

MARKETING KITCHEN

STRATEGY & TACTICS



CAMPAIGN STRATEGY AND TACTICS



THE STRATEGY IS WHAT WE NEED TO DO TO WIN

PRODUCT

PEOPLE

THE STRATEGY IS WHAT WE NEED TO DO TO WIN

PRODUCT



PEOPLE

THE STRATEGY IS WHAT WE NEED TO DO TO WIN

STRATEGY

PRODUCT

PEOPLE



START WITH YOUR PROBLEM STATEMENT

PRODUCT

"WE NEED TO INCREASE AWARENESS"

"WE NEED TO REACH NEW AUDIENCES"

"WE NEED TO CHANGE PERCEPTIONS"

"WE NEED TO INCREASE OUR MARKET SHARE"

"WE NEED TO LAUNCH A NEW PRODUCT SUCCESSFULLY"

"WE NEED TO GROW VISITS TO OUR WEBSITE"

"WE NEED TO STAND OUT IN A COMPETITIVE MARKET"

PEOPLE

ARRIVE AT A STRATEGIC RATIONALE (STATEMENT)

PRODUCT

We will achieve
[problem statement] by

.....

.....

.....

.....

.....

.....

PEOPLE

COMPARATIVE



Charge More & Refund

We believe Morrisons' loyalty scheme could have been given a name that actually explains what it offers.
Just a thought.

We don't price match.
We price lead.



aldico.uk | Facebook | @AldiUK | Twitter | @AldiUK

Spend a little Live a lot

Sainsbury's is 8% cheaper than Waitrose.


Tesco is 1% cheaper than Sainsbury's.

Morrisons is 2% cheaper than Tesco.

Asda is 8% cheaper than Morrisons.


—

And guess who's 16% cheaper than Asda?


 #LidlSurprises Results from a recent shop with *Heat* magazine.



Watch Mitchell and Webb as PC and Mac
apple.com/uk

No  please, we're British Airways.

Surfboards fly free on Virgin Atlantic.



LINDT 100g £2.00

ALDI 120g 99p

In taste tests (Feb 12) 191 liked Lindt, 87% of them also liked Aldi. Prices checked 21 Mar on mysupermarket.co.uk. See aldi.co.uk.

ENDORSEMENTS



Four gold medals already in 2013. No pressure Usain.

Winners in four categories at the uSwitch.com Broadband Awards.

virginmedia.com/bolt



Four award icons from uSwitch.com are shown in the top right corner, each labeled "WINNER":

- Best Broadband Incentive
- Best Broadband Provider
- Best VOD Service
- Fastest Home Broadband


Virgin media keep up

miconm

Things to like about Lidl: getting my weekly shop including champagne for £70.

5:49 · 12 April

#LidlSurprises



QUESTIONING ASSUMPTIONS/STEREOTYPES/SOCIAL NORMS



VISUAL METAPHOR/REPRESENTATION OF BENEFITS



A silver Land Rover SUV is shown from a side profile, positioned on a white surface. A white sheet is pulled back from the left, revealing the vehicle. A red string is tied around the front of the SUV, extending through the hole in the sheet. The text "MORE PULL" is written in blue below the vehicle. At the bottom left, it says "NEW 2007 DEFENDER" and at the bottom right is the Land Rover logo with the slogan "GO BEYOND".

NEW 2007 DEFENDER

LAND-ROVER
GO BEYOND



The text "Food is now prepared for space." is displayed in white and yellow. Below it, a smaller line of text reads: "The European Space Agency is using smarter research to turn 100% of an astronaut's junk back into food. ibm.com/smarterplanet". The IBM logo is positioned to the left of the text. A large, stylized white shape resembling a fried egg with a yellow yolk is centered on the dark background.

Food is now prepared for space.

The European Space Agency is using smarter research to turn 100% of an astronaut's junk back into food. ibm.com/smarterplanet

IBM



Two red LEGO bricks are shown floating in the upper right quadrant. Below them, a faint, dark blue shadow of an airplane is visible against the blue background. The LEGO logo is in the bottom right corner.

LEGO

ATTENTION GRABBING

ARE YOU BEACH BODY READY? THE WEIGHT LOSS COLLECTION™

Protein World
PURE PERFORMANCE

MEAL REPLACEMENT & SUPPLEMENTS

EXCLUSIVELY AVAILABLE ONLINE AT PROTEINWORLD.COM

Every cigarette rots you from the inside out.

Search 'Smokefree' for free quitting support.

From Public Health England

SMOKEFREE

CHILDREN ARE ALWAYS UNDER THE INFLUENCE. YOURS.

Talk now and avoid problems later. Go to drinkaware.co.uk/parents

Should've gone to Specsavers

HELLO BOYS.

THE ONE AND ONLY Wonderbra

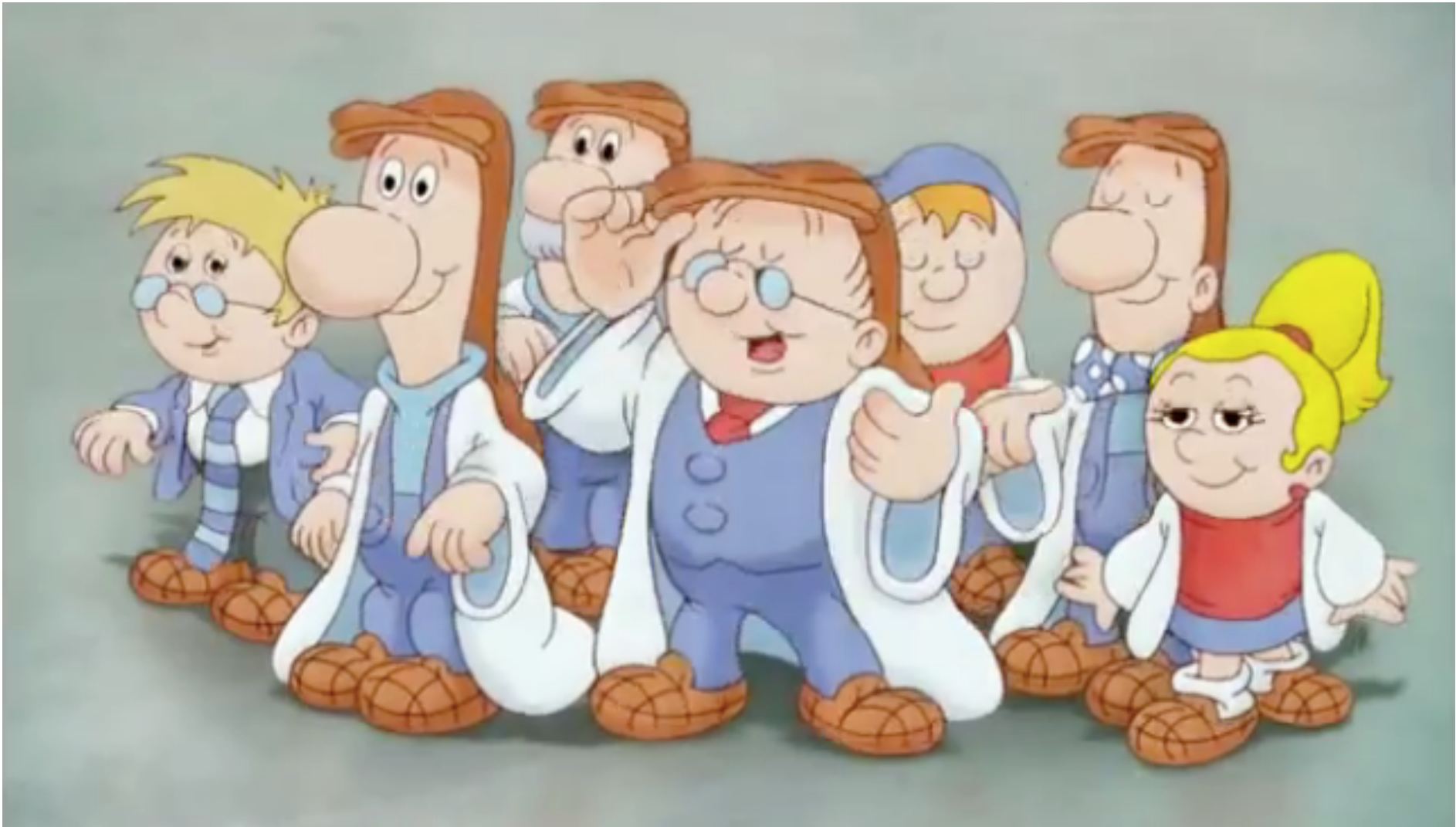
THE ORIGINAL PUSH-UP FLUNCE BRA. AVAILABLE IN SIZES 32-36 AND C.

SHOULD'VE GONE TO SPECSAVERS FRANKTON

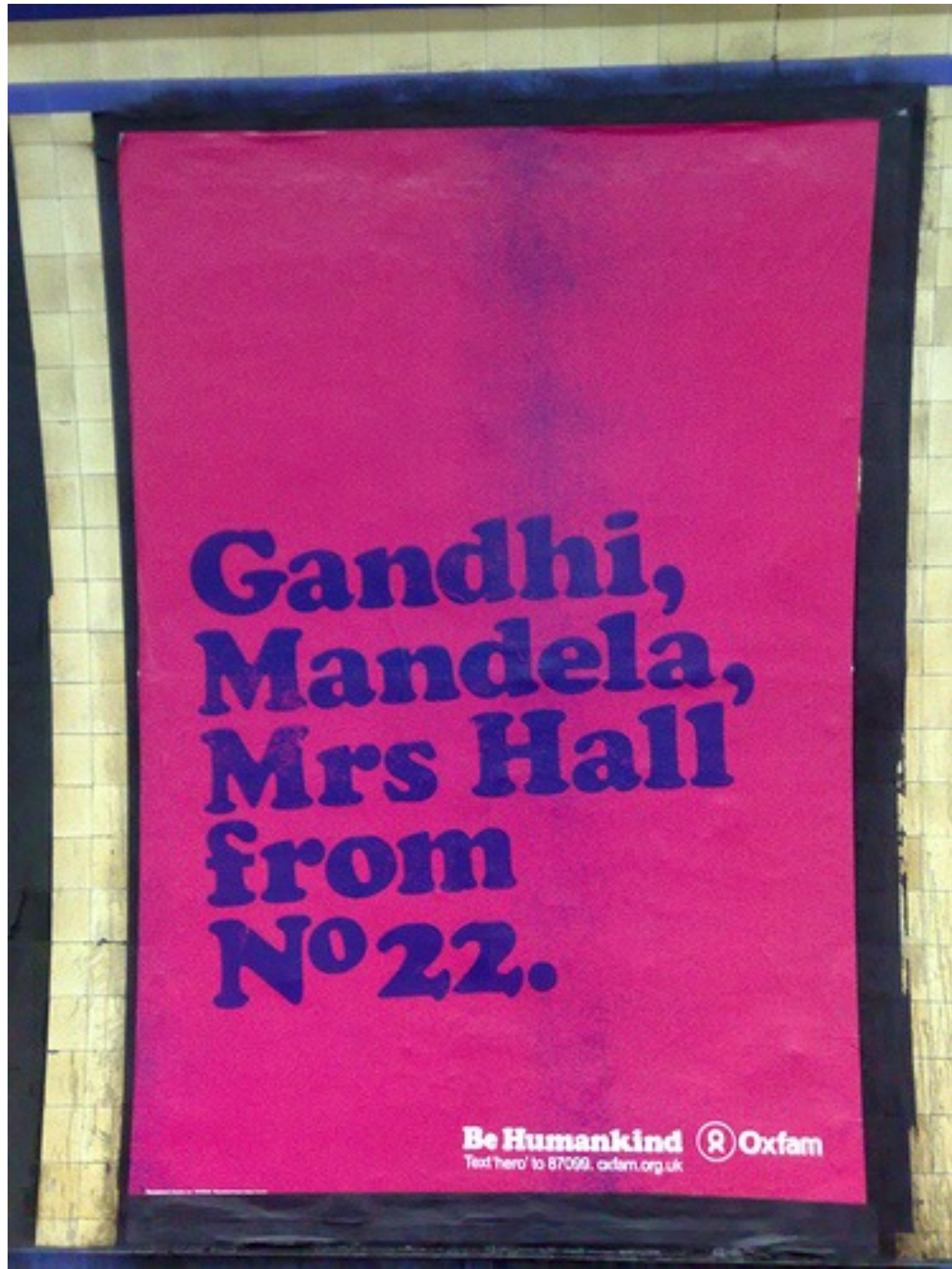
Remarkables Town Centre, Frankton.

EAE548 Specsavers

NOSTALGIA

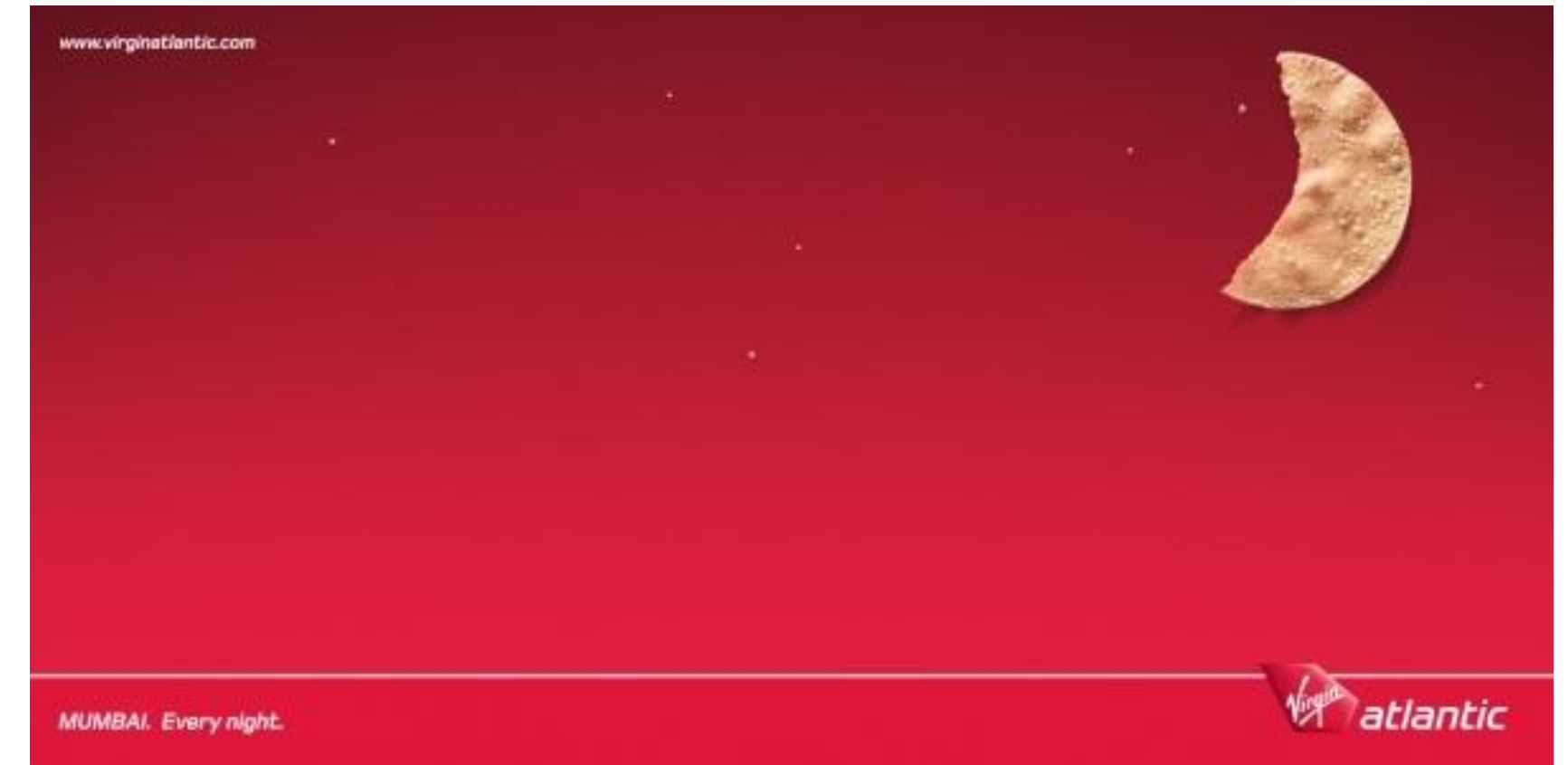


THOUGHT PROVOKING/WITTY/CLEVER LANGUAGE



If you can afford
a glass house,
you can throw
anything you want.

The Economist



CHARACTERS



ATTENTION!

FOR CHEAP CAR INSURANCE

FOR COMPARE MEERKATS

GO TO comparethemarket.com

CONTINUE TO comparethameerkat.com

A meerkat wearing a red suit jacket and a patterned scarf, pointing towards the text.

Hannah had a fear of clipboards.

And the adoption social worker was bound to appear on her doorstep with a big clipboard full of paperwork and questions, weren't they?

That's why Hannah was really nervous about the meeting. She imagined a terrifying, official person, asking difficult questions, poking around her home making her feel uncomfortable. These people were strict weren't they?

So imagine Hannah's relief when we turned up without a clipboard and she actually enjoyed talking to us over a cup of tea. Hannah even remained in contact with us long after she adopted Habib. In fact, we've been invited to his fourth birthday party, for a slice of cake and to say hello.

For information about adopting in the Yorkshire and Humber area, visit beingfamily.co.uk or call us on 0300 222 5934

BEING FAMILY
Your Path to Adoption

A drawing of a clipboard with a green pen resting on it.

Give a little more love this Christmas

Two snow globes in a snowy landscape. One is a white snowman and the other is a white bear. The background shows a snowy mountain range under a blue sky.

A man in a white suit standing next to a red car. A person in a dark uniform is leaning over the car in the background.

Mama's family favourite

DOLMIO
BOLOGNESE
Original

A jar of Dolmio Bolognese sauce and a family of puppets (a man, a woman, and a child) sitting at a table eating spaghetti. The table is set with plates of spaghetti, a bowl of salad, and a basket of bread.

When'sa your **DOLMIO** day?

MEMORABLE



UTILITY/ADDITIONAL CONTENT

airbnb Where are you going? Browse - Sign Up Log In Help - List Your Space

Cities > London Saved Neighbourhoods 0

Find a Neighbourhood in London

What kind of neighbourhood are you looking for?

Dining × Artsy 7 Nightlife 9 Shopping 15 Loved by Londoners 11 Touristy 14

Great Transit 13 Museums & the Arts 10 Peace & Quiet 7 Along the River Thames 5 West End 7

23 neighbourhoods match Dining. [See all listings](#)

Soho
Giving the green light to its red light reputation.

Eclectic • Open-Minded • China Town • Lgbt Friendly

Whitechapel/Brick Lane
Gritty outside with gallant insides.

Buzzing • Curry • Arty • Graffiti

Mayfair
Ostensibly decadent evening outings.

Luxury Shopping • Ballrooms • Heart Of London • Fashionable

Chelsea
Bohemians turned businessmen.

Kings Road • Sloane Square • Saatchi Gallery • International

Fitzrovia
Commercial-creative hybrid community.

Charlotte Street • Creative Community • Art Galleries • Art Hub

Islington
Fashionable from day to night.

Trendy • Creative • Beautiful Houses • Intimate

THE PLUS MEANS MORE
MORE GEAR. EVENTS. COACHING. JUST FOR YOU.

3G 8:15 AM Run

764.4 mi

233 RUNS 731k CALORIES 7'42" AVG PACE

YOUR LAST RUN 2 DAYS AGO 3.71 mi

You ran .22 mi farther and 0'30"/mi faster than the average of your past 7 runs.

RUN 30 MILES IN 30 DAYS 17mi /30mi with 6 days left

TACTICS

Tactics are the tangible ways in which you are going to activate your strategy.

This could be the 'what' the 'how' and the 'where', or a combination of all of them.

E.g. "we will increase engagement in the short term by running competitions on social media"

MARKETING KITCHEN

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All content is confidential and not to be shared.
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