

ADVERTISING CAMPAIGN - STEPS

- **Define target Audience-** to identify the target audience , gather information ,life style ,behavior ,
- **Setting Ad Budget-** ad budget ,setting the ad budget , target audience competitions ,ad objectives
- **Objective of Campaign-** specify aim of Ad. launch new product ,brand image , influence customer , remind to customer
- **Ad Theme – central idea ,heart of ad campaign , comfort ,prestige , health ,patriotism**
- **Selection of Media-** suitable media , as per budget ,combine media ,media mix ,
- **Pre-testing of Ads-** before the run on media , detect weakness ,avoid costly mistakes ,
- **Execution of campaign-** execution ,as per media scheduling , place on ad media ,
- **Evaluation of Campaign-** evaluate final result ,provide feedback from audience , for future planning