

ANATOMY OF AN ADVERTISING CAMPAIGN

Name:

Date:

Course:

Directions: Use the following handout as a guide for developing your own advertising campaign.

Situation Analysis

What is the candidate's current image and what image does he or she want to project in the future? What problems should the advertising campaign address related to the candidate's background, history or public image? Which of the candidate's qualities should be emphasized and/or downplayed? How much emphasis should be placed on issues and on image?

Objectives

What objectives will the advertising campaign achieve? Objectives will differ according to candidate and should be specifically stated.

Target Market Profile

Who do you need to convince to vote for your candidate? Remember, your target voters don't include those who are already voting for your candidate, but may include new voters, undecided voters, or voters with specific reservations about your candidate.

Positioning Statement

A short paragraph that addresses how the candidate wants to be perceived by the intended audience for his or her ads. What are the most important things the advertising campaign will convey about the candidate?

Creative Strategy

What themes will the advertising campaign use, and what overall approach? What will the advertising look like? What main idea will the campaign convey? Will different ads get the main idea across differently?

Media Plan

What media outlets and venues will carry the candidate's advertising? Will you use television, radio or the Internet? Why or why not? How will the campaign budget be spent among the different media (see media price list below)? Why is this the best use of your media budget?

Media Price List

| | |
|----------------------|---|
| Yard signs | \$4,000 per 5,000 signs |
| Bumper stickers | \$750 per 5,000 stickers |
| Billboards | \$2,500 per month per board |
| TV ad | \$1,000 per 30 second local ad on one station |
| Radio ad | \$100 per 30 second local ad on one station |
| Newspaper ads | \$6,500 per full page, \$5,400 per 3/4 page, \$3,600 per 1/2 page, \$2,000 per 1/4 page |
| Targeted direct mail | \$1,600 per 5000 (printing, stamps, artwork and processing) |
| Posters | \$600 per 200 posters (artwork and printing) |
| Internet Site | \$5,000 per year (content development, web design & web hosting) |

Note: Local candidates commonly spend about \$1,000 per day per TV station every day for 60 days prior to the election. If your candidate has 1 TV market in his or her district with 4 major stations, TV ads on all 4 stations will cost approximately \$4,000 per day.