

## **Advertisement Management**

aZillion Words

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## Section A: Creative Brief

### 1.0 Background

**1.1 The brand:** Being part of the fast-food industry, Domino's is striving hard due to the competitive dynamics of the market. In terms of taste, price, quality and health, a higher level of competition exists. Though Domino's taste is a differentiating factor, in terms of health element, it is lagging. It is an American brand which was founded in 1960. In Feb 2018, its chain was sold out throughout the world. The whole fast food industry is striving to become healthier in one way or the other.

**1.2 Competitors:** Domino's pizza is famous for its unique taste, and its low prices and unique taste provides the competitive edge to it. Its main competitors are Pizza Hut, Papa Johns, McDonald's, and Subway.

**1.3 Buyer analysis:** Mostly, youngsters buy its products, and they use the fast-food during their routine study life, or they use it during their hangouts. Their friends are an influencer of their decisions.

**1.4 Current/Previous advertising:** In its current advertisements, its focus is on demonstrating its taste and price level where it is shown as a tastier and cheaper alternative [Appendix A].

### 2.0 Advertising Problem

The problem is that its brand perception is not so good, and customers have started to believe other brands as better than this. Though its taste and prices are better, with existing working, it will lose its market share soon as its competitors are way ahead than it. Appendix B highlights the framework to be used.

### 3.0 Objectives

- To reposition the brand as a healthier pizza brand by changing its healthy perception by 25% in the next six months
- To increase brand awareness about its quality taste by 10% by the end of 1 year
- To improve brand knowledge as an organic ingredients-based brand by 15% by the end of 1 year.

#### 4.0 Target Market:

**4.1 Target:** Target market customers are aged between 18-28 years, are university students, and they like to have fun while they have their food. Being a student, the income level is not higher; hence they have budget constraints though they are party goers, fun-loving and extroverts, they have become health conscious also. They are loyal to brands if their needs are fulfilled.

**4.2 Consumer insight:** With increased customer awareness, youngsters have also become diet and health-conscious where they want to have healthier items. Though they do not want to compromise on taste and quality, they are more inclined to have organic and healthy food now.

#### 5.0 Budget

Campaign will start on June, 2020 and will end at May 2020 and whole year these advertisements will be continued.

CY 2020 (Spend in '000s AUD)	Domino's Pizza
Metropolitan Television	2,741.2
Social media	4,111.8
Metropolitan Press	2,741.2
Digital	4,111.8
Grand Total	13,706

#### 6.0 Creative strategy

The most important thing to say is that it is a healthy brand now. It will convince youngsters that Dominos is offering more healthy products than other market leaders. Support will be that its ranking is very low in the market, so it needs to strive harder for delivering what it is going to commit. Its taste and price are not enough; hence it will have to use factual and non-sense tone to describe the brand personality as organic and healthy.

*'Eat Big Size but do be Big Size now'*

#### 7.0 Media strategy

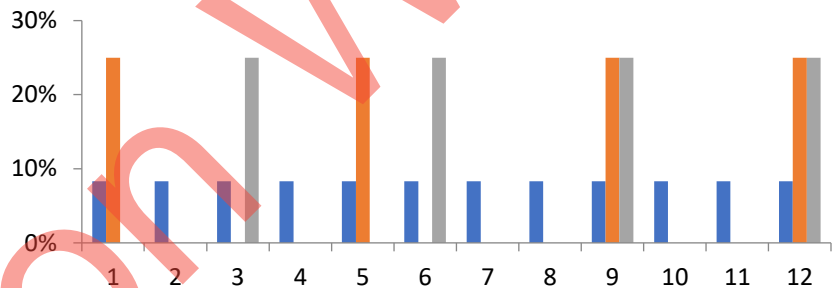
Now, digital and social media will be considered most dominantly. Previously, TV and magazines have been used. Social media and digital media are widely used now in youngsters so that they will support the creative strategy.

**7.1 Media mix with % of budget allocation:** With the increase in the number of social media users, most of the brands and companies rely on social media marketing because it provides instant response to the companies in term of getting the sale. That is why the company will spend more budget on the use of social media advertisement and other kinds of internet sites in order to get instant traffic. Moreover, people in current age prefer those brands who provide comprehensive information on social sites.

TV	20%
Magazine	20%
Social media	30%
<u>Internet</u>	<u>30%</u>
Total:	\$13,706 (budget in 000s)

**7.2 Media scheduling**

A continuous approach will be followed on social media and internet while pulsing approach will be followed on TV and magazine.



**8.0 Mandatories**

Stories on website will be posted. The logo will be revised to demonstrate the element of healthy product nature. The information about pricing will also be posted in all ads as it is a trend to do.

## **Section B: Justification**

### **1.0 Background**

#### **1.1 The brand**

Domino is one of the brands in the context of the USA that provides the best food-related products to the customers. However, the presence of other giant players, the marketing values of the Domino is being affected. Moreover, in a tough and challenging marketing environment, most of the brands are feeling insecure because of the change of consumer's behaviour, decisions, and perception about the particular (Bell et al., 2012). Currently, the stock price of the Domino Pizza has reached to \$373.97 in 2019, which was increased by 13.84% from the previous year. Additionally, the company has more than 17000 stores in different locations, and revenue amounted to \$3.618 billion in 2019, and more than 13,100 employees were working in the company (Dominos, 2020). However, within the context of Australia, the company has 2600 stores, and revenue of the company has increased by 3.5% from the prior year (Manoj et al., 2019). That is why the company has significant worth in Australia, as most of the customers prefer Domino in order to buy unique and tasty pizzas.

#### **1.2 Competitors**

In term of competition, the company is surrounded by various giant players, such as McDonald's, KFC, Starbucks, Subway, Papa John's, Pizza Hut, and Little Caesars. All these competitors have made difficult to remain consistent in the market. That is why the company is continuously struggling in order to maintain its growth in revenue, key customers (He et al., 2013). Within the context of Australia, the pizza industry has grown by 2.7% from the last five years (Akhter, 2019). The main reason behind the huge popularity is that most of the companies have added innovative technologies in order to produce innovative products. Therefore, in the current era of technology, only those brands can remain consistent in challenging and dynamic market, which is loaded with latest and innovative technologies (He et al., 2013, p. 4). So, technologies are making the difference between the selection of the brands by the customers. Customers prefer only those brands who can offer them a quick and affordable solution.

#### **1.3 Buyer analysis**

According to the findings from the interviews, most of the youngster prefer products of Domino, because they love fast food, especially during their study hours and parties with their

friends. As the interview was based on 1-on-1 meeting with the people in order to analyse and understand their preferences; therefore, this technique was quite helpful for the researcher in order to deeply analyse the choices and behaviour of the people (Badran, 2017). According to findings from the consumer's insight, most of the people from age 18 to 21, prefer products of Domino Pizza because of the availability of its small size products, and low cost as compared to other brands. Although from the findings of interviews, it can also be analysed that every customer has different choice related to eating plans, some customers prefer Domino because of the availability of small size pizza (Jham & Tandon, 2012). While on the other hands, some customer chooses Domino's products because of health-related concerns, and some prefer because of the easy availability of the fast-food products. Therefore, each buyer has different characteristics that sometimes make difficult for the company in term of maintaining a better relationship with the customers by providing products according to their taste.

#### **1.4 Current/Previous advertising**

As compared to the previous advertisement campaign of the company, the company more focus on providing information related to the taste and prices of the products so that people can estimate the value of the pizzas. However, the traditional means of advertisement of the company was focusing the showcasing the behaviour of the people by getting the pizzas and other products (Pepitone, 2013, p. 21). Therefore, with pricing tag on the advertisements, the customers can easily analyse the affordability and their range to get their desire products (Prakash & Singh, 2011, p. 12). However, the only thing that has created challenges for the company is that some people are more inspired by the low prices of the products; instead, they prefer more information related to the product before going to purchase the products.

#### **2.0 Advertising Problem**

There is no doubt to say that the company is quite good in term of providing taste and quality products to the customers with low cost, but the main problem is the availability of various alternatives that are creating difficulties for the company in term of maintaining growth and market share (Young, & Flowers, 2012, p.23). Due to high competition, the company is not effectively communicating with the customers to share useful information with the customers due to which the sale of the company in the context of Australia has reduced. While on the other hand, there is no emotional values exist in the advertisement campaign of the company that incorporate values



for the people. This was also found in the perceptual maps of the company where it is not able to have the best possible perception among the competitors. Following the advertising framework [Appendix B], advertising problem starts with the objective setting. After allocating budget, message decision is taken, and media decision will be taken. Once this is done, at the end evaluation will be done.

### **3.0 Objectives**

With the help of a new advertisement plan, the company can better understand the preferences of the customers. Moreover, the company can also provide timely information to the people related to its products. The inclusion of SMARTER objectives within the advertisement plan has the ability to provide an instant response from the customers (Sotolongo & Copulsky, 2018, p.28). Therefore, the current objectives are quite realistic, as it can reposition the brand by adding healthier pizza in the product category. Moreover, it will also provide a competitive advantage to the company, as most of its competitors do not provide the product to health-conscious people, and they do not prefer fast-food (Mian et al., 2019, p.23). If everything goes in the right direction, the company can definitely improve its awareness among the key customers by 10% within a year. Most of the competitors of Domino, such as Pizza Hut, Starbucks, Subway, KFC, etc. are not providing a product with organic ingredients. Therefore, it will be the plus point for the company to take competitive advantages and maintain its market share within the context of Australia.

### **4.0. Target Market**

In this creative brief, selected targeted market is the younger university students who are more conscious about their health. It has also been proved from the primary data that there are more individuals concerned about their health as this reflects their shape and their appearance. For example, one student interviewee mentioned.

*“I want to maintain a figure and look good in clothes. I believe an unbalanced diet leads you to an uncontrolled weight which ultimately makes you look ugly in anything you wear. And for me, looking good is very important.” (Interviewee C)*

They are party goers and they use this pizza product when they have to do some party and fun. For example, an interviewee mentioned.

*“When I want to throw a party to my friends.” (Interviewee A)*

The secondary research also highlights the inclination of Australian youth towards healthier and organic food, yet there are limited options available (Anaf et al., 2017). The report by Australian Institute of Health & Welfare (2019) has also found that currently youth is having many chronic diseases including obesity and it is believed that its solution is in healthy dietary options.

### **5.0. Budget**

It is decided that majority of budget will be dedicated towards the social media and digital media. Anything which is to be popularised in the youngsters can be made popular with the help of social media and digital media (Given et al., 2017). Therefore, maximum budget has been dedicated towards it. Though, television and metropolitan press is also used because somehow these are still considered effective in terms of their reach.

### **6.0. Creative strategy**

**Creative statement:** *‘Eat Big Size but do be Big Size now’*

As it is found from the survey results that Domino’s Pizza is not found to be healthy. Among various options, it has a poor perception of being unhealthy. Therefore, it is of utmost importance to highlight the brand features of repositioning attribute which are focused on health attributes. By focusing on health element, the ad will also be made creative as its determinants are originality, synthesis, and elaboration and this will be assured in this creative ad (Blakeman, 2018). The creative statement also presents that there is no need to be worried about big size of body and anyone can eat now without being worried about weight. The element of healthy will make the ad original as this is not been done by many yet and its previous ads have also ignored it. The synthesis will also be achieved where a junk food product i.e. pizza will be presented as healthier by telling and educating people that how its ingredients are fresh and organic. Moreover, factual information is helpful for enhancing the cognitive element in the ad through which memory can be enhanced (Altstiel, Grow & Jennings, 2018). Likewise, as it is for youngsters so adding the non-sense element will enable it to make it popular among youngsters as too much logic and fact are always not appropriate for them.

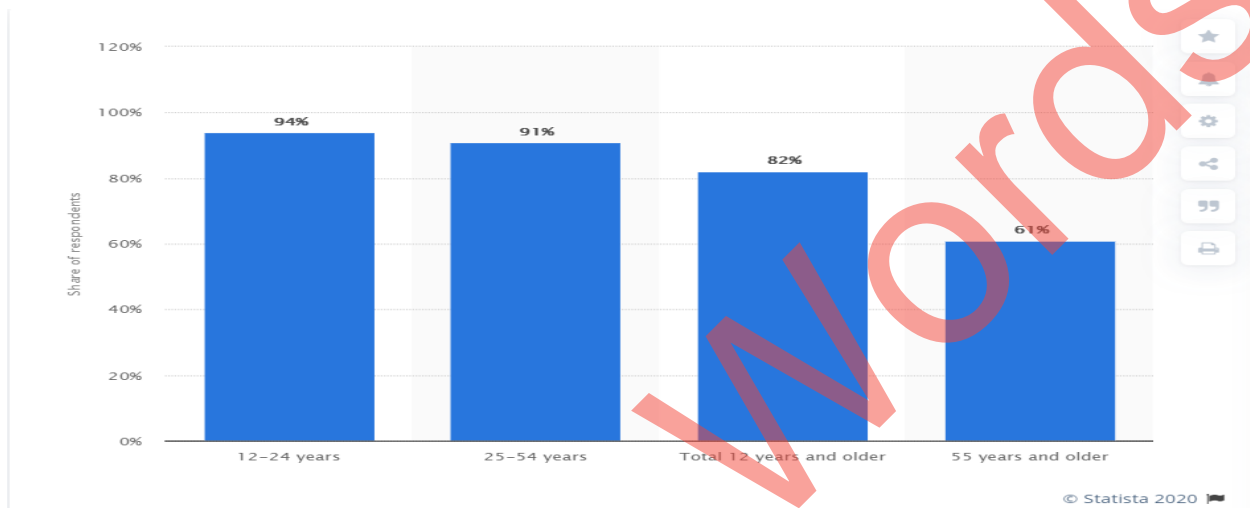
### **7.0. Media strategy**

As compared to the past time of running advertisement campaigns, most of the companies prefer advertisement on newspapers and television channels. However, the advertisement on

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television and the newspaper does not provide guarantees of getting the high sale. That is why the current advertisement campaign utilise more social media and internet sites, and some parts of the advertisement are also run on television and newspapers in order to provide information older generation who are not involved in social media sites.

Figure1. Social media sites usage in Australia in 2020



Source: Statista (2020)

Social media is widely popular in youngsters in Australia [Refer to Figure 1], which makes it the ideal option to be used for anything which is targeting youth (Statista, 2020). This repositioning is targeted towards youth, so this will be a better option to be adopted in media mix. The rationale for using continuous schedule for social media and internet will be to maintain awareness while the pulsating schedule will be used or bursts of intensity such that awareness and repositioning objectives could be accomplished.

### 8.0. Mandatories

Due to the increase in the popularity of the internet and the presence of the various brands in the online world, people have the freedom to research on the internet in order to analyse the effectiveness of the companies. Therefore, Domino also needs to take this opportunity and modify its website in order to share stories related to foods, its products, prices, what is going in the country and what is trending so that the company can capture the attention of the people. The website

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stories will help in communicating the desired message. Moreover, product features and price will also be shown as it will help in communicating the repositioning objectives.

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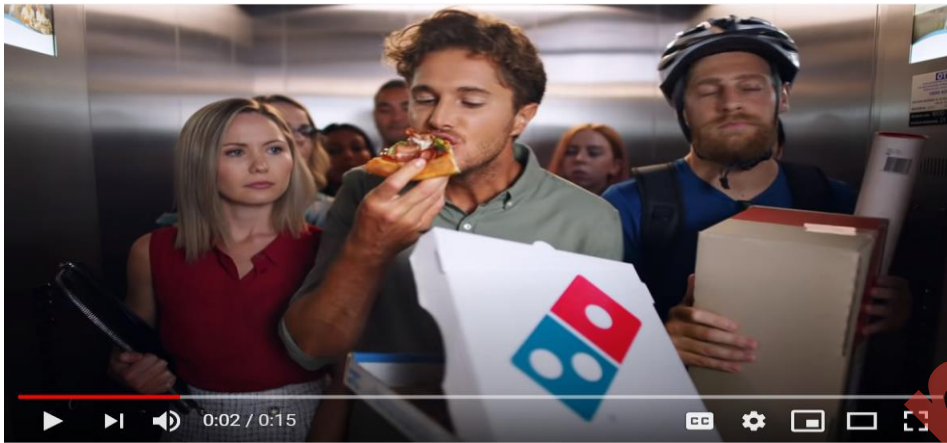
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Appendix A: Current advertisements of Domino's



Appendix B: Advertising Framework

**Advertising Planning Framework:**

