

# **Homedec Muracoat**\_\_\_\_\_ **Rationale**

## **Presentation**

As the newly reformed brand ProDec Weatherguard now know as Homedec Muracoat will be sold through large DIY retailers, its target market is identified as typical male, such being professional painters and decorators and people who are interested in DIY.

In launching the Homedec Muracoat brand as a below the line campaign. It is suggested that the following types of media are used in its execution of an effective campaign launch. Direct mail, Sales Promotion and Point of sale.

## **Concept**

The concept of the campaign will revolve around the image of a Chameleon. This will act as brand identity to the formation of the campaign. The choice of image pays great reflection to the characteristics of the Chameleon which is noted for its distinctive representations of colour when camouflaging itself against predators. Based upon this factor alone, this will act as a the foundation in signifying the benefits to using Homedec Muracoat paint and its large variety of colour.

The use of a flag reflects the colours available in Homedec Muracoat .They are primary colours which are bright and modern day colours.

The use of the 'cuckoo' typographic is a representation of the image the company carries across its stores over UK: a funny and easily recognisable typographic which illustrates the versatility of use of the paint as well as the professionalism provided by Homedec Muracoat.

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### **Production and distribution costs**

It is suggested that the allocated budget for this campaign is an estimated £500K. This will be split equally among the three advertising

mediums. Therefore the approximate spend for each media will amount to £167,000.

### **Campaign duration time**

The campaign is structured so it will coincide with the above the line campaign beginning 1<sup>st</sup> March and ending in the first week of August. Therefore this will provide more

effectiveness in the launch of the product leaving the above the line and below the line campaign to work hand in hand with one another.

### **Direct Mail**

It is suggested the that media spend for this medium will be £167K. Among the advantages to using a postal service to deliver advertising messages is selectivity, since mailing can be directed to a selected list of individuals. Additional advantages to this is the complete coverage of the proposed targeted market and absence of wastage since the mailing covers and is restricted to those within the defined market. This is also a cheap and cost effective way to advertise a product or service. With this in mind, it is suggested that

leaflets are posted throughout UK households. In addition to this, leaflets should be made available throughout large DIY retailers such as wicks, B & Q, Homebase and Do it all. Therefore customers are able to readily pick up the leaflets by via the check-out points, upon entry of the DIY retail stores and also when leaving. In addition to this promotion, a consumer response rate may be measured via a coupon. This allows the customer the chance to receive a 30% discount off the marked retail price.

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This will begin on the month beginning 22<sup>nd</sup> March coinciding with the first newspaper advertising of Homedec Muracoat. Further to this, merging the newspaper campaign with the direct

mail will provide reinforcement for an effective campaign launch such that it will allow for information to be taken home and read.

### **Point of Sale**

With regards to this chosen media, display material can serve as a vital reminder at the very point of purchase, delivering the advertising message at the time and place most likely to result in successful. The point of sale advertising proposed time of launch will begin 1<sup>st</sup> March.

Floor standing units will be situated in Homebase, B & Q, Do it all and Wicks

retailers. These will be sighted upon entrance to the store where customers are able to grab the Homedec product at easy access. Direct mail leaflets will also be sighted on the units and position on either side of the display. This way, customers may obtain written information regarding information on the new paint product as well as purchasing the product itself.

### **Sales Promotion**

As all campaign mediums are designed to merge with one another. The sales promotion will begin at the same time as the sales promotion, running for the same duration. As this type of advertising medium is described as an activity which pushes goods towards people and pulls people towards goods at the same time stimulating sales to encourage

brand loyalty among potential customers. Working along this theme, one pot of Homedec paint will be issued to customers via the post. This method will allow potential customers to try the paint, although small in quantity (3cm height by 3cm width), customers are able to sample the product for texture, colour, ease of use etc.

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Due to the expense of the allocated production costs for this particular type of advertising, estimated at an amount of £3.50. These will be

distributed per region throughout the south of England and the London area.