

Intergrated Marketing Communication Plan

Case company: Dr. Johanna Budwig GmbH & Co. KG

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<p>The study's research topic is integrated marketing communication and this is a product-oriented thesis. This study is made to create an efficient integrated marketing communication plan for the case company Dr. Johanna Budwig. The main product line in focus is flaxseed oil, which is very healthy and also good in preventing different diseases including cancer. The company home market, Germany, is the target market of the study. The objective set by the company is to increase sales by 10000, which at the same time can be generalized as creating product category need and brand awareness.</p> <p>In order to complete the study, the writer decided to present three main parts. The first one explains every aspect of integrated marketing communication (IMC) and IMC plan in terms of theory. The second part, as well as the main part, gives general analyses of the company, market and target audience. More importantly, the second part also recommends a thorough IMC plan for the case company in order to achieve communication objectives. The last part is seen to be the most practical one, as it creates detailed recommendations and gives illustrations of adverts to be included in the campaign.</p> <p>The study's main finding is the tools that company can use for its IMC campaign:</p> <ul style="list-style-type: none"> • print, outdoor and online advertising • sales promotion • direct marketing • distribution channels 	
<p>Keywords</p> <p>integrated marketing communication (IMC), IMC plan, flaxseed oil, Dr. Johanna Budwig, advertising, sales promotion, direct marketing</p>	

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1 Introduction

This chapter introduces the research to readers. Besides the research background, it presents the research topic and question as well as objectives.

1.1 Background of the research

The study presents an integrated marketing communication plan for the company named: Dr. Johanna Budwig GmbH & Co. KG. The company is competing in German market of functional food with the main concentration on Omega-3 fatty acids products. The company's main product line is different kinds of healthy oil used in cooking, among which flaxseed oil is the company's focus. The company customer's base includes two groups: consumers and professionals (doctor, physicians, etc.).

The research presents to the case company advices and recommendations on how to communicate their product to the target audience. Since the product and the company itself are not really known in their target market yet, our communication goals are: Category Need and Brand Awareness.

1.2 Research topic and question

1.2.1 Research topic

The research topic is integrated marketing communication. Marketing is a vital activity of a business in order to survive and expand. With a view to increasing product as well as brand awareness, not only a single marketing activity but also a mix of different strategies is required. Therefore, integrated marketing communication (IMC) is considered a useful and effective solution for companies.

Integrated marketing communication mix includes different elements, e.g. direct marketing, advertising, sales promotion, personal selling, public relations (PR), sponsorship, etc. However, when applying to the reality of a business, flexible combination of appropriate strategies is significant in creating an effective communication plan.

This is a product-oriented study with the main purpose is to create an integrated marketing communication campaign for a case company.

1.2.2 Research question

What kind of promotion tools can be used in the IMC plan for Dr. Johanna Budwig GmbH & Co. KG?

The research problem is straightforward and specifically aimed at the case company: Dr. Johanna Budwig GmbH & Co. KG. In more details, the study is going to create a marketing communication campaign which includes a set of strategies applied on different channels.

The business field is fairly specialized, that's why it is important that the product information and usefulness is firstly brought to a greater amount of **consumers** in an easy-to-understand and consumer-friendly way.

1.3 Research aim and scope

The main aim of this communication plan is to increase flaxseed oil sales by 10000. To achieve this purpose through an integrated marketing communication campaign, we set two main communication objectives to be met while executing the plan:

- Creating brand awareness
- Creating category need

In order to meet these objectives, the study will plan a set of strategies carried out through different channels. Those strategies are set to help potential customers get better knowledge in the field of flaxseed oil, and Omega 3 products, and by that creating a specific category need as well as make the target audience aware of the brand.

The main message sent out from this campaign is an answer to the wish of the potential customers to stay healthy and feel good later in life. This is one of an important value contribution to the company. Furthermore, the result of the research will provide company with better buyer profile information and preferences. In addition, the final

outcome of the research – a marketing communication set of strategies – offer the company different illustrated final advertisement designs, which can be delivered directly to the market.

1.4 Structure of the research

The study is divided into 5 main parts. The first chapter introduces the study and overview of the research. The second chapter focuses on theoretical framework. This chapter includes definition of IMC, the integrated Marketing Communication (IMC) mix and the planning of IMC.

In the next chapter, the IMC plan for the company is presented. It follows 7 steps needed to create an IMC plan as stated in the second step. The fourth chapter is the conclusion of the study. Most importantly, practical booklet of creative ideas and guidelines can be found in the sixth chapter. The sixth chapter is considered attachment.

2 Theoretical framework

In order to make an IMC plan, it is important to understand thoroughly what are included in the IMC mix and what tools to be used. The author is given all the options to choose from when creating the plan for the company in order to reach the objectives requested by the company. The theory also includes the IMC planning process which outlines the steps taken.

However, the theory only works as a guideline, based on which the author consider each relevant tool in the IMC mix and apply to the case company's situation. The outline cannot be followed strictly because if every tool is fully applied then the plan is not any more affective. According to the author, the company's unique features and other requirements also play a significant role in creating the IMC plan.

2.1 Definition of Integrated Marketing Communication plan

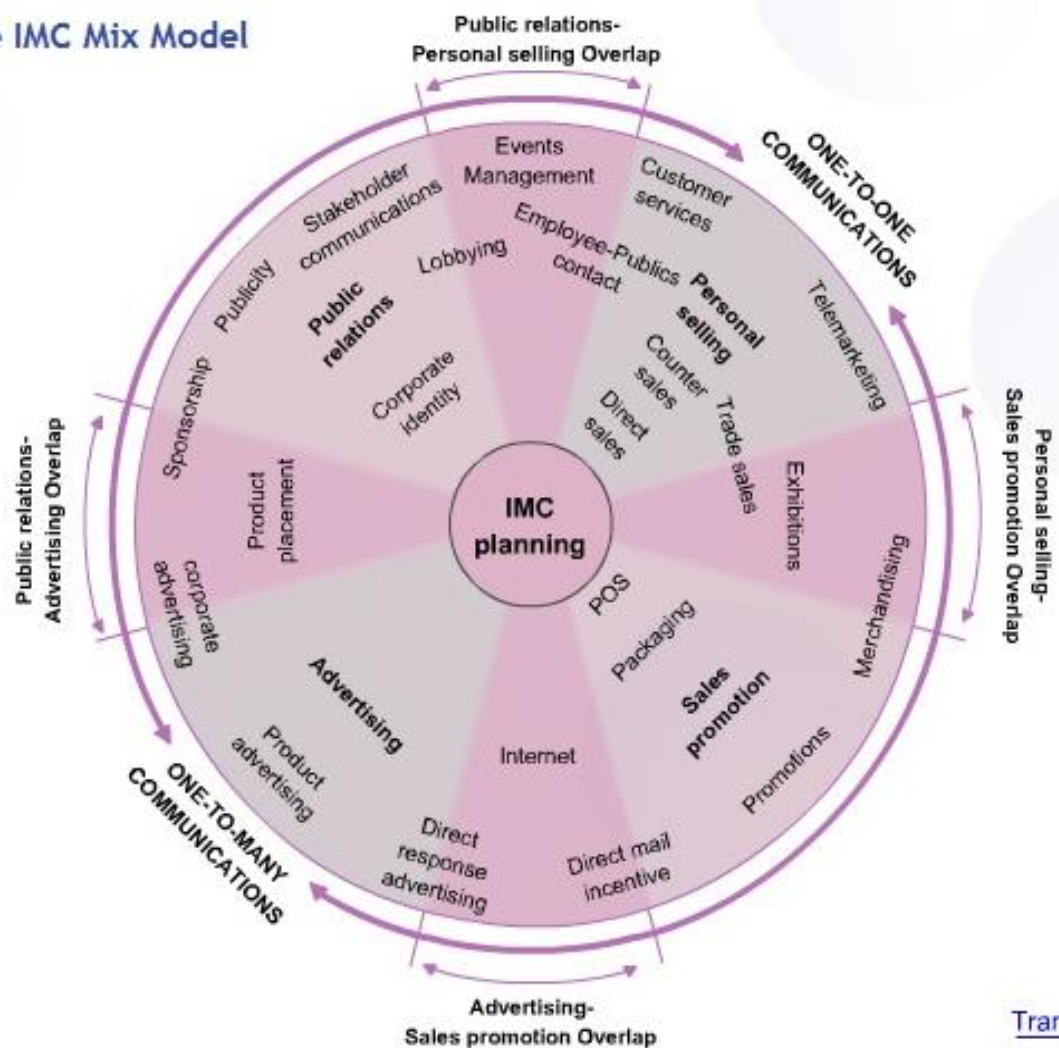
Integrated Marketing Communication plan is defined as “a management process through which an organization enters into a dialog with various audiences. To accomplish this, the organization develops, presents and evaluates a series of messages to identified stakeholder groups. The objective of the process is to influence the perception, understanding and actions the target audience has towards the organization and/or its products and services”. (Fill, C. 2002, 3)

IMC is firstly aiming creating and developing brand awareness. Then, the second one aim is to affect customers' behaviours so that they decide to buy the product or the service. (Baines et al. 443). Marketing communication includes informative and suggestive communication. Awareness is created by informative communication, i.e. informing about the product to (potential) consumers. Suggestive communication, on the other hand, tries to affect attitudes by sending emotional messages to target audiences. In other words, suggestive communication makes potential customers decide to purchase the product or service.

2.2 Marketing communication tools

Promotion mix or marketing communication mix comprises 6 elements. The set of tools is: advertising, sales promotions, public relations, personal selling and direct marketing, and exhibition (or exhibit marketing). The four first elements are traditional ones and the two newly-added are direct marketing and exhibition. Although the latter two tools are added later, they actually existed for a long time. However until recently they developed very fast and are seen as vital tools in marketing communication. With all these tools, businesses can communicate and demonstrate the benefits of their products or services to customers. An effective marketing communication campaign combines the usage of these tools in order to communicate effectively to customers. The below figure demonstrates the marketing communication tools and how they are all interrelated to each other.

The IMC Mix Model



[Transcript](#)

Figure 1. IMC Mix model (Pickton & Broderick, 2005)

2.2.1 Advertising

Advertising is considered the senior element of marketing communication. Marketing is mainly aimed at increasing awareness about the product and affecting target audience's opinion. It is defined as the use of paid mass media, by an identified sponsor, to deliver marketing communication to target audiences. Principal benefits of advertising are large coverage, better targeting and low costs. In other words, advertising can reach mass audiences and reach mass audiences selectively at a low cost per exposure. (Pickton & Broderick, 2005, 593-596).

Advertising is very efficient and effective at reaching large audience. Many customers get to know about the products through advertisements. People see hundreds of ads in

different forms every day at any time in anywhere. Ads can be seen on newspapers/magazines, televisions, on radio, on the train or buses, on the streets, etc. These examples are called channels, or the media, which brings the message from the sender (businesses) to the receiver (targeted customers). When selecting the media, one of the most important factors is cost. For advertising, although the cost per exposure is low, the overall costs are relatively high. There are many different forms of channels to choose from. The following table shows choices of channels for advertising.

Table 1. Forms of media for advertising (Fill 199, 302)

Media class	Media type
Broadcast	Television, radio
Print	Newspapers, magazines
Outdoor	Billboards, public traffic vehicles
New media	internet, CD-ROM
In-store	packaging
Other	cinema, product placement

To conclude, advertising is a good way to reach large number of potential customers, stimulate short-term sales and maintain brand image. The disadvantage of advertising is that it is expensive, impersonal and it enables only one-way communication (sender -> receiver).

2.2.2 Sales promotions

Sales promotions are marketing communication activities used to encourage the trade and/or end customers to purchase or take other relevant action by affecting the perceived value of the product being promoted, or otherwise motivate action to be taken. (Pickton & Amanda, 2005, 639)

Sales promotion differs from advertising. While advertising offers reason to buy, sales promotion offers reason to buy it right away (Kotler & Armstrong, 2006, 469). Sales promotion is usually a short-term campaign. Sales promotion is associated with free offers, price deals, premium offers, and other promotions including merchandising, point-of-sale display, leaflets and product literature (Pickton & Amanda, 2005, 638). Sales promotions are carried out through retailers and wholesalers. Sales promotion can be used to respond to competitor activity and/or to promote sales in a short time.

Associated with sales promotions are merchandising and point-of-sales (POS). Sales promotion is an over-arching range of activities of which merchandising and point of sale form a part. Merchandising means a range of sales promotions activities to ensure that products are easily available and prominently and attractively displayed in the store. (Pickton & Broderick, 2005, 638-640). Merchandising involves visual display as well as such atmospheric sense as smell, music, lighting, etc. Point of sales is commonly understood as at the moment a customer purchase the product, or at the cashier. However, in a broader context, it refers to the store in general.

Another form of sales promotion is internal sales promotion. This might bring longer effect than the traditional form of sales promotion. The primary purpose of internal sales is to educate staff, and increase loyalty toward the company and its products.

2.2.3 Public relations

Public relations, commonly known as PR, aims to establish and maintain the relationship and cooperation between organization and its stakeholders. Public relations can be divided into external and internal PR. Internal PR deals with business's own employees to encourage them to follow the organization's operational culture. Meanwhile external PR emphasizes the strong and long-lasting relationship with the public, i.e. external interest groups.

PR does not focus strongly on sales function but primarily on enhancing corporate reputation, generating and maintaining goodwill. Nevertheless, PR represents one broad area of integrated marketing communication.

However, PR can be sometimes limited and scattered. In order to avoid negative publicity, PR should work together with other forms of marketing communication including advertising (Kotler & Armstrong, 2006, 477). While advertising is one-way communication, PR offers two way marketing communication where consumers have a chance to join the dialog and give feedbacks.

PR and marketing are undeniably closely tied. A new term of “marketing PR” shows the overlap area between marketing and PR. The activities of marketing PR focus mainly on the organisation’s interaction with consumers and other publics regarding marketing matters. Marketing PR can be seen clearly in IMC plans for individual brand rather than the whole corporate body in general.

2.2.4 Personal selling

According to Kotler & Armstrong (2006, 487), personal selling is the interpersonal tool of the promotion mix. While advertising consists of non-personal communication between company and target audience, personal selling involves much of personal interaction (Kotler & Armstrong, 2006, 487).

Personal selling and sales management brings a new focus on salespeople trying to keep and build relationship with existing customers rather than seeking new ones. This is the reflection of the move from simple transactional selling to relationship marketing. Relationship marketing, as the name suggested, emphasizes the importance of the relationships developed between an organization and other parties, including customers, partners, and suppliers. (Pickton & Broderick, 2005, 690) Therefore, for relationship-oriented businesses, personal selling represents the most important part of their integrated marketing communication plan.

The result of personal selling depends highly on the salesperson’s personality and overall control of the selling process. Sales roles vary a lot and can be classified into 2 broad categories: service selling, which concentrates on getting sales from existing customer base, and developmental selling which persuades prospects into customers. Among

these roles, key account sales are the most important to the selling company. Key accounts refer to customers, who are strategically important, therefore need to be looked after. Losing these customers mean a big lost to the business's sales revenue, which have a negative effect on the cash-flow. (Pickton & Broderick, 2005, 700)

In personal selling, sales process represents a long-term commitment, and it requires a great amount of time and money in order to obtain a good relationship. It explains why personal selling is the most expensive tool of the promotion mix.

2.2.5 Direct Marketing

Direct marketing targets at end customers and users. Direct marketing is very close to personal selling. It can sometimes overlap with personal selling in terms of face-to-face sales. Additionally, direct marketing includes telemarketing; direct response advertising, direct mail. These forms of direct marketing are usually combined with sales promotions. This clearly shows the importance of integration of different marketing communication in a particular marketing communication plan.

Direct marketing is known as a system that recording customer's information on a database. It is the customer database that makes direct marketing advantageous, because the focus of marketing is, as the result, on the customers rather than on the products. Direct marketing presents the new thinking in marketing: It is better to understand one's customers as individuals in more details, than to build up product brands (Pickton & Broderick, 2005, 622)

Most known examples of direct marketing is magazine or newspaper telephone selling, direct mail and online marketing. Direct marketing should be non-public, direct, customized, interactive and well-suited to highly-targeted marketing efforts. It is non-public because the message is directed to a specific person. Direct marketing is interactive in the meaning that it allows a dialogue between marketer and consumer. Hence the tool is often used to build up one-to-one customer relationship.

As it is known, direct marketing is a modern element of marketing communication, which relies on ranges of media. Traditional media choices include direct mail, newspapers, press, telephone, etc. The newest and very efficient media is the Internet. These are considered the prime choices for direct marketers. The following table summarizes the strengths and weaknesses of 3 key media: direct mail, telemarketing and customer recruitment media (press, magazines, internet, radio). (Pickton & Broderick, 2005, 628-629).

Table 2. Summary of strengths and weaknesses of key media for direct marketing

Medium	Strengths	Weaknesses
Direct mail	Highly targetable Responsive Payback can be outstanding Creative medium Good for detail	Need a suitable need or database Expensive Internal management is committing regarded as downmarket intrusive
Tele-marketing	Highly specific in marketing Powerful in getting responses Intimate Immediate response	The most expensive Potentially viewed as intrusive Requires close management Message must be simple
Press	Awareness as well as response	Low creative
Magazines	Segment audience by interest	Long lead time
Radio	High power of persuasion and credibility	Message must be simple
Internet	Expanding in use, low cost and high coverage	Requires customers to visit the site to respond

2.2.6 Exhibitions

Exhibitions and tradeshows are temporary events for demonstrating products to prospective buyers. They are principally designed to bring together potential customers and sellers of the same product category under one same roof. (Pickton & Broderick, 2005, 674)

Exhibitions and tradeshows are under the category of exhibit marketing. A modern form of exhibit marketing is called “pop-up stores”. The term refers to retails establishments that last for a short-time period, ranging from a few days to a few months. Pop-up stores usually sell seasonal products or provide seasonal services. Exhibit marketing is cost-effective in reaching customers and prospects. It not only reduces buying cycle but also gives opportunities for companies to reach hidden buyers.

Exhibit marketing persuades customers to make a purchase. If not, it at least influences their buying decision. (Pitta et al. 2006).

Exhibitions are expensive activities and require much of time as well as human resources. Exhibitions and tradeshows require strategic planning as the one of marketing communication campaign, however, in a smaller scale. To be successful, exhibitions must be firmly integrated within the IMC process and the company’s marketing strategy (Pitta et al. 2006)

2.3 Integrated marketing communications plan

Integrated marketing communication plan starts with an overview of the IMC campaign. Communication channels should be seen as a series of inter-related marketing communication tools that complement each other and strengthen the overall impact of the campaign. (Pickton & Broderick, 2005, 291-292).

According to Hackley, C. (2010, 83-84) typically an IMC plan comprises of the following sections:

- Situational analysis: research and analysis
- Determine marketing communications targets: Target audiences

- Setting budget allocations, making resources available: Budget estimates
- Communication objectives
- Communication strategy
- Campaign implementation: media plan
- Campaign control and evaluation

2.3.1 Situational analysis: Research and analysis

The purpose of situation analysis is to gain thorough insights about the company, the brand and its history & value, and competitive context. Situational analysis concerns research and analysis of brand and competition.

The brand commonly needs the continuity from previous campaign in assure coherence and stability (Hackley, 2010, 84). That is why, it is important to have a close look at the previous marketing campaign of the company and make a proper research in order to fully understand the brand's history and value. Equally important is the competition analysis. It is important to know thoroughly the business context of the business, i.e. the competitors in the industry.

2.3.2 Determine marketing communications target: Audiences

The second step in the process of planning integrated marketing communication is to research the customer database. This refers to determining targeted customers, or audience targeting.

In a marketing communication campaign, it is vital to know at whom the campaign targets. In general, the responsibility of marketers includes segmentation, target and positioning. According to Pickton & Broderick (2005, 374), these tasks are explained in details as:

- To define the market and divide it into groups of similar characteristics and of similar needs
- To select particular groups that that are most profitable and appropriate, because each group requires different way of approaching and marketing

- To communicate to that groups' needs so that your products are more appealing than those of competitors.

Target audience profile requires such information as lifestyle, demographic characteristics, values, interests/hobbies/lifestyles; buying preferences, purchase behaviours, etc. The target group should be neither too wide nor too narrow. If it is too narrow, opportunity to reach customer is low. And if it is on the other hand, the expected effectiveness of the campaign may not be reached. Only when the target audience of the campaign are profiled, the media plan can be established and scheduled. (Hackley, 2010, 86).

2.3.3 Setting budget allocations, making resources available

It is important to have financial controls on marketing communication campaign. By financial control it means budgeting, monitoring and controlling expenditures. The budget setting activity depends on what kind of marketing communication mix is applied. For example, budget setting for a sales promotion campaign is not very difficult because it brings immediate sales result and financial outcomes (most importantly return on investments) can be easily calculated. However, budgeting is not an easy task when the IMC campaign concerns long-term effects such as brand building, customers' loyalty, etc.

There are two ways of setting the budget: top-down and bottom-up. The top-down strategy indicates that the budget is determined beforehand by senior executive (Pickton & Broderick, 2005, 402) and within that budget the marketers have to self-manage in order to produce an appropriate campaign. Unlike that, the bottom-up strategy associates direct connections with the campaign because the campaign is first planned, after that the budget is calculated by functional specialists and passed to senior executive for approval. The best way is to apply both strategies and compromise of both budgets is the most sensible.

2.3.4 Setting communication objectives

When communication objectives are formulated, they will bridge the marketing strategy and the integrated marketing communication campaign. In other words, they clarify how the communication acts to support the marketing strategy. Additionally, it is also important to formulate objectives so as to measure achievements.

Objectives of an IMC plan must be straight-forward, well-defined and concrete. Moreover, they need to be realistic and challenging. An example of an IMC plan can be changing the attitudes towards eating a brand of breakfast cereal so that consumers would start having them in other time of the day as a snack (Hackley, 2010, 90). Furthermore, the communication objective might as well “*state a need to position, or reposition the brand in terms of market-leading competitors*” (Hackley, 2010,86). Most importantly, the communication objective has to gather the 2 following factors: achievable through communication and supportive to the marketing objectives.

Additionally, Pickton & Broderick (2005, 420-421) describe objectives according to the SMARTT guidelines: Specific, Measurable, Achievable, Realistic, Targeted and Timed. It represents the level of details that objectives should achieve. According to Fill (1999, 510), the SMARTT guideline can be in form of either one sentence or a table. The length of the guideline is not important, but the content of it is what matters.

The “five communications effects” have been developed by John Rossiter and Larry Percy (1997, 109). These five communication effects include: category need, brand awareness, brand attitude, brand purchase intention and purchase facilitation. The following table summarizes the communication objectives options that need to be considered for each communication effects. The table is reproduced by Pickton and Broderick (2005, 425).

Table 3. Rossiter and Percy's five communications effects defined and the objectives options available for each

Communication effect	Definition	Communication objectives options
Category need	Buyer's acceptance that the category (a good or a service e.g. music centre, security system) is necessary to remove or satisfy a perceived discrepancy between the current motivational state	<ul style="list-style-type: none"> • Omit reference to category need if it is already assumed to be present • Remind if category need is latent • Sell if new category users are targeted
Brand awareness	Buyer's ability to identify (recognize or recall) the brand within the category in sufficient detail to make a purchase)	<ul style="list-style-type: none"> • Brand recognition if choice made at point of purchase • Brand recall if choice made prior point of purchase • Both if justified
Brand attitude	Buyer's evaluation of the brand with respect to previous experiences and perceived ability to meet requirements	<ul style="list-style-type: none"> • Create brand attitude if unaware • Increase if moderately favourable • Maintain if maximally favourable • Modify if moderate with no increase possible • Change if negative
Brand purchase intention	Buyer's self-instruction to purchase the brand or to take purchase related action	<ul style="list-style-type: none"> • Assume no brand purchase intention in promoting for low-risk brand • Generate in all other product promotion
Purchase facilitation	Buyer's response to other marketing and organizational activities to facilitate the purchase and that other factors will not hinder the purchase	<ul style="list-style-type: none"> • Omit purchase facilitation if there are no problems with other marketing mix activities • Incorporate purchase facilitation in campaign if problem exists

Last but not least, the message plays a very important role in the IMC campaign. That is why; creating the right message that pulls the interest from target audience is one of the key factors. In order to have the right message, we need to understand how and why purchase decisions are made. Rossiter and Percy (1997, 148-149) suggest researching customers' motivation and involvement in the process of making purchase decision. Motivation is divided into negative and positive. In order to lead to purchase, with positive motives, the campaign simply need to create a mood to buy, while with negative motives, a problem or a potential problem needs to be addressed and a solution needs to be presented. Concerning low and high involvement purchase decision, the former only need to draw audience's attention to the message and create a positive impression of a brand. However, the latter, i.e high involvement purchase decision, in addition the audience need to accept, believe and be persuaded by the message and build a brand attitude before making purchase. The below Rossiter and Percy's involvement and motivation grid helps *'focus the manager's thinking about a product or service in terms of the target audience's involvement with the choice decision and the motivation that drives its behaviour'* (Rossiter &Percy, 1997, 148).

		Motivation	
		Informational (Negative)	Transformational (Positive)
Involvement	Low		
	High		

2.3.5 Strategic decision making

At this point, the company needs to select which communication methods to be used and to what extent they are used. The decision is made based on the promotional objectives and context analysis. It is necessary to note that each company's own interests and each particular campaign affect the strategy choices. That is why, for example, although two products are in the exact same field, different tools are used by different companies.

In strategic decision making, first the communication methods are decided, after that is the selection of appropriate media and the financial resources must also be estimated and determined.

Different strategic approaches have been identified and developed. This categorization of 7 strategy choices is presented in Pickton and Broderick's researches (2005, 427-430).

The first one is **generic strategy**, which emphasizes on category need rather than brand awareness. In this strategy, the generic products/services are promoted rather than any individual company or brand. As a matter of fact, market leader is the one who gains the most from this generic products/services promotion. Therefore, market leader is the most likely to adopt this strategy.

On the other hand, if there is a wish to present a particular brand, the **pre-emptive strategy** is a right choice. This strategy is very useful in growing or awakening market where competition is almost non-existent (Pickton & Broderick, 2005, 427). Furthermore, **unique selling proposition strategy** emphasizes on the superiority of the brand based on a unique feature or benefit (Pickton & Broderick, 2005, 427). To be more precise, marketing communication concentrates on promoting the distinctiveness in the offerings such as product feature, expertise, after-sale services in order to promote the brand. Additionally, to companies that appreciate and stress on the importance of brand image, the most appropriate option is **brand image strategy**. This

approach forms the whole image in the minds of target audience through naming, logo, theme colour, packing, etc.

Other than those mentioned above, **positioning strategy** is adopted in order to create competitive differentiation and advantage. Positioning in communication terms of view can be achieved by price vs. quality, by consumer benefit, by product user, by culture, etc. Another strategy to be adopted is **affective strategy**. It attempts to raise involvement and emotion and usually there is not a great stress on selling. Last but not least, **informational** strategy is also used frequently. Its approach is to deliver information through a certain creative theme. Best example of this strategy is recruitment advertising.

In addition to strategy decision among the 7 mentioned approaches, another important decision of marketing communication centres on the determination of **push and pull strategy**. Push strategy concentrates on channel intermediaries (retailers, wholesalers, agents, brokers, etc.) in order to develop sustainable relationships, build networks and achieve distribution coverage. Meanwhile pull strategy's target audience is final customers or consumers. Communicational goal of pull strategy is to encourage the demand of such products and persuade the audience to make purchase. It is important that if intermediaries are involved, then the integration of both push and pull strategy is vital. A combination of 2 strategies are always more effective than a single one. In reality, manufacturers and channel members are often united to organize joint promotions.

To conclude, strategy is very important because it is the guideline for the whole campaign and supports the overall communication objectives.

2.3.6 Media implementation

In an integrated communication campaign, there are a lot of important issues relating to media that need to consider and a lot of important decisions that need to make regarding the media plan. In order to create an effective media plan, the following questions should be taken into consideration: How to reach the target group most efficiently and with greatest impact? (Hackley, 2010, 88)

The media plan helps deliver the message to the right target audience with the maximum impact at the lowest cost per (thousand) customer reached. When making a media plan, there are basic elements to be included: media objectives (with reference to communication objectives), target audience (also with reference to IMC plan), media channels selection, schedule of the media plan (can also be considered schedule of the IMC plan), purchase of the media and assess media effectiveness. Media planner's task is to select the most appropriate combination of medium in order to achieve the greatest reach possible. Reach here means the number of target audience reached by an exposure. The campaign is effective only when it reaches a sufficient number of relevant consumers.

The media plan is in fact a mix of different media using different channels in order to reach and influence the audience. There is a variety to channels to choose from e.g TV, magazines, sales promotion, direct mail, sms, internet, outdoor billboards, ads on public transportation, etc. The key is to combine and integrate these channels in a mix used through-the line campaign with a view to reach communication objective. The choice of media channel is based on such criteria as coverage of target audience, communication context, the engagement of the audience with the medium, and the cost in relation to the campaign budget (Hackley, 2010, 150). Each media channel has its own strengths and weaknesses. Hackley (2010, 150) has made a summary of a few main channels' characteristics (see table 4).

In the process of planning media for an IMC plan, it is very important to distinguish between media channel and media vehicle. Media channels refer to magazines, or TV, or outdoor billboards, etc. Meanwhile media vehicle refers to specific magazines, specific TV programmes, or specific area for placing billboards. The selection of specific media vehicle depends on the target audience characteristics.

Besides, timing is also important in media planning. If the advertisements are presented at the right moment, they will achieve greatest impact. Advertisements can be scheduled based on the communication objectives. They can be spread in a small amount

over the campaign period i.e. a drip campaign, or in a short intensive amount of time i.e a burst campaign, or alternatively in a stepped exposure of every second week over several months i.e pulsing (Hackley, 2010, 137). The schedule depends mainly on the duration of the campaign, and the spread of channels used over that period.

Table 4. Strengths and weaknesses of communication channels

Channel	Strengths	Weaknesses
TV	Dramatic audio visual impact Large coverage of audience Possibility to demonstrates products Prestige	High cost Low attention Short exposure Long lead time
Newspaper	Source credibility Immediacy Regular exposure	Relative high cost Short exposure Uneven audience reach
Magazines	Special interest targeting Long life in household	High cost Lower circulation
Radio	Regular and repeated exposure Lifestyle targeting Immediacy Low cost	Low attention Low prestige Short-lived
e-marketing communication	Engagement Direct response Measurability for ROI Personal targeting	Constant monitoring required Crowded arena Technically complex
Outdoor promotion	Prominent in busy settings High local visibility Repeated exposure for commuters Creative possibility (electronic, 3D)	High cost Geographically limited
Direct marketing	Personal communication Tailored message Sales trigger	Resistance Database currency Low response rate

2.3.7 Control and evaluation

When the promotions have been presented and the IMC campaign has been carried out, it is a significant task to ascertain the effectiveness of the campaign. The key measurement is to what level the IMC objectives achieved in 3 main areas: media evaluation, communication effects and sales effect (Pickton & Broderick, 2005, 516). The controlling and evaluation is designed not only for the whole campaign but also for each element of the marketing communication mix.

Concerning the communication effects, or the message contents, the evaluation can be made before (pretesting), during (controlling) and after (post-testing) the campaign. Pretesting is the assessment of marketing communication elements before they are launched. Firstly, pretesting evaluates if the message is perceived by target audience as planned. From there, the result of assessment suggests the optimum combination and as a result, reduces the risk of failure.

Secondly, controlling refers to *“the evaluation of marketing communications at various stages during their use”* (Pickton & Broderick, 2005, 527). Monitoring throughout the campaign allows necessary modifications and changes in the campaign.

Thirdly, information gathered from the post-testing helps evaluate whether the campaign is profitable. Nevertheless, information is valuable for future campaigns. However, the evaluation process is often seen as unnecessary because it creates more workload and spends more budget of the campaign (Rositter & Percy, 1997, 585).

3 IMC plan for case company: Dr. Johanna Budwig GmbH & Co. KG

3.1 Situational analysis

In this sub-chapter, the company profile will be presented in order to provide all necessary information to carry out the campaign. The information is gained during the process of studying the company.

3.1.1 Company and market analysis

Dr. Johanna Budwig, after whom the company is named, is a famous German chemist, physicist and pharmacologist. She discovered that the nutrition containing omega-3 and omega-6 fatty acids could prevent cancer, and additionally they are very healthy ingredients.

As mentioned in the introduction, Dr. Johanna Budwig GmbH & Co. KG is selling in the German market of Omega-3 fatty acids. This market consists of three main products: Flaxseed oil, marine oil and algae oil (Frost & Sullivan, 2011).

Among these 3 products, algae oil is less divulged. The industry is dominated by marine oil, which represents 78% of the market. The flax seed oil market represents 13%. (Daniells, 2008). Dr. Johanna Budwig GmbH's most popular product is flaxseed oil.

The European market, which represents 28% of the overall Omega-3 market, had a value in 2007 of 296 million USD (Frost & Sullivan, 2001). The European market is dominated by a high demand of Omega-3 products by the UK, Germany, Spain, France and Italy. In the year of 2008 there were 723 products launched in Europe, which contain Omega-3. In 2006 the number of launched products was only 562. The Omega-3 market is one of the biggest trends in the functional food business (Haynes, 2006). It is said to be growing by 24,3% each year, however it has not yet reached its maturity. The market will reach a value of 1,3 billion USD by 2014. (Frost & Sullivan, 2011).

3.1.2 Competitors analysis

Since Dr. Johanna Budwig company possesses the highest level of Omega fatty acids in the flaxseed oil market, the company has no direct competition and is therefore the market leader. Even though there is no direct competitor, our research has shown that there are several indirect ones.

In the flax seed oil segment, there is only one big competitor called Dr. Rudolph GmbH, which sells its products at online store (Amanprana.de.) at a lower price. Another close competitor is Neuco, which is also positioned in the lower price segment. The third competitor in the list is www.spreewald-praesente.de.

Furthermore there are various indirect competitors in the marine oil segment. Big pharmaceutical companies such as Ratiopharm or Abtei sell their salmon-oil pills in (online-) pharmacies. Indirect competitors also include producers and sellers of other substitutes such as fish oil capsules, omega 3 capsules and other food containing omega 3 (milk, yoghurt, eggs, etc.)

3.1.3 Brand analysis

Dr. Johanna Budwig is a brand with a very strong base behind it. This base being the research and the achievements of Dr. Budwig, the best quality of flaxseed oil, and the production process up to the highest standards. All these characteristics make the brand special and stand out among the other brands labeling flaxseed oil products. The competitive advantage of the brand over the others is undoubtedly the name of Dr. Budwig. The products under this brand are associated with a highly valuable research, very effective and popular diet, and the “genuineness” of the product. However, we need to improve the knowledge of potential consumers in this area, increase the brand awareness with all its associations to make them fully perceive all the benefits it provides and eventually purchase the product.

3.2 Target audience

The target audience the company has been focusing on so far is divided in two sub-groups: professionals, consumers. They are both called subscribers of the company, which means customers subscribe for their particular products for an indicated duration, and the products will be delivered to the subscribers' addresses. For the purpose of the research question, we will only consider the latter category. The current target group of the company includes two sub-groups as follow.

The primary target audience among the buyers consists of:

Germans, 50+, non-users of flax seed oil, financially well-off, they might already use other Omega-3 substances, health conscious, some of them already suffer from a health condition. They have to or want to change their eating habits.

The secondary target audience consists of:

Germans, mainly female, age 30+, non-users of flax seed oil, financially well-off, they might already use other Omega-3 substances, health conscious, they have children or are pregnant or do breast feeding.

In combination, with our new campaign the buyer group looks as follows:

Women, age 30+; non users of flax seed oil; financially well –off; might already use other Omega 3 substances, but not necessarily; health conscious; have children or are pregnant; care about staying healthy later in life; care about their parents' health; read magazines Tageszeitung, Apotheken Rundschau. (These magazines are channels on which the company will present their ads. One of the missions of the study is to design ads for these magazines).

3.3 Objectives and message

The marketing communication program will strive not only to concentrate on product benefits but also its brand heritage the name of the founder Dr. Johanna Budwig.

When choosing our communication objectives, we decided that the main aim of our effort is to create brand awareness and attract 1000 new customers for the company.

This however will be assisted by certain activities aiming at setting clear boundaries of our product category and determining the need among our target audience.

The message we are trying to communicate to target audience with our advertising is the benefit of using the product. The main benefits should come out of well-considered consumer insight.

According to Rossiter and Percy grid, our product belongs to the category of low involvement and negative motivation.

		Motivation	
		Informational (Negative)	Transformational (Positive)
Involvement	Low	X	
	High		

In this case, the potential problem is addressed and our products offer a solution. The problem is stated as people not being in a well state in the old age. The main motivations for people to buy healthy products are to be in good and healthy condition when they are older, and to prevent civilization illnesses. Therefore we decided to assure consumers in our advertising, that they will *'stay young and healthy with a tablespoon of flaxseed oil a day'*. Such purchases are seen as low-risk purchase, so it does not require high involvement in order to make a purchase decision. The most important thing here is that through the message the problem is perceived and the benefit as well as the solution is clearly delivered.

Additionally, we are trying to highlight the best quality, pureness of our oil, and the highest quality amount of Omega 3 it contains. To pass this message on, we decided that the ads should be more educational than emotional, at least in the introductory period of the campaign until the consumers become aware of the brand and products' key benefits.

3.4 Strategy

As mentioned in the previous part, the emphasized benefits or the products come out as a 'relief' from target audiences' true needs and problems. In other words, the strategy used in the campaign is the combination of pull and push strategy. Pull strategy takes the consumers as center and from there develops strategies for the campaign accordingly. Meanwhile push strategy focuses on distribution channels in order to bring products to target consumers in terms of information and product placement.

This plan, as mentioned above, is structured based on pull strategy, which focuses more on customers than distribution channels. Distribution channels are bridges helping the company reach final target which is customers. The recommended IMC mix focuses mainly on sales promotions, advertising and direct marketing. With advertising campaign both product and brand awareness is raised and main message is distributed to target audience. Furthermore, direct marketing and sales promotions help to promote products and brand in the market. In the following part, the IMC mix will be discussed in further details.

3.5 Implementation of IMC mix

The 3 IMC tools used throughout the campaign include:

- print, outdoor and online advertising
- sales promotion
- direct marketing
- distribution channels

3.5.1 Print, outdoor and online advertising

‘Stay young and healthy with a tablespoon of flaxseed oil everyday’

First and foremost, any methods of advertising used need to clearly distribute the above message to target audience. It is recommended to use many different channels with our unified advertising so that our potential consumers get the right message from many different sides. The advertising strategy is of course adjusted to fit particular channels.

Print

One of the very effective channels of print advertising is **magazine**. Usually people choose magazines based on their interests and they have the habit of reading the same type of magazines. Therefore magazines chosen will be health-related magazines or free pharmacy magazine “Apotheken Rundschau” and female’s magazines. The study suggests using two different ways to place ads in the magazines: regular solo ads and ads assisted by an article. Ideally, in addition to promoting products, the designed articles should exhibit Dr. Budwig’s research and achievements; promote the foundation and the company background. Articles are seen to be more reliable and eye-catching than ads when recommending health-related products. The author chose magazine as a media in order to reach our objectives of supplying further knowledge to the potential customers in the area of Omega 3 and flaxseed oil, and therefore creating a specific category need among our target audience.

This media will be supported by the **posters** placed in clinics, pharmacies, organic stores, where visitors tend to have time reading the adverts while waiting. In addition, fliers and handouts are also available to be picked up in clinics and pharmacies. Furthermore, in such places, a form requiring more information about the products will be made available for visitors to fill in. Then, according to the contact information provided, further materials can be sent via email or post-mails. From here we can notice how advertising and direct marketing connect and support each other.

Outdoor advertising: billboard and transit

Another suggested form of advertising is **outdoor billboards**. Outdoor advertising is meant to emphasize and support the message delivered by the primary media, which is print in this case. Although considered a supporting method, outdoor billboards can help to repeat the message to target audience and support brand enhancement. Besides, outdoor billboards can reach not only target potential consumers but also a large number of audiences. Billboards can be placed inside shopping center, nearby schools or kindergartens, nearby popular gymnastics. Women of age 30+, as defines in the target group, can be easily reached in such places.

If magazines can reach only audiences who has the reading habit, billboards introducing products to potential consumers in an “unintentional” way, which is why it can reach a larger audiences. Plus it can reach other groups that do not belong to the target group such as fathers, grandparents of the family, or people who also cares about eating and living healthily. Therefore, it can also be considered to be an effective way of creating new target customers in the market.

Outdoor advertising includes **transit advertising**. Advertising on the side of public transportations like buses, trams and trains does not cost a great deal of money but the amount of audience reached is rather large. It is suggested to focus on routes to the center and highly-populated area in order to maximize the effectiveness of this medium.

Online advertising

Internet or online advertising is nowadays the most cost-effective method of an integrated marketing communication campaign. As online shop is one of the distribution channels of the company, it is recommended to heavily use this medium especially in order to create brand awareness.

Online ads and banners can be placed on homepage of a few targeted magazines. Additionally banners should also be put on the informational websites, blogs and forums. Usually potential buyers will search information of our products and product

category from the internet by typing certain keywords such as ‘flaxseed oil’ or ‘omega 3’ in search engine. They often choose to read information suggested in the first page of result. The idea is to place an ad next to the article or the post related to the topic of Omega 3 and flaxseed oil on those suggested websites. One of the strongest and most popular search engines in the target market is Google. Thus it is recommended to use the advertising service of Google Adwords. By keeping track of users’ recent searches and usage, Google Adwords also demonstrate ads on every webpage browsed by a particular user. If a user has recent history of searching for flaxseed oil, or omega-3 products, or healthy diet, etc. (s)he will constantly see ads of brand Dr. Johanna Budwig’s company. By this way we will create an automatic association of a general product category with one particular brand – Dr. Johanna Budwig.

Youtube: Some people find it easier to access information through watching than reading. Through the sharing of video the company can educate and influence the target group. Youtube Annotations allow you to add interactive commentary to your videos, which makes video more lively and attractive. The main advantage of this media channel is the cost-effectiveness and the popularity and reliability that Youtube provide. The suggestion is to prepare a set of educational and advertising videos, using a new feature of YouTube Annotations which makes them more interactive and fun. The company will invite one professional with good reputation to talk about omega 3 products in general and he will introduce and give comments on Dr. Johanna Budwig brand and products. This promotes brand awareness and reliability as well as enhances products’ effectiveness.

Facebook has become the most popular online community and advertising on Facebook has also bloomed together with its development. With a huge number of users, advertising on Facebook reach mass audiences. There are two options: using services of Facebook advertisements and simply creating a community on Facebook with no costs associated. Concerning the former, Facebook Pay for suggest Clicks (CPC) or Pay for impressions (CPM) model. As advised on Facebook advertising’s homepage:

“Advertisers are in control of how much they spend by setting a daily or lifetime budget. When you run your ad or sponsored story you will only be charged for the number of

impressions (CPM) or clicks it receives. The amount that you pay will never be more than your daily or lifetime budget and there are no additional fees associated with running ads or sponsored stories on Facebook.” (Facebook Ads & Sponsored stories, 2012)

Budget depends totally on the company’s decision and target can be a specific country. Naturally the higher the budget is, the more people the campaign is likely to reach. Anyway, this is an option the company can take into consideration. The latter is also very effective and has been used by many different companies. The author also advises to simply create a community of Omega 3, or flaxseed oil, or healthy living to promote the brand and the product using words of mouth. On that own page, the company can upload articles and videos related to the product category in addition to materials of the company itself. Moreover, some other special Facebook discounts or coupons can also be organized. It not only attracts more customers but also enriches the distribution lists for further direct marketing purposes. Direct marketing strategy will be introduced in the later part of this study.

Dr. Johanna Budwig professional portal is a long-term strategy. Professionals in the area will receive an invitation to join Dr. Johanna Budwig Health Portal online, create their own account and in so doing get an opportunity to exchange and publish information, articles, discuss current issues in the ‘healthy living’ and ‘healthy lifestyle’ field. This way the portal would become a valuable source of trusted information desirable for our target audience. The potential and existing customers will be able to access the information after creating their accounts. They will be able to discuss their issues and consult the professionals on issues they are interested in. The highest aim of the professional portal is not to promote the product directly but to create positive brand attitude and brand awareness. This activity will also help the company engage in CSR activities.

Online information availability: Since the company sells its product mainly via Internet, we recommend that the website is positioned by some professional services so that it appears higher in the search engine result. Also, Wikipedia a

source people turn into when looking for some general idea of a specific thing. Though the source is not highly-trusted, it is used by many people and usually stays on top of search result pages. That's why; the idea here is to update the existing entry under Dr. Johanna Budwig with further information of the foundation, the company and its traditional, authentic and unique character as well as the real benefits the potential consumers get from using flaxseed oil products. Moreover, the most important thing to be updated is the link to the company as well as the online shop, which is www.dr-johanna-budwig.de/. Another thing to notice is that it might become very effective if the information is more associated with 'Budwig diet' and a cure for cancer. Such information is well-mentioned at the moment; however, continuing promoting these effects will highlight the product category as well as the brand of Dr. Johanna Budwig.

To shortly conclude, online advertising will raise and promote brand awareness via Budwig Professional Portal, Budwig Facebook community, improving the accessibility of the website through search engines as well as improving the Wikipedia entry. Online ads and banners will be also used in the same function on different websites related to healthy diet, Dr. Johanna Budwig's research, flaxseed oil and omega 3, etc. Internet will also be used to share educational videos through YouTube on different websites. The videos could also be sent to customers as newsletters which would significantly improve the customer relationship management.

3.5.2 Sales promotion

Dr Budwig's products are characterized by "a high price for high quality". Therefore, long-term sales promotions do not match with the concept as it implies reduced price implies lower quality from the aspect of some customers. However, in-store short term promotions for special events would not affect the brand's image. Examples of suggested short-term promotions are two-for-the-price-of-one, buy 2 get 1 free, 10 percent off, free gifts, discount coupons for the next purchase (Hackley, 2010, 183). The first and foremost effect of sales promotion is to persuade people to try Dr. Johanna Budwig's brand especially for cost-conscious customers. Nevertheless, such sales promotions will encourage repeat

purchases of our products and boost brand loyalty. So sales promotions will not only help to attract new customers but also increase sales and create loyalty from old customer base.

These special offers as suggested above could be put forth through:

- Coupons in printing media, i.e. magazines
- The website, Facebook/ or online community, and professional online portal where customers receive a coupon to their email address after filling in a contact form.
- Newsletters which are sent to customers on a monthly basis

Ads when products are on special campaigns will also be promoted on online channels, newsletter and printed media. In other words, whenever there is a special campaign, it will be advertised on each and every media channel suggested to use in this study.

We also recommend seasonal promotions such as Christmas boxes with a special price, including Budwig's flaxseed oil bottles, recipes to use this oil for festive Christmas dishes, Christmas bags etc. Other special days around the year can be named as Mothers' day, Women's day, Valentine day, etc. Basically the same tactic can be used but according to each event, we need to design a different package of promotions. By package of promotion, the writer means boxes that are designed according to special themes; products are put into different boxes for different customer groups and attached recipes according to special day's theme.

All in all, sales promotions can be very effective in creating brand awareness, increasing sales and building brand loyalty. However, it is important that sales promotions are not so close to each other, otherwise the effect of promotions will decrease and customers will no longer pay attention to the brands' campaign.

3.5.3 Direct marketing

Direct marketing consists of all the techniques and the media that will help to set up a long distance relationship between Johanna Budwig and its consumers. It will be a useful tool to send a message to our specific target group to reach new customers and to improve loyalty among the current customer base.

The message would include news about the company. People will indicate on the website, their preference concerning how they prefer to receive it. They will be asked to select between Internet and post mails, when registering online for a free subscription to newsletters. Database of (potential) customers can be built from contact information given in contact card requiring more information on specific products, or when online community users would like to receive special discount coupon during a campaign. In other words, apart from marketing purposes, other methods also help creating a customer database for direct marketing.

Concerning the first option, the Internet can be used to deliver messages to customers in wide range via e-mails. At the moment, direct messages are only sent to the professionals. This study suggests that information about products and special offers will be sent to regular customers as well as potential customers in addition to professionals. Furthermore, for those who prefer reading hardcopies, it is also possible print newsletters by logging in to their own account on company's website or online information portal.

The second option is post mail. Customers will receive newsletter via traditional post mails with information of new product launch or special events' offers.

Other than that, we strongly recommend attracting more potential customers to enrich the database. When people sign up online or fill in the form to give away their contact information, they will receive a special discount only for first-time customer. Once being listed in the database, they will continue receiving newsletter and special discounts. To conclude, with direct marketing delivering newslet-

ter and discount coupons, potential customers will eventually make a first time purchase and old customers keep coming back and becoming loyal to the brand.

3.6 Distribution channels

As the company main sales at the moment come from online shops, it is suggested that it expands to more distribution channels in order to reach more target audience. The study would recommend placing the product in organic stores and pharmacies. As putting ads in magazines, clinics etc. is part of the communication campaign, it would be a very important step to introduce the products in these physical stores. It is believed that more potential customer are willing to make purchase at retailers' such as pharmacies and organic stores because they can see the product physically and get more information from sales assistant. This, along with other media used in the campaign, would significantly increase sales and would help to cover the additional distribution costs and maximize revenues.

3.7 Budget

The below budget plan is not exact financial figures. However, costs for every medium suggested in the study will be calculated. The author hopes that it will at least give the company an overall picture concerning costs spent on the campaign. Nevertheless, final budget depends on the wideness of campaign and choices of media used. If only part of the plan is used, the costs will certainly go down.

The Wikipedia Entry/ Modification, as well as the Dr. Johanna Budwig portal, YouTube videos will be free of charge. The costs to pay are only labor costs. However, it is assumed that labor cost is calculated in the general labor cost of the company normally.

3.7.1 Ads on bus and trains




Innenflächen		
Produkt	Mietpreise pro Monat	Preise Beklebung/Neutralisierung
Hinterleuchtete Deckenflächen		
Stadtbahn TW 2000, Stadtbus 	12,00 €	12,00 €
Standard Deckenflächen		
Stadtbahn TW 6000, Stadtbus 	8,00 €	6,00 €
Seitenscheiben		
Stadtbahn, Stadtbus 	12,40 €	6,00 €
Sonderflächen		

Figure 2. Cost of ads on buses and trains (City Marketing Hannover, 2012)

As recommended we can put ads on some specific bus and train routes. The above table is taken from the website of City Marketing Hannover, which specializes in advertising on bus and trains. As shown in the table, depending on the type of vehicles, the price range is 8,00€ – 12,40€ per piece of ads inside bus or train. The average price per piece to put to budget calculation will be 10,80€. The duration of this media usage is estimated to be around 3 months, but with high frequency. For example, ads can be put onto 1000 buses and trains in big cities of Germany. Total cost estimated is 32400€

3.7.2 Advertise on Facebook

From the page of Facebook Ads (2012), there are 4 steps to follow:

1. Get Started

What do you want to advertise?

www.dr-johanna-budwig.de

2. Create your Ad

Title: Leinsamenöl Omega 3

Body: Omega 3 Leinsamenöl can help you and your family stay healthy in a most convenient and easy way.

Photo:



3. Reach the exact audience you want

There are **152 580** people

- who live in Germany
- age 30 and older
- who are in the broad category Health & Wellbeing

4. Price your Ad

Campaign budget: 10 EUR per day

Campaign schedule: Run my campaign continuously starting today

Conversion tracking: Track conversions on my website for this ad

Optimization:

- Optimize for clicks (pay for clicks): 0,50\$ per click (suggested bid 0,03-1,41\$)

OR

- Optimize for impressions (pay for views): 0,50\$ per thousand impressions (suggested bid 0,03-8,44\$)

So the maximum amount spent on Facebook Ads is 10€ per day. The study suggests running ads on Facebook for a longer time than buses and training ads because it is lower-cost but the coverage is quite large. Costs will be calculated for the duration of 1 year. Total costs estimated 3600€.

3.7.3 Posters and contact cards

Posters and customer contact card are to be sent to clinics all over Germany. As reference from Flyerheaven.de printing solution, the printing costs are calculated as follow.

According to statistics from German Hospital Service (2012), there are around 2000 acute care hospitals in Germany, including all private clinics as well. The number of posters to send is estimated to be 2 posters per clinic. Therefore, the company needs to place an order of 4000 units of A3-size posters printed on glossy illustration paper, with normal delivery times of 4-5 days. The cost calculated by printing company is 152,53€.

Printing costs	116,99 €
Delivery charges (13,32 € gross – 49.9 kg)	11,19 €
Subtotal	128,18 €
VAT	24,35 €
Total Amount	152,53 €

Figure 3. A3 poster printing cost (flyerheaven.de, 2012)

As for customer contact card, 100000 units can be printed so that each clinic will receive averagely 50 units. With normal delivery times of 4-5 days, offset white uncoated paper, the calculated printing cost is 515,01€. Details are shown in figure 4.

Printing costs	408,99 €
Delivery charges (28,31 € gross – 138.6 kg)	23,79 €
Subtotal	432,78 €
VAT	82,23 €
Total Amount	515,01 €

Figure 4. Customer contact card printing cost (flyerheaven.de, 2012)

Concerning shipping costs to clinics all over Germany, the postage will charge 4,10€ per shipment (Deutsche Post AG, 2012). Figure 5 below shows the total shipping cost and size of package.

Ihre Sendung

2.000 Stück nach Deutschland



Briefumschlag

Länge	Breite	Höhe	Gewicht
60 cm	30 cm	5 cm	500 g

Unser Angebot

DHL Päckchen (Quaderformat) 4,10 EUR

Gesamtpreis 2.000 Stück * 8.200,00 EUR

Marke bestellen

Marke drucken

Packset bestellen

Jederzeit einliefern

Filiale, Packstation, PLZ ...

Figure 5. Shipping cost (Deutsche post AG, 2012)

To sum up, the total cost for this type of media is:

Posters	€152,53
Contact cards	€515,01
Shipping	€8200,00
Total	€8867,54

3.7.4 Magazine

The costs of an ad are always varying from magazine to magazine, and depend on how large the ad is. According to Design Portal: media planning journals 2008 (2012), the price range for putting ads in monthly women's magazine is €14000 - €27500 per year. However, it is not clearly mentioned what size the ad is. In the writer's opinion, it might be price for premium advertising package for 1 year. Nevertheless, 1-year package might not be a suitable option for Dr. Johanna Budwig company in terms of budget and necessity. Certainly the company can make use of that media for a longer time later, when they have a higher budget to spend on advertisements. In this study, it is recommended that ads can be put for around 3 months, the same time length with ads on bus and train campaign. As suggested above, magazines to be taken into consideration is health-related magazines and some other female magazines. The most popular health-related magazines in Germany are Apotheken Rundschau and Reformhauskurier. This study will calculate the advertising rate on Reformhauskurier magazine as an example. According to Reformhauskurier price quote:

Coverage	900 000 copies
One-millimeter-column costs	€14,80
One-page area width	190mm
One-page advert costs	€2812,00
3-5 issues discount	5%
Total advertising rate in 3 months	€8014,20

3.7.5 Budget summary

Below is the summary of budget for the integrated marketing communication plan suggested in the study.

Table 5. Budget summary

Type of media	Price per piece	Amount	Costs
Bus/train Ads	10,8	3000	32 400,00 €
Facebook	10	360	3 600,00 €
Posters/ contact cards			8 867,54 €
Magazines	2812	3	8 014,20 €
Total cost			52 881,74 €

As it is shown, the budget for the campaign is estimated to be around €53000. The budget depends, however, on how long the campaign last and what medium is heavily used as the main medium. It is clear that advertising on train and bus takes up 60% of the total campaign budget. However, the price per piece is low when using this type of media. Therefore, if the company's budget is tight, the number of trains and buses of usage can be reduced. Based on the calculation in this chapter, if the company decides to raise or lower the budget, it can decide which media to strengthen or lessen.

3.8 Evaluation

Campaign controlling and evaluation must be planned carefully so that the following campaigns benefit by getting useful information. The campaign can be evaluated according to its objectives set up at the beginning. In this case, the campaign objective was to achieve 10000 more in sales and to create brand awareness. It is certain that the evaluation can only be thoroughly made once the campaign has been completed. Nevertheless, in order to achieve set-up objective, number of sales are constantly kept track of and effectiveness of each medium is measured so that essential adjustment can be made.

Besides, it is also necessary that number of new registered audience are counted so that we can later evaluate how efficient the campaign is in creating category need and brand awareness.

4 Conclusion

The main aim of this plan is to increase the number of sales of Dr. Johanna Budwig's flaxseed oil by 10000. To achieve this purpose through an advertising campaign we set two main communication objectives to be met while executing the plan:

- Creating brand awareness
- Creating category need

To meet these objectives, we came up with a set of strategies carried out through different channels. Those strategies are set to help potential consumers get a better knowledge in the field of flaxseed oil, and Omega 3 products and in so doing create a specific category need as well as make the target audience aware of the brand.

The strategies include:

- 1. Posters** are to be placed at doctors' clinics, pharmacies, organic stores where visitors will have the time to read the adverts in the waiting room.
- 2. Fliers, handouts in the organic stores.**
- 3. Ads on the buses.** Preferably in the lines going through central parts of the cities, train stations, and cultural places such as museums, cinemas, etc.
- 4. Magazines.** There are two different ways to place the ads in magazines. As well as regular solo ads, there will be ads assisted by the article.
- 5. YouTube:** Through the sharing of video the company can educate and influence the target group. The idea is to prepare a set of educational and advertising videos, using a new feature of YouTube Annotations which makes them more interactive and fun.
- 6. Facebook:** Our activity on Facebook will be as simple as creating a community around the area of Omega 3 and healthy living to promote the brand and the product using a word of mouth. The company can also apply for Facebook Pay for Clicks (CPC) model.
- 7. Dr. Johanna Budwig professional portal:** The professionals will be sent an invitation to join Dr. Johanna Budwig Health Portal, create their account and in so doing get an opportunity to exchange and publish infor-

mation, articles, discuss current issues in the 'healthy living' field. This way the portal would become a valuable source of information desirable for our target audience.

- 8. *Online Information availability:*** Since the company's online sales is a major part of total revenues, we recommend that the website is positioned by some professional services so that it appears higher in the search engine results.

These strategies, along with the seasonal sale promotions and the right media mix to ensure the consumer gets our message from different channels; will significantly help meet our objectives. However, to fully execute our campaign and maximize the sales we also strongly recommend taking into consideration new distribution channels such as organic stores and pharmacies.

The main message we want to send out with this campaign is an answer to the wish of our potential consumers to stay healthy and feel good later in life.

The following part is the booklet of creative ideas and guidelines given as attachment to the company.

Creative Ideas and Guidelines



This booklet will give you a briefing on the study's creative ideas and provide descriptions on desired advertisements as well as images of drafted ads. The base from which ideas come up will also be described in the first part of this booklet. The designs of some ads will be included in the later part. The ads are designed by the writer as a attachment with the study, thus, the company can freely make use of it. The writer actually hopes the booklet benefits the company practically.

Here is the basement of creative ideas.

Target Audience

Women, age 30+; non users of flax seed oil; financially well –off; might already use other Omega 3 substances, but not necessarily; health conscious; have children or are pregnant; care about staying healthy later in life; care about their parents' health.

Consumer Motivation and Involvement

Here, we distinguished between motivation and involvement for the product itself and for the ad. This is because we find the oil to be a low involvement product but we want it to look like a decision for life and therefore we want to design the ad in the high involvement atmosphere.

Consumer Insight

This is probably the most important part in our logic. We find it to be the basic hint on what we should communicate in our advertising. With the aid of our research, we came up with the following consumer insight:

- People want to feel good and to be in a healthy condition when they are older.
- Moreover, they are generally afraid of the illnesses of our civilization and they feel a need to prevent it.

Communication Objectives

The target is to increase sales of flaxseed oil by 10000. Speaking more generally, the communication objective is to create brand awareness and category need.

Key product benefits:

- Stay healthy later in life
- Prevent from the civilisation illnesses
- The best quality, Purenness and the highest amount of Omega 3 in oil!
- Backed up by a Nobel nominated research.

Desired consumer response:

- Consumers know about the brand Dr. Johanna Budwig
- Purchases are made

Creative guidelines:

1. Advert “Time to eat”

The woman 30+, long, brown hair, brown eyes, good looking (not a model), friendly one with a nice smile is cooking and the whole family is sitting around the table. It's a 2+2 family (a boy and a girl); a girl with two pigtails. When the woman brings the food there must be Dr. Johanna Budwigs flaxseed oil on the table.

Slogan: *Keep health into the family with a tablespoon of flaxseed oil a day*

2. Advert “Simple Design” (See sample below)

A bottle of oil, a silver shiny spoon, everything looks exclusive, exclusive-green background fitting perfectly the bottle and the spoon.

Slogan: *Stay young and healthy with a tablespoon of flaxseed oil a day*

3. Advert “3 Generations”

Women 30+ (blond hair, good looking), a young girl 4-5 years old (blond hair, very cute), a grandfather (grey/white hair, wearing glasses), the women and the grandfather are standing in the flaxseed field and are holding the girl; they are hugging, blue sky behind them, the child is looking at the camera and smiling beautifully.

Slogan: *Happiness and Health for all generations with a tablespoon of flaxseed oil a day*

4. Advert “Mother and child in kitchen” (See sample below)

Women 30+ (blond, long hair, pretty, good body) and 6- 7 year old girl

Slogan: *Stay young and healthy with a tablespoon of flaxseed oil a day*

5. Adverts “The seasonals”

5.1 Advert during spring/ summer

Woman 30+, long, brown hair, brown eyes, good looking (not a model), friendly one with a nice smile and her mother (65-70, grey/white hair, brown eyes, very happy, with healthy teeth and skin and good body) jogging together in the park. The daughter is looking to the mother and is smiling and seems to be very happy. Both are running towards the camera. It's spring, it's green all around, full of flowers – colourful and happy atmosphere

Slogan: *Be lively with a tablespoon of flaxseed oil a day*

5.2 Advert during autumn/ winter

Woman 30+, long, brown hair, brown eyes, good looking (not a model), friendly one with a nice smile, looking against the mirror. In the mirror: older woman 65-70, grey/white hair, brown eyes, very happy, with healthy teeth and rosé skin and good body.

Slogan: *Stay young and healthy with tablespoon of flaxseed oil a day*

6. Adverts “The sign” (See sample below)

A traffic-sign alike with image of a elderly couple walking happily. Below is another sign “Elderly people”. The dark colour background shows image of a flaxseed oil bottle

Slogan: *Stay young and healthy with tablespoon of flaxseed oil a day*

Required Mandatory Content in every advert:

- Brand name
- Logo
- Bottle of oil flaxseed oil

Samples

Advert "Simple design" No. 1

Dr. Johanna Budwig

STAY YOUNG AND
HEALTHY WITH A TABLESPOON OF
FLAXSEED OIL A DAY

Dr. Budwig's Omega Balance

Advert "Simple Design" No 2

*stay young
and healthy*

...with a tablespoon of flaxseed oil a day

Dr. Johannes Budwig

Ungefiltert und
damit naturtrüb.

Dr. Budwig's Bestes

pflanzliches
**OMEGA
LEINÖL**

Mit Omega-3 und -6

Zu 100% aus biologisch
angebauter Leinsaat
kaltgepresst.

250 ml

Dr. Johannes Budwig

The advertisement features a dark green background with a faint, embossed pattern of flaxseed pods. On the right, a dark glass bottle of Dr. Budwig's Omega Linseed Oil stands upright. The bottle's label is white with a yellow band and contains a portrait of Dr. Johannes Budwig, the product name 'OMEGA LEINÖL', and descriptive text in German. In the center, a silver spoon is tilted, with a thick, golden-yellow drop of oil hanging from its edge. In the bottom left corner, there is a circular portrait of Dr. Johannes Budwig with his signature in red ink below it, and his name printed underneath.

Advert “Mother and child in kitchen”

Stay young and healthy with a tablespoon flax seed oil a day



Only Dr. Budwig's Besters provides you the flax seed oil with the highest level of Omega-3 and 6

There is a huge lack of Omega- 3 and 6 in diets of most families which causes for example Acne, Aging, Obesity, Alzheimer, Attention Deficit Disorder, Learning Disorders, Depression, Diabetes, Dyslexia, Heart Disease, High Blood Pressure, Vision Disorder, Premature Birth and Cancer.

More than 2000 studies proof the positive effects of Omega- 3 and 6



Dr. Johanna Budwig discovered the most important health secret of the 20th Century. She is the woman who discovered the existence of Omega-3 in flax seed oil.



Do you want to benefit from one of the best Omega products we offer? Don't waste time and contact us today.

Website www.dr-johanna-budwig.de
Tel: 0441 / 390 630-0

Advert "The Sign"

stay young and healthy
with a tablespoon
of flaxseed oil a day

Warning
**Elderly
people**

Dr. Rudolf A. Henkel
Blick in
Kommunikation
Lippen,
Wunderbar weiches
Geschmack.

Dr. Rudolf A. Henkel
Effektives
**OMEGA
LIGNAN**
Achtet auf Lippen

Zu 100% aus biologisch
anbaubarer Leinöl
abgepresst

250 ml

100% Naturrein
100% Bio

The advertisement features a central signpost against a blue sky background. The top sign is a white triangle with a black silhouette of two children playing musical instruments, with musical notes floating above them. Below it is a white rectangular sign with a black border and the text "Warning" in a small font, and "Elderly people" in large, bold, black letters. To the right of the signpost is a dark glass bottle of Omega Lignan flaxseed oil. The bottle label includes a portrait of Dr. Rudolf A. Henkel and text in German. In the bottom left corner, there is a small circular portrait of a man, likely Dr. Henkel.

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