Structure for campaign write-up

**Intro** – what you plan to do

**Aims/ objectives** - what you want to achieve and how to achieve them

**Market research** (size/ structure/ trends) – stats about the market and what they mean for the business

**Competitors** – what competitors are out there, what do they mean for the business, which is the largest threat?

**Situational analysis** – Strengths, Weaknesses, Opportunities, Threats / Physical, Social, Tech, Legal, Environmental

**Product life cycle** – development, introduction, growth, maturity, decline

**Marketing Mix –** price, product, place, promotion, physical environment, people, processes *(how you get the product to the customer)*

**Marketing Message** – what you want to convey to consumers

**Media** – what media will you use?

**Budget** – how much will you spend on each advertising method?

**Timescale** – how long will it take to make each advert, what are the mile stones for making them and how long will they take?

**Rationale** – justification of campaign, how effective will it be, why have you done certain things, how significant is it (link to brief)