BUAD 307 – Marketing fundamentals – Fall 2016
Discussion session November 17-18
Advertising, public relations, and sales promotion (CH 18)

NOTE: The following exercises should be completed using the same groups defined for the class project

Group participants (print name, USC id, and sign below):
1- CONVEYING THE MESSAGE

- **Activity Type:** Case Analysis

Activity

- **Introduction:** Dole Food Company has been selling pineapples since 1851 and today is the world's largest producer and marketer of fresh fruit, fresh vegetables, fresh-cut flowers, and a growing line of packaged foods. In the mid-1990s, Dole developed a new product line to meet consumers' evolving needs, and along with the new product line came new advertising challenges. Review the case and answer the corresponding questions about Dole's advertising strategy.

Case

In 1999, Dole stepped out of its traditional canned pineapple product category and introduced the Fruit Bowl. Using clever advertising, the company then successfully repositioned the product for a different target market in 2002.

Dole Food Company has been selling pineapples since 1851. Until the mid-1990s, its main focus was canned pineapple, which it advertised primarily as an ingredient in recipes. However, consumers were spending less time on meal preparation and preferred convenience foods. So Dole developed a product that met the demand for convenience foods with Fruit Bowls: four ounces of bite-sized pieces of pineapple, mixed tropical fruits, and peaches. Because this product was designed to be consumed as a snack, not as an ingredient, it required a departure from Dole's traditional recipe-oriented advertising strategy.

Although Dole initially imagined its target market to be parents of children, its research revealed that just over half of Fruit Bowls' sales came from households without kids—specifically, professional women on the go. Based on this observation, Dole introduced several new products in 2002, including larger, 7-ounce Fruit Bowls. The initial advertising campaign for Fruit Bowls had targeted women but only as moms/family caretakers, not as health-conscious, working women pressed for time. For the new products, the advertising agency Dailey and Associates of Los Angeles targeted working women, aged 25 to 54. With the message that "Dole Fruit Bowls are fun to eat, healthy, and great on the go," the common thread of the multimedia campaign was the tag line: "Dole. Life Is Sweet."

By the end of 2003, volume growth at Dole also was sweet as customers continued to choose Dole's healthy snack over more traditional ones. Today, Dole is the world's largest producer and marketer of fresh fruit, fresh vegetables, fresh-cut flowers, and a growing line of packaged foods. Dole does business in more than 90 countries and employs 36,000 full-time employees as well as 23,000 full-time seasonal (or temporary) employees worldwide. By understanding the needs of consumers, modifying the product to meet those needs, and using advertising to convey the benefits of the product to different consumer segments, Dole was able to create a successful product.
Questions and Answers

1. Dole originally aimed the Fruit Bowls toward moms with small children but quickly adapted once it realized on-the-go professional women were responding to the product as well. In doing so, Dole was reacting to one of the foundations of the advertising process, which is to _________.
   - focus on intent
   - identify the target audience
   - speak clearly
   - identify your sponsors
   - outline the advertising budget

2. Because the Fruit Bowls were new to the market, Dole's initial advertising objectives focused on ______ its audience about the product.
   - reminding
   - informing
   - persuading

3. Dole targeted its audience with the idea that "Dole Fruit Bowls are fun to eat, healthy, and great on the go." This was a deviation from its traditional strategy of focusing on recipes. Dole's "Life is Sweet" campaign represents which step of designing and executing a successful advertising program?
   - Identify the target audience.
   - Assess the impact.
   - Evaluate and select media.
   - Set the advertising objectives.
   - Convey the message.

4. Who is the intended target audience for Dole's Fruit Bowls?
   - Working moms, age 25 and younger
   - Working women, age 25–54
   - Working men, age 25–54
   - Working teens, age 12–18
   - Moms of twins, age 30–45
Not only did Dole modify its advertising strategy to target a different group of women, but it also modified its ________ to meet this audience's need for convenience.

- packaging
- price
- positions
- product
- placement strategy

### 2- STEPS IN PLANNING AN AD CAMPAIGN

- **Activity Type:** Timeline

### Activity

- **Introduction:** During the process of marketing a new product to address shifting consumer needs, Dole found itself pursuing a new target market and creating a new product line. Read about the process Dole went through to develop the advertising campaign and then assemble the advertising development process.

In 1999, Dole stepped out of its traditional canned pineapple product category and introduced the Fruit Bowl, which was developed to meet consumers’ growing demand for convenience foods. To its surprise, research revealed that about 54 percent of Fruit Bowls’ sales came from households without kids—specifically, professional women on the go. For its new products, the advertising agency Dailey and Associates targeted working women, aged 25 to 54 years, with a combination of prime-time TV spots and print ads in women’s magazines. With the message that “Dole Fruit Bowls are fun to eat, healthy, and great on the go,” the common thread of the multimedia campaign was the tagline “Dole. Life Is Sweet.” By the end of 2003, volume growth at Dole also was sweet as customers continued to choose Dole’s healthy snacks over more traditional ones.
3- TYPES OF SALES PROMOTION

- Activity Type: Click and Drag

Activity

- Introduction: Firms, especially retailers, are constantly trying to develop promotions that stimulate sales and drive purchases. Many sales promotions attempt to build short-term sales, whereas other sales promotions programs, like loyalty programs and contests, have become integral components of firms' long-term customer relationship management programs. Billy's Sporting Goods store is considering offering a sales promotion to stimulate sales and build long-term relationships. The following exercise examines some of the different types of sales promotions and their advantages and disadvantages.

<table>
<thead>
<tr>
<th>Promotion</th>
<th>Examples</th>
<th>Advantages</th>
<th>Disadvantages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coupon</td>
<td></td>
<td>Stimulates demand</td>
<td>Low redemption rates</td>
</tr>
<tr>
<td>Premiums</td>
<td></td>
<td>Builds goodwill</td>
<td>Buy for premium</td>
</tr>
<tr>
<td>Contests</td>
<td></td>
<td>Generates excitement</td>
<td>Must be monitored</td>
</tr>
<tr>
<td>Sweepstakes</td>
<td></td>
<td>Increases involvement</td>
<td>Sales decline</td>
</tr>
<tr>
<td>Samples</td>
<td></td>
<td>Encourages trial</td>
<td>High cost and risk to firm</td>
</tr>
<tr>
<td>Loyalty Programs</td>
<td></td>
<td>Creates loyalty</td>
<td>High cost to the firm</td>
</tr>
<tr>
<td>POP Displays</td>
<td></td>
<td>Provides visibility</td>
<td>Difficult to get a good location</td>
</tr>
<tr>
<td>Rebates</td>
<td></td>
<td>Stimulates demand</td>
<td>May be copied by competitors</td>
</tr>
</tbody>
</table>
4- ADVERTISING: FORD

- **Activity Type**: Video Case

## Questions

1. Why was it necessary for Ford to have a prelaunch campaign?
   - To create loyalty
   - To discourage truck sales
   - To promote Ford's brand
   - To demonstrate product variety
   - To increase awareness

2. Why was it important to Ford for its agents to have "followers"?
   - To reduce customer risk
   - To generate market growth
   - To maximize reach potential
   - To reduce competitive risk
   - To use technology easily

3. Why would Ford want to be associated with websites like "Will It Blend"?
   - It created a cult-like following.
   - Research proved its validity.
   - They had the same advertisers.
   - It had an emotional appeal.
   - The owner drove a Fiesta.

4. The prelaunch campaign was ________, for Ford and the Fiesta agents.
   - unethical
   - mutually advantageous
   - expensive
   - unsuccessful
   - demanding
5- ISEEIT VIDEO CASE: ADVERTISING, PROMOTIONS, AND PUBLIC RELATIONS

- **Activity Type**: Video Case

Questions

1

When the Coffee Collective purchases advertisements on the radio announcing its new patio for dog-loving coffee drinkers, this would be a form of **competitive** advertisement.

- competitive
- demonstration
- bandwagon
- reminder
- informational
Martha decides that ________ advertising is the best way to reach customers to tell them about the event and her outdoor patio as it is low cost, can target specific audiences, can use sound and humor—given that her message doesn’t need any visual element—and doesn’t include any complex information.

- television
- radio
- yellow pages
- outdoor
- direct mail

Martha decides that ________ advertising is the best way to reach customers about the event and outdoor patio, since this form of advertising has video capabilities, animation to capture the audience’s attention, and interactive ads that can be available on a wide range of devices.

- magazine
- newspaper
- television
- radio
- Internet

By offering a free dog biscuit with each cup of coffee, the Coffee Collective entices customers to visit its shop during the pet adoption event. This represents what type of sales promotion?

- Premium
- Contest
- Deal
- Coupon
- Sample

When the humane society creates and distributes a news release outlining its pet adoption event with the Coffee Collective, it is considered a form of ________.

- targeting
- segmentation
- advertising
- promotion
- public relations