

**1) AN ANALYSIS OF THE CURRENT MARKETING COMMUNICATIONS  
SUITABLE TO DUNKERTONS.**

As per the case study, no means of marketing communications are mentioned for Dunkertons.

The suitable means can be:

- Media Advertising
- Direct Marketing
- Sales Promotion
- Online Marketing
- Public Relations
- Publicity

Marketing communications will be depending upon the demand generation, product/produce/service positioning.

The above means of communications are deduced by looking at the current campaigns given in the case study.

**2) A CONTEXTUAL ANALYSIS TO INCLUDE A SITUATIONAL ANALYSIS  
AND REFLECTING ALL THE ISSUES THAT DUNKERTONS SHOULD  
CONSIDER BEFORE IMPLEMENTING THE MARKETING COMMUNICATIONS  
STRATEGY.**

**Porter's five forces Analysis**

**Potential Entrants:**

- Barriers to entry are quite low.
- No high investments in equipment.
- A beverage manufacturer can add cider in their existing production to make cider drinks.
- Not a difficult formula to make cider.
- Fast growing industry with some good margins to attract new entrants.

**Suppliers:**

- A low bargaining power of suppliers due to global supply.
- More variety of apples and apple juice can add a little bargain with variety of quality.
- Widely available in UK so there is enough supply.

**Substitutes:**

- Since a barrier of entrants is low the threat of substitutes is high in the industry.
- Multiple alternatives in the industry could bring challenging to capture the market.

Competitors:

- Hard cider has high competition with beer, wine and alcoholic drinks.
- The competitors also include the cheap brands of cider.

Buyers:

- Buyer power is high due to high competition and high number of substitutes.

## **PEST Analysis**

### **Political:**

- Under age drinking laws.
- Impact of “Know Your Limit” advertising campaign on cider.

### **Economical:**

- Trend of long summers will help the growth of cider.
- Relationship between annual expenditure and alcohol advertising.
- Favourite in aging population, which is once captured, it will be easier to retain.

### **Social:**

- Some pressure groups are against the advertising of alcohol.
- Health issues and desire for natural products works in cider’s favour.
- Cider cannot be made with artificial flavour.

### **Technological:**

- Highly respected organic standards are achieved.

## **SWOT Analysis**

### **Strengths:**

- Rapid growth of cider market.
- The increasing availability of premium ciders.
- Strong connection of cider with the summer months.
- Increasing value of cider markets.
- A product made in the UK, with low carbon foot print.
- Cider cannot be made with artificial flavours.
- Predictable demand (summers).

### **Weaknesses:**

- Availability of limited funds.
- Lack of awareness in the consumers.

### **Opportunities:**

- Longer period of summers.
- Association with women.
- Increase in the cider consumption over the years.
- Sweet taste attracting young drinkers.

### **Threats:**

- Low percentage of growth in economy market.
- Pressure groups against the advertising of alcohol.
- Government campaign against the underage drinking.

### **3) APPROPRIATE SMART MARKETING COMMUNICATIONS OBJECTIVES**

In order to devise the marketing communications objectives Dunkertons must have to define its marketing objectives.

The marketing objectives for Dunkertons will be:

- To increase the market share in the cider segment by 15% by the end of the season
- To increase sales by 25% to the target market in the coming season
- To increase net profit by 10% by the end of the season
- To enlarge the market by working against the competitors this includes:  
Beer, Wines, Spirits, Alcopops and other me to products

As to meet these marketing objectives, following objectives for marketing communications are defined:

- To increase brand awareness by 30% by the end of the season
- To increase “top of mind” for the brand by 20%
- To increase the brand loyalty
- To retain 50% of the first time buyers
- Extend reach through PR initiatives to motivate consumers
- Develop credible sponsorships and stable customer base
- To inform and educate the secondary target audience about the brand and the product.

**4) APPROPRIATE MARKETING COMMUNICATIONS STRATEGIES –  
INCLUDING IDENTIFICATION AND ANY DESCRIPTIONS OF ANY PUSH,  
PULL AND PROFILE STRATEGIES CHOSEN**

The marketing communications strategy will directly target the customers, delivering the compelling reason to buy the product and the integrated approach will be maintained.

By maintaining the integrated approach means that the main strategy will be the combination of push, pull and profile strategies.

**PUSH:**

- Emphasis will be given on personnel selling
- While serving in a restaurant/bar Dunkertons cider will be recommended to the customers
- Retailers will be given special incentives on selling the certain amount of Dunkertons cider.
- Discount schemes will be introduced for the wholesalers

**PULL:**

- Sales will be generated by increasing the awareness of the brand
- It will cover the aspects of advertising
- It will lead the consumers to on the spot buying
- It will help in creating and maintaining a relationship between the brand and the consumer. E.g. registering at the Dunkertons website will convey the message “Welcome to the Dunkertons family”

PROFILE:

- Public relations will take place under this part of strategy

As said earlier, the main strategy will be consisting upon these three sub strategies which will make it as an integrated approach towards completing the marketing communications objective.



**5) AN EFFICIENT AND EFFECTIVE INTEGRATED MARKETING COMMUNICATIONS CAMPAIGN – TO INCLUDE DESCRIPTIONS OF ANY INDIVIDUAL ELEMENTS OF THE MARKETING COMMUNICATIONS MIX CHOSEN. TO INCLUDE AN IDENTIFICATION OF PRIORITISED TARGET MARKETS FOR COMMUNICATING THESE MESSAGES.**

**TARGET SEGMENT:**

The target segment for launching the campaign will be A-B-C1 men and women of age group 25-44 which includes the heavy, medium and light users of the cider.

**TARGET MARKET:**

The target market to launch the campaign will be the specialist boutique ciders which is a sub market of the premium ciders.

It will be positioned in the south east and south west part of the UK, the primary areas will include:

- London and greater London
- Kent
- Oxfordshire
- Surrey
- Essex
- Eastern and western part of Sussex
- Buckinghamshire
- Gloucestershire
- Somerset

The product will be placed in large superstores and premium cider shops, apart from these, Dunkertons cider will also be placed in the high end restaurants of the targeted areas and will be applying push strategy as it will be recommended by the management with the dinner.

In the BTL activity of hiring a celebrity chef, piggy backing approach will be made so as to associate the Dunkertons cider with the specific cuisines and dishes, e.g.

- Sweet with desserts
- Bittersweet with fish or poultry
- Bittersharp with robust meats
- Sharp with fatty meats

**BUDGETING**

- Budget for the campaign: £100,000.00

Description of expenditure

<b>MEDIA</b>	<b>SHARE OF SPENT</b>
TV	50%
PRINT	20%
OUTDOORS (Billboards and posters)	10%
INTERNET	10%
BTL Activities	10%

- Length of campaign (ATL activities): 4 months (April, May, June, July)
  - As per the seasonal demand of the cider, the campaign will run for four months.
  - ATL activities include the TV ads, print insertions, internet ads and cinema ads.
- BTL activities will also be a part of the campaign which includes the stalls in the food and cooking exhibitions.
- Advertorials will be published by the opinion formers regarding the promotion of the cider, which will help in developing the brand, these advertorials will be published in the health, fitness and lifestyle magazines specifically to cover the female cider market.

**MEDIA DESCRIPTION**

<b>MEDIA</b>	<b>DESCRIPTION</b>
TV	<ul style="list-style-type: none"> <li>○ TV will be used for brand announcement.</li> <li>○ TV ads will be placed at the regional channels of the specific areas at the scattered frequency so as to avoid the wastage of budget.</li> <li>○ The preferred TV channels will be London Weekend Television (LWT), ITV 1 London and ITV West Country.</li> </ul>
PRINT	<ul style="list-style-type: none"> <li>○ Print media will be use as the support for the TV.</li> <li>○ Black &amp; white insertions will be used.</li> <li>○ Advertorials by the opinion formers will be published in the health &amp; fitness and the lifestyle magazines.</li> <li>○ The preferred vehicles for this medium according to the area will be Thelondonpaper*, Avon &amp; Gloucestershire Express and Frome Times.</li> </ul>
OUTDOORS (Billboards and posters)	<ul style="list-style-type: none"> <li>○ Billboards will be placed at the prime locations during the month of July so that when campaign will be about to end, it will give the sense of recall in the ending stages.</li> <li>○ Billboards will act as the reminder medium.</li> <li>○ Posters will be used at the stores to help the</li> </ul>

<p>INTERNET</p>	<ul style="list-style-type: none"> <li>○ Registration will be open at the Dunkertons website and different incentives will be offered on re purchases and bulk buying.</li> <li>○ It will act in maintaining the relationship between the consumer and the brand.</li> <li>○ Customer relationship will be maintained by taking the feedback forms by the people visiting at the website.</li> <li>○ Number of each unique visitor will help us in evaluating the popularity of the website.</li> </ul>
<p>BTL Activities</p>	<ul style="list-style-type: none"> <li>○ These activities will include the setting up a stall at the food exhibition and hiring a celebrity chef for one day.</li> <li>○ During the stall setup at the food exhibition personnel selling will also come into work with free sampling of the cider.</li> </ul>

*\*the circulation data is not given.*

## **6) SUITABLE EVALUATION AND CONTROL MECHANISMS**

The last stage of the marketing communications plan is control and evaluation which helps us in deciding the results of the campaign.

For the Dunkertons following points will be considered in order to make sure that campaign will be a hit.

### **CONTROL:**

- During and after the campaign sales and profit will be measured, and if during the campaign desired result would not be coming then the campaign will be stopped and re-launched.

To evaluate the campaign results during and after the campaign following measures will be taken:

### **EVALUATION:**

To conduct a research in order to evaluate the campaign, following methods can be used.

- Focus Groups
- Market Research
- Audience Research

All the above mentioned three methods would be both prompted and unprompted.

For drawing conclusions from the campaign surveys were made, with approx 20 participants, selected at random from each area.

In general there are two types of research to be taken:

Pre-Testing Research:

Pre-Testing research is conducted before the campaign launched. It help in knowing the target audience and to make sure whether the campaign has achieved the absolute deliverance of the message.

**Unprompted awareness** will be measured

e.g. Unprompted awareness for Dunkertons cider was only 1%

**Prompted awareness** will be measured

e.g. however once prompted almost 61% of the participants knew Dunkertons cider.

Post Testing Research:

Post testing research is conducted after the launch of the campaign. This research is to measure whether the objective of the campaign has been achieved or not.

**Following variables are considered in the post testing research:**

- Media Objectives
- Awareness
- Sales

**Following are the key points of post testing research:**

- Top of mind
- Unprompted ad awareness
- Unprompted brand awareness
- Prompted awareness
- Enhance consumption and sale



## Appendix-I

## Preferred TV channels

**Classification:** Electronic/Television/Regional

Last verified: 25 January 2007

**London Weekend Television (LWT)****Affiliations** ITC**URL** <http://www.itv.sales.com>**Reach** Average 3 minute viewing reach

Target Viewer	000s	
Homes	4,972	
ABC1 Housewives	2,793	
Housewives + child	1,406	
Children	1,842	
Men	4,580	
Men 16-34	1,603	
Men ABC1	2,685	
Women	4,701	
Women 16-34	1,544	
Women ABC1	2,724	
Adults	9,281	
Adults 16-24	1,330	
Adults 16-34	3,148	
Adults ABC1	5,408	
Individuals 4+	11,123	
<b>Universe</b>		
Total Audience	000s	% of universe
Households	4,645	19.4

Source: BARB/RSMB 2003

**Broadcast Area** Greater London**Broadcast Time** Weekends 17.15 Fri - 05.59 Mon**Programming Profile** Provider of popular programming

**Classification:** Electronic/Television/Regional

Last verified: 25 January 2007

**ITV1 London****URL** <http://www.itv sales.com>

<b>\keepn\s1Demographics</b>	<b>000s</b>
Homes	5,104
ABC1 Housewives	2,891
Housewives with children	1,428
Children	1,852
Men	4,705
Men 16-34	1,681
Men 35-65+	3,024
Men ABC1	2,788
Men C2DE	236
Women	4,930
Women 16-34	1,660
Women 35-65+	3,270
Women ABC1	2,879
Women C2DE	2,051
Adults	9,635
Adults 16-24	1,327
Adults 16-34	3,341
Adults 35-65+	6,294
Adults ABC1	5,667
Adults C2DE	5,820
Individuals 4+	11,487

source: BARB/TNS Infosys, dayparts analysis, July 2006

**Broadcast Area** Greater London**Broadcast Time** Weekdays Monday 06.00 - Friday 17.14**Programming Profile** A range of popular programmes for the network as well as local programmes targeted at the region.

**Classification:** Electronic/Television/Regional

Last verified: 25 January 2007

## ITV Westcountry

**Affiliations** ITC

**URL** <http://www.westcountry.co.uk>; <http://www.itv sales .com>

<b>\keepn\s1Demographics</b>	<b>000s</b>
Homes	771
ABC1 Housewives	365
Housewives with children	190
Children	270
Men	681
Men 16-34	184
Men 35-65+	497
Men ABC1	339
Men C2DE	158
Women	733
Women 16-34	177
Women 35-65+	556
Women ABC1	360
Women C2DE	373
Adults	1,414
Adults 16-24	175
Adults 16-34	361
Adults 35-65+	1,053
Adults ABC1	699
Adults C2DE	985
Individuals 4+	1,684

source: BARB/TNS Infosys, dayparts analysis, July 2006

**Broadcast Area** South west

**Broadcast Time** Weekdays and weekends 09.30-05.59

**Programming Profile** Popular entertainment

## Appendix-II

## Preferred Newspapers

**Avon & Gloucestershire Express****Frequency** Weekly - Thursday**Price** Single copy 50p Where sold.**Contacts**

**Publisher** Avon & Gloucestershire Express Ltd, 2nd Floor Lloyds Bank Chambers, 53 Corporation Street, Coventry, West Midlands, CV1 1GX. Switchboard: 02476 226 238, Fax: 02476 252 110, Email: avonandglosexpress@yahoo.co.uk

Advertisement Manager Tom Chamberlain Tel: 01788 569 270  
westerncounties@yahoo.co.uk

Editor Domanic Hayle  
Production Manager Hayley Parker Tel: 02476 630 894

**Circulation**

01 Mar 2006 Pub Stmt 5,000

**Rates****Rates Effective:** 1 Mar 2006**Agency Commission:** 10.00%**Classified**

Mono scc Recruitment	1 ins	£15.00
Mono Scc Property	1 ins	£12.00
Mono scc	1 ins	£5.00
Spot scc	1 ins	£6.00
Colour scc	1 ins	£7.00
Spot scc property	1 ins	£13.00
Colour scc property	1 ins	£14.00
Spot scc recruitment	1 ins	£16.00
Colour scc recruitment	1 ins	£17.00

**Display**

Mono Page	1 ins	£2880.00
Mono Half	1 ins	£1440.00
Mono Scc	1 ins	£10.00
Colour Page	1 ins	£4032.00
Colour Half	1 ins	£1904.00
Colour Scc	1 ins	£14.00
Spot Page	1 ins	£3724.00
Spot Scc	1 ins	£13.00
Mono dps	1 ins	£5760.00
Spot dps	1 ins	£6912.00
Spot half	1 ins	£1768.00
Colour dps	1 ins	£7488.00

**Production**

Ad Sizes	Type area	Trim size	Bleed area
dps	350 x 528	-	-
half horizontal	170 x 264	-	-
half vertical	350 x 132	-	-
page	350 x 264	-	-

**Digital** Jpeg, Tiff, PDF, Word.doc, ISDN all at 150 DPI

## Frome Times

URL <http://www.frometimes.co.uk>

Established 01 Mar 1999

Frequency Fortnightly - Thursday

## Contacts

**Publisher** Wiltshire Publications Ltd, 31 Market Place, Melksham, Wiltshire, SN12 6ES. Switchboard: 01225 704761, Fax: 01225 708081, Email: [frometimes@btconnect.com](mailto:frometimes@btconnect.com)

Managing Director Ian Drew [melkshamnews@btconnect.com](mailto:melkshamnews@btconnect.com)

Ad Manager Ben Carey

## Circulation

01 Jan 2006	Pub Stmt	12,000
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## Rates

**Rates Effective:** 1 Jan 2006

**Agency Commission:** 10.00%

### Classified

Mono scc	1 ins	£2.50
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### Display

Mono Page	1 ins	£450.00
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Mono Half	1 ins	£260.00
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Mono Quarter	1 ins	£150.00
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Mono Scc	1 ins	£2.50
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### Series Discounts

4 ins	10.00%
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10 ins	25.00%
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## Inserts

Loose: £22 per thousand.

## Production

### Ad Sizes

half horizontal

half portrait

page

quarter

### Type area

195 x 262

130 x 390

390 x 262

195 x 130

### Trim size

-

-

-

-

### Bleed area

-

-

-

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Section	Depth	No of cols	1	2	3	4	5	6	7
General:		390 7	35	73	110	150	187	225	262

### Appendix-III

#### REFERENCES:

- Baker, M.J. (2006). *Marketing An Introductory Text*. Westburn Publishers Ltd.
- Kotler, P. & Armstrong, G. (2006). *Principles of Marketing*. Pearson Education, Inc.
- Smith, P. R. & Taylor, J. (2006). *Marketing Communications*. Kogan Page Ltd.
- Media numbers are taken from Brad website.