

The communication strategy of the publicity campaign

Campaign for Central Europe



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March 10th, 1998

- A. ORDERING THE CAMPAIGN
- B. CREATIVITY CONCEPTION MODEL - A**
- C. CREATIVITY CONCEPTION MODEL - B**
- D. OTHER FACILITIES
- F. TOTAL BUDGET

CZECH REPUBLIC - MEDIA PLAN

HUNGARY - MEDIA PLAN

POLAND - MEDIA PLAN



A. ORDERING THE CAMPAIGN

Objective of the campaign:

To introduce the brand like the producer of the electronics :

TV, audio
air conditioning
PRO video systems (EVS)
industrial automotion
personal computers
telecommunication technology

B. CREATIVITY CONCEPTION MODEL - A

We want to introduce the brand Mitsubishi in the different branches.

*We selected the featuring of the products,
which represent the branches, in which the technology is used.*

WHAT DO THESE PRODUCTS HAVE IN COMMON?

Among these branches pertain:

audio and video,
communication,
computers,
automatization,
air conditioning etc.

The picture :

A group of products where, for example TV, video
and telephone are the dominating parts.

The group or dominance of products can be changed if necessary.



OUTDOOR:

WHAT DO THESE PRODUCTS HAVE IN COMMON?

In the outdoor presentation, where the extent of message is limited, only two dominated representatives of the branches appear at the same time.

In the press advertising, where the reader has more time, we will show the complete group of products.



PRINT:

WHAT DO THESE PRODUCTS HAVE IN COMMON?

Headline :

"What does the TV set and the airconditioning have in common?"

A picture : the group of products from all branches

Claim :The technology of the third millennium.

Text : " Did you remember the similar question looking at this group of different products of different branches too?"

The answer is very simple.

Not only are all these products the most advanced, they are also combined with the modern technology of the products of Mitsubishi Electric Co .

The technology of Mitsubishi Electric!

The technology of the third millennium.

The group or dominance of products can be changed if necessary.

GSM communications



airconditioning



hi-tech



computers



video-printers



TV and video

WHAT DO THESE PRODUCTS HAVE IN COMMON?
THE MITSUBISHI ELECTRIC TECHNOLOGY!



THE TECHNOLOGY OF THE THIRD MILLENNIUM

The group or dominance of products can be changed if necessary.



WHAT DO THESE PRODUCTS HAVE IN COMMON?
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GSM communications



airconditioning



hi-tech



computers



video-printers



TV and video

WHAT DO THESE PRODUCTS HAVE IN COMMON?
THE MITSUBISHI ELECTRIC TECHNOLOGY!



THE TECHNOLOGY OF THE THIRD MILLENNIUM

C. CREATIVITY CONCEPTION MODEL - B

We want to introduce the brand Mitsubishi in the different areas of human activities.

We selected the method of featuring people, who represent the provinces in which the technology of Mitsubishi company is used.

WHAT DO THESE PEOPLE HAVE IN COMMON?

Among these branches will pertain to:

medical technology (doctor),
audio and video (televierer),
communication (telephone-operator),
computers (programmer),
automatization (turner),
air conditioning (hotel owner in Africa)



OUTDOOR

WHAT DO THESE PEOPLE HAVE IN COMMON?

In the outdoor presentation,
where the extent of the message is limited,
only two dominated representatives
of the branches appear at the same time.

In the press advertising, where the reader has more
time, we will show the complete group.

Headline : "What does a doctor and a televiewer have in common?"

A picture : the group of people of all branches

Logo : Mitsubishi Electric

Claim : **The technology of the third millennium.**

PRINT:

WHAT DO THESE PEOPLE HAVE IN COMMON?

Headline :

"What does a televiewer and a clark have in common?"

A picture : the group of people from all branches

Claim :The technology of the third millennium.

Text : " Did you remember the similar question looking at this group of different people of different branches too?"

The answer is very simple.

Not only are all these people the most advanced,
they are also combined with the modern technology
of the products of Mitsubishi Electric Co .

The technology of Mitsubishi Electric!

The technology of the third millennium.

The group or dominancy of people can be changed if necessary.

WHAT DO THESE PEOPLE HAVE IN COMMON?
THE MITSUBISHI ELECTRIC TECHNOLOGY!



THE TECHNOLOGY OF THE THIRD MILLENNIUM

The group or dominancy of people can be changed if necessary.



WHAT DO THESE PEOPLE HAVE IN COMMON?
THE MITSUBISHI ELECTRIC TECHNOLOGY!



THE TECHNOLOGY OF THE THIRD MILLENNIUM



D. OTHER FACILITIES

TV sponsoring

TV clock countdown

We suggest as a next form of our cooperation the sponsoring of the "TV clock countdown" in the less frequently watched time on TV. This item is not included in the total budget up. It amounts to aprox. 30 000 USD on every state.

Singmaking

The next form of publicity is the location of the logo in busy and well-arranged places in the capitals.

- We propose the opening of Mitsubishi 's sales rooms in the capitals.

The next possibility of propagation is

- large signs publicity on the walls of buildings.
- neon sign publicity,
- lighted publicity in the vestibuls of metro and bus stops
- publicity on trams and buses
- mobile advertising on cars
- different forms of sponsoring
- cars competition and other actions
- prizes in TV competitions
- advertising on airplanes
- big propagation means of advertising objects
- calenders with a theme of production of the client etc.

(These products are not included into the budget)

E. CAMPAIGN TIME SHEET

PRODUCT CAMPAIGN

PRESS CONFERENCES
BILLBOARDS
ADVERTS
RADIO SPOTS

PRODUCT CAMPAIGN

BILLBOARDS
ADVERTS
RADIO SPOTS

PRODUCT CAMPAIGN

BILLBOARDS
ADVERTS
RADIO SPOTS

OCTOBER

NOVEMBER

DECEMBER

F. TOTAL BUDGET

GENERAL BUDGET								
	Press	Radio	Billboards	Press conf.	Sign of logo	Others	Studio work	Total
Poland	32 113	30 088	35 000	2 270	16 500			115 971
Hungary	48 225	24 665	36 535	2 270	17 000			128 695
Czech rep.	26 782	15 984	53 999	2 270	16 700			115 735
						9 500	29 500	39 000
Total USD	107 120	70 737	125 534	6 810	50 200	9 500	29 500	399 401

OTHERS : overhead material and production costs for specified items like samples, drafts, pre-prints, mailing, digital media, special photos, e.t.c.

ADA STUDIO WORK: basic creative work and organization fee

HUNGARY - MEDIA PLAN

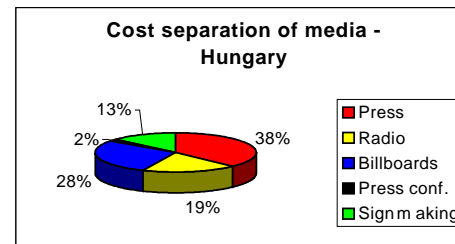
Media	Characteristics	Freq. month	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	Price USD	
DAILY PRESS																																			
Népszabadság	1/2 BW	6					■					■					■				■				■										22 070
Magyar Hírlap	1/2 BW	4							■						■						■				■										8 850
Népszava	1/2 BW	4	■												■								■											■	5 000
MAGAZINES																																			
HVG	1/2 BW editorial p.	4	■ 1 WEEK							■ 1 WEEK							■ 1 WEEK							■ 1 WEEK							8 650				
Cash Flow	1/2 BW	1	■ 1 MONTH																														910		
Cégvezetés	1/2 BW	1	■ 1 MONTH																														1 060		
Piac és profit	1/2 BW	1	■ 1 MONTH																														820		
Privát profit	1/2 BW	1	■ 1 MONTH																														865		
RADIO																																			
Kossuth 7:12-7:57	duration 20 sec	14	x		x		x		x		x		x		x		x		x		x		x		x		x		x		x		x	7 700	
Danubius 9:00-12:00	duration 20 sec	21	x	x		x	x		x	x		x	x		x	x		x	x		x	x		x	x		x	x		x	x		x	6 060	
Danubius 12:00-15:00	duration 20 sec	21	x	x		x	x		x	x		x	x		x	x		x	x		x	x		x	x		x	x		x	x		x	6 060	
Juventus 15:00-18:00	duration 20 sec	21	x	x		x	x		x	x		x	x		x	x		x	x		x	x		x	x		x	x		x	x		x	4 845	
BILLBOARDS																																36 535			
SIGN MAKING																																17 000			
PRESS CONFER.																																2 270			
TOTAL																																128 695			

POLAND - MEDIA PLAN

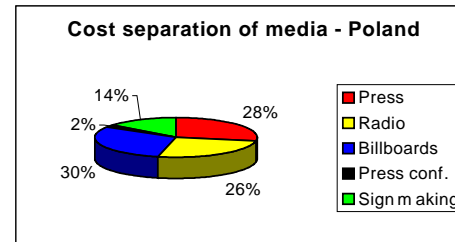
Media	Characteristics	Freq. month	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	Price USD		
DAILY PRESS																																				
Gazeta Wyborcza	1/4 BW	8					■			■				■			■				■				■			■								12 059
Super Express	1/4 BW	6	■				■			■				■			■				■				■			■								7 078
Rzeczpospolita	1/4 BW	6		■				■						■							■				■				■							9 831
Express Wieczorny	1/4 BW	6	■						■					■			■				■								■							3 145
RADIO																																				
PR 1 7:15-7:50	duration 10 sec	20	x	x			x	x	x					x	x	x	x	x			x	x	x		x			x	x	x	x	x			5 750	
PR 1 7:50-8:00	duration 10 sec	22	x	x		x	x	x		x	x	x		x	x	x		x	x	x		x	x	x		x		x		x	x	x			17 302	
ZET 7:00-9:00	duration 10 sec	20	x	x			x	x		x				x	x	x	x	x			x	x	x	x	x			x	x	x	x	x			7 036	
BILLBOARDS																																				35 000
SIGN MAKING																																				16 500
PRESS CONFER.																																				2 270
TOTAL																																				115 971

SHARE COSTS ON ADVERTISING APPORTIONED TO ONE OF EACH MEDIA TYPE

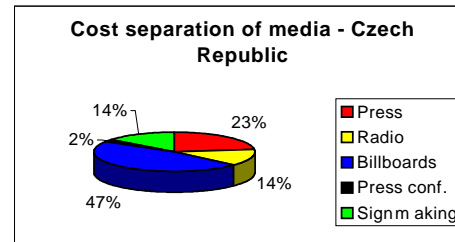
Media	USD
Press	48 225
Radio	24 665
Billboards	36 535
Press conf.	2 270
Sign making	17 000



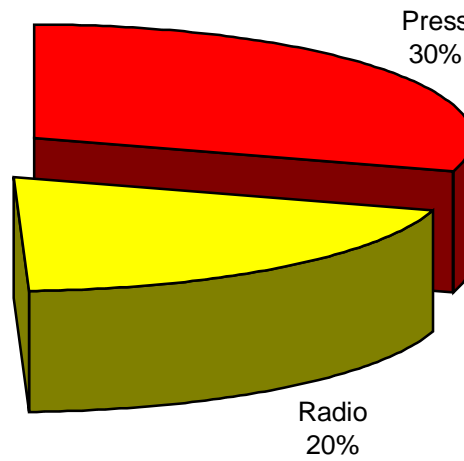
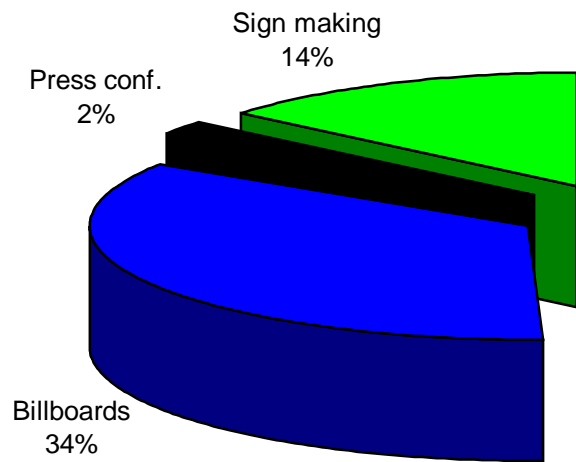
Media	USD
Press	32 113
Radio	30 088
Billboards	35 000
Press conf.	2 270
Sign making	16 500



Media	USD
Press	26 782
Radio	15 984
Billboards	53 999
Press conf.	2 270
Sign making	16 700



Average cost separation of media for Central Europe (USD)



copyright



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