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Details on the product	<input type="checkbox"/>	Where the product can be purchased	<input type="checkbox"/>
An image of the product being eaten	<input type="checkbox"/>		<input type="checkbox"/>

Other (Please specify)

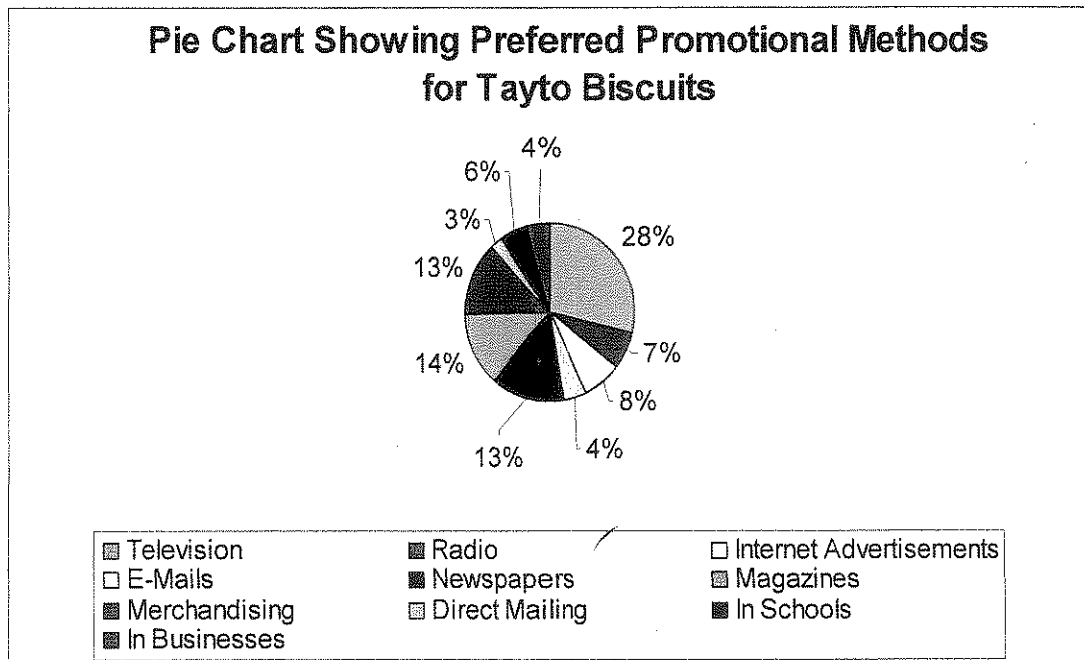
THANK-YOU FOR COMPLETING THIS QUESTIONNAIRE. YOUR COMMENTS ARE GREATLY APPRECIATED!

Results of Promotional Questionnaire

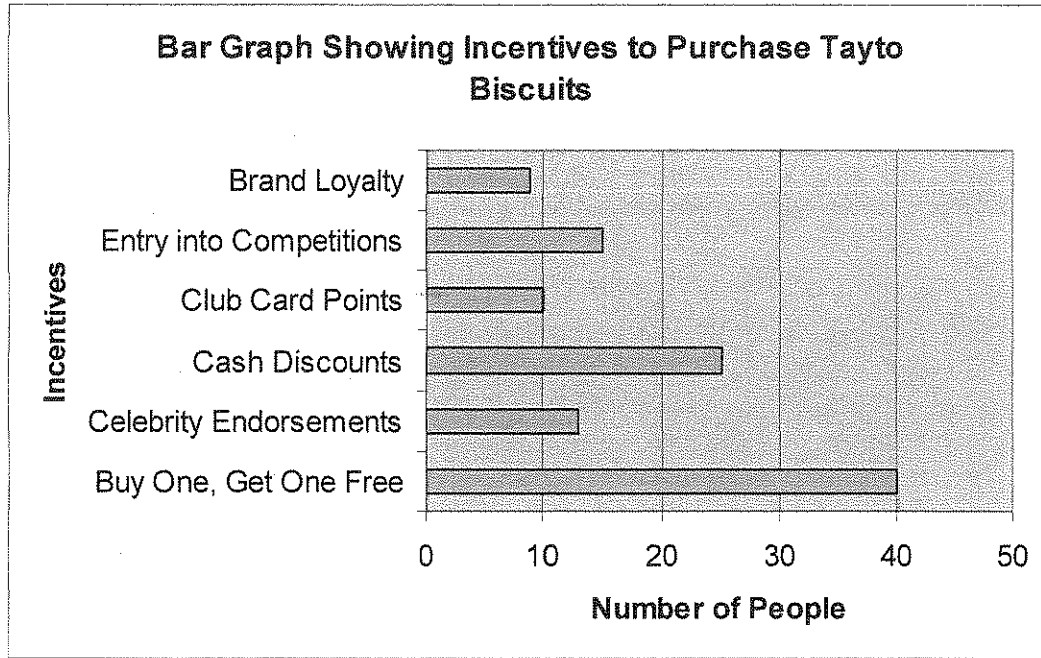
Bar Graph Showing Age Ranges that Completed Questionnaire



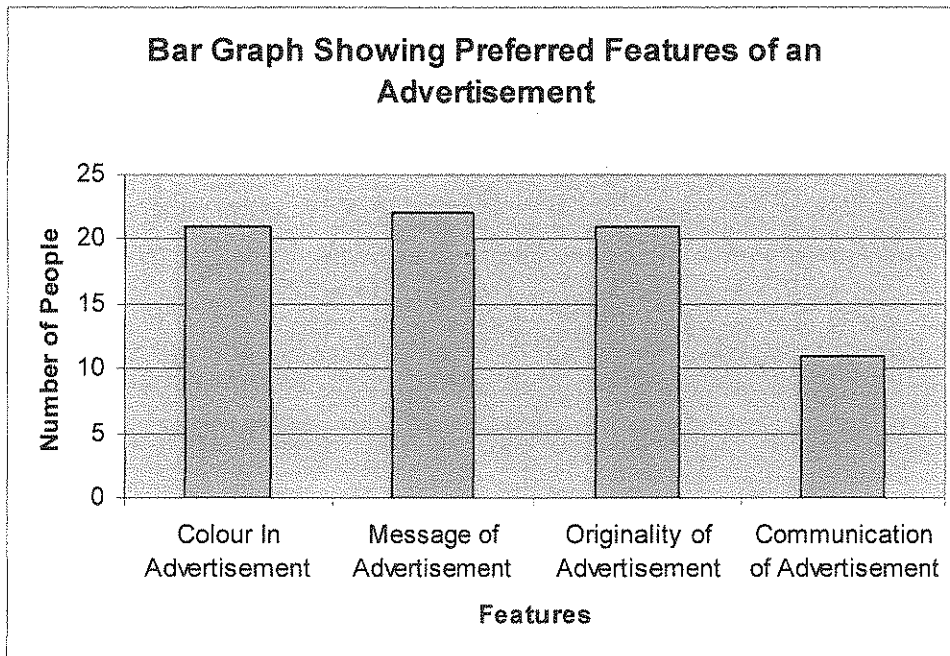
Pie Chart Showing Preferred Promotional Methods for Tayto Biscuits



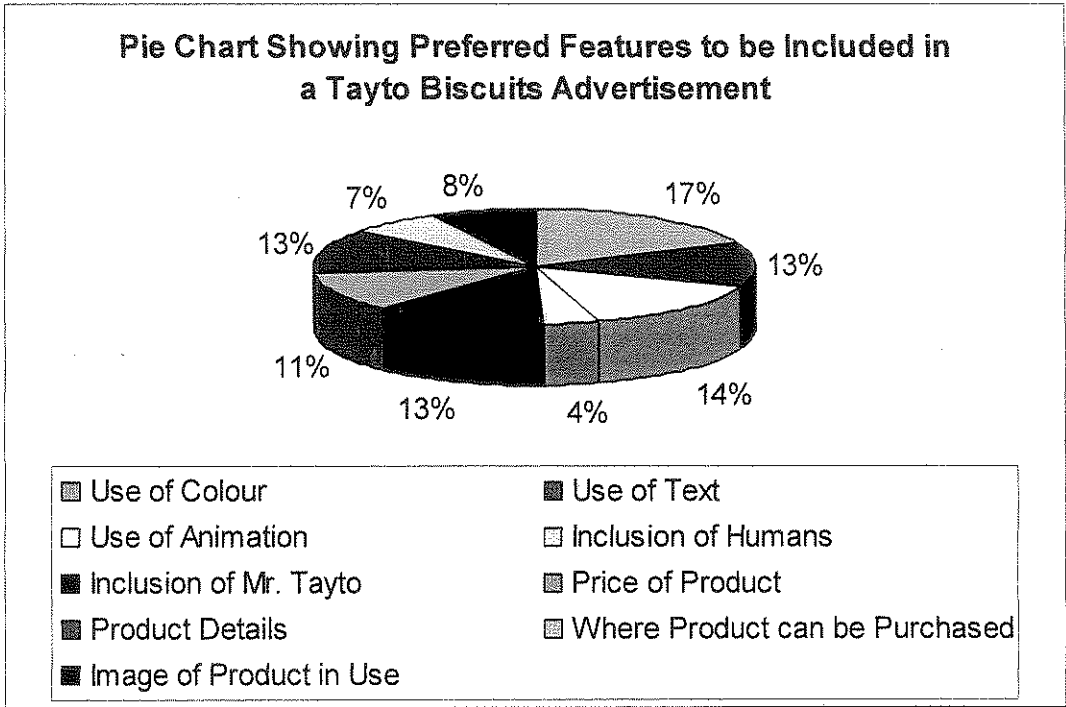
Bar Graph Showing Incentives to Purchase Tayto Biscuits



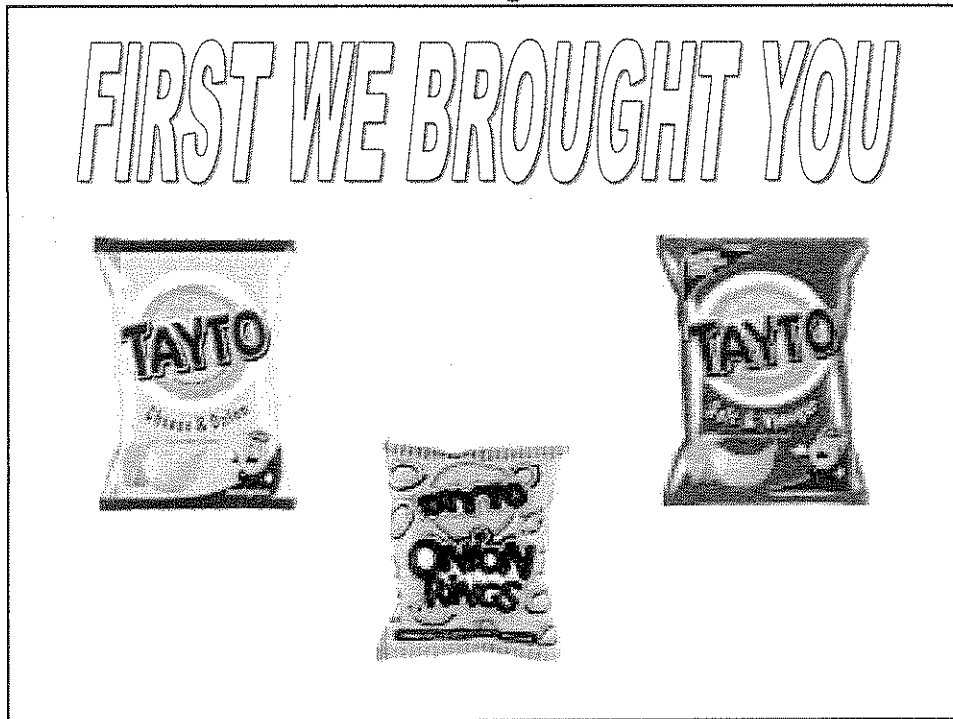
Bar Graph Showing Preferred Features of an Advertisement



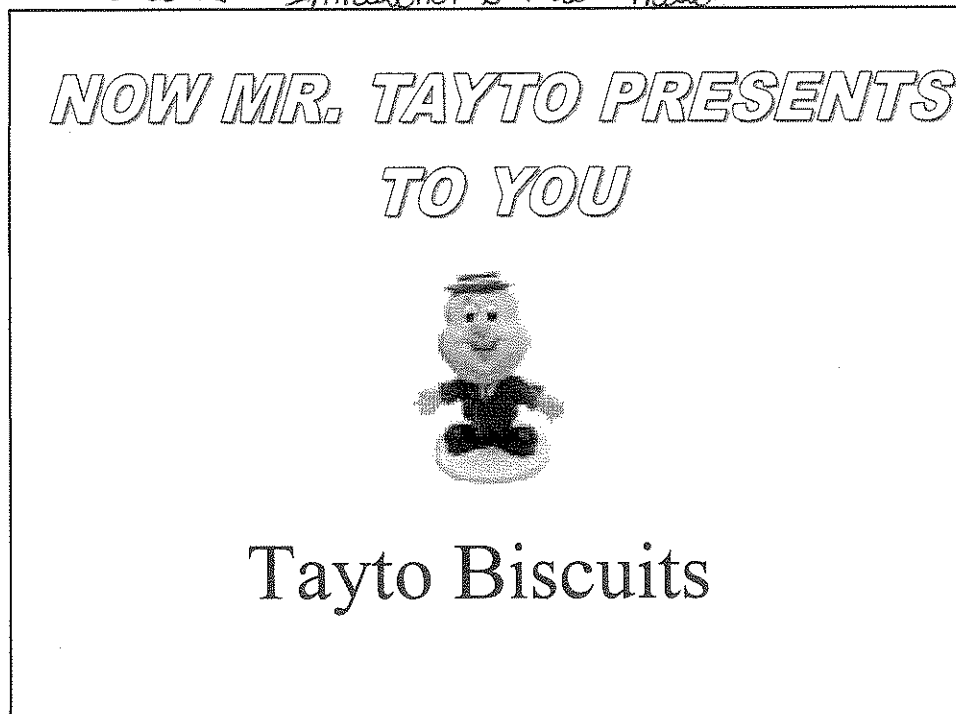
Pie Chart Showing Preferred Features to be Included in a Tayto Biscuits Advertisement



Slide 1- Introductory Slide.

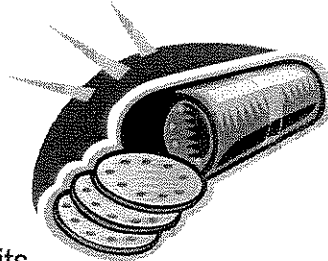


Slide 2- Introduction to New Product



Slide 3 - Tayto Biscuits.

TAYTO BISCUITS



Wheat-meal Biscuits

Available for the Whole Family

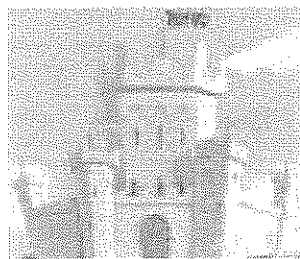
Can be bought in all local
supermarkets/newsagents

Incredibly good biscuits at incredibly good value

Slide 4 - Conclusion.

TAYTO BISCUITS

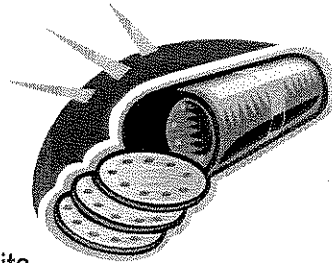
The latest sensation to come out of Tayto Castle



Try Tayto Biscuits for their goodness that will
have you eating them again and again...

Slide 3 - Tayto Biscuits.

TAYTO BISCUITS



Wheat-meal Biscuits

Available for the Whole Family

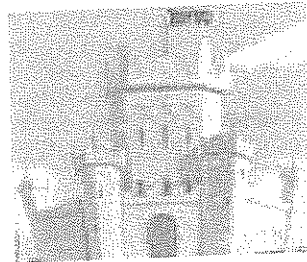
Can be bought in all local
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Slide 4 - Conclusion.

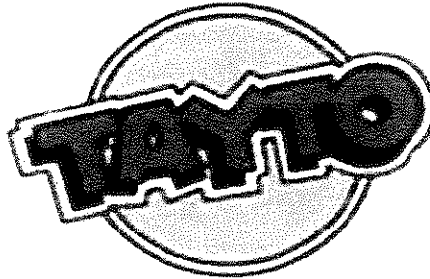
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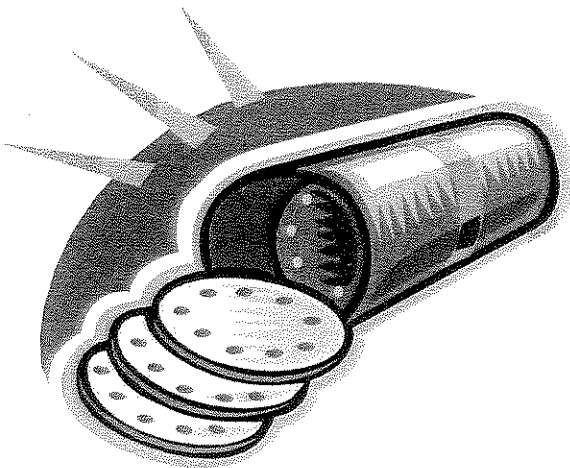


Try Tayto Biscuits for their goodness that will
have you eating them again and again...

New From Mr. Tayto



Biscuits



- Wheatmeal Biscuits - A Healthy and Tasty Option
- Available for all the family
- Packaged in small containers - easy to fit into a lunchbox!
- Can be bought separately or in multi-tubs!

TAYTO BISCUITS AVAILABLE NOW IN THIS STORE

Separately = £0.75

Multi-Tubs = £1.25

Try Tayto Biscuits for their goodness that will have you eating them again and again...

1024

05100005678 X GF



Dear Mr

It gives me great pleasure to inform you that you have been chosen to receive a **special award**.

An amount of money has already been reserved for you Mr Brown and, as soon as we receive your authorisation, we will send it to you. It could be anything from £15 up to £1,000, £5,000 or even **£30,000 cash** to spend as you wish.

Waiting for the catch, well there isn't one. We just thought we'd like to celebrate the launch of the Littlewoods book. All you need to do is return the Claim Form below in the envelope provided (even the postage is free).

However, please note: we are unable to release your award unless we hear from you. In the event of us not hearing from you your award will, unfortunately, have to be forfeited and cannot be re-offered at a later date - please do not miss this chance.

Along with your award we would like to send you a copy of our latest book free of charge. Naturally I hope you will like it and want to order something.

May I offer you my sincere congratulations Mr Brown on your Award and I look forward to despatching it to you.

Yours sincerely,

Angela

Angela Evans
Customer Manager

The awards are conditional upon being accepted for a Littlewoods credit account and the return of a signed credit agreement (subject to status). The £15 award is to be redeemed against goods purchased from the book. An award of any other denomination will be made by cheque payment.

provided, subject to status, by Littlewoods Finance Company Limited. Registered number 4860974. Registered office: Aintree Innovation Centre, Park Lane, Netherton, Bootle, L30 1SL. Authorised and regulated by the Financial Services Authority in respect of insurance mediation activities only. Goods/services provided by Littlewoods Shop Direct Home Shopping Limited. Registered number 4663281. Registered office: 1st Floor, Skyways House, Speke Road, Speke, Liverpool, L70 1AB.

0% APR typical

0005776/T1423/01/2803/24050 FIN/10

----- DETACH ALONG PERFORATION -----

Cash Award Claim Form

PLEASE COMPLETE IN BLOCK CAPITALS IN BLACK OR BLUE INK

1st Forename

Date of Birth

D D M M Y Y

Telephone Number (including dialling code)

05100005678 X 0410 0294 T GF

Signature.....
(I am over 18)

E-mail
Address

The right to refuse any application and/or change the offer is reserved. Please see the reverse for information on our Data Protection Policy.

If you do not wish to be contacted by third parties for marketing purposes please tick this box