

The 5M's of Advertising

Lesson Notes

Advertising – 5Ms

5 Ms of Advertising

While developing an advertising program, marketing managers first need to recognize the target market and consumer motives. After that, they can make the five important decisions known as the Five Ms of Marketing.

1. Mission

- Sales goals
- Advertising objectives

2. Money

- Factors to consider Stage in PLC
- Market share and consumer base
- Competition and clutter
- Advertising frequency
- Product substitutability

3. Message

- Message generation
- Message evaluation and selection
- Message execution
- Social-responsibility review

4. Media

- Reach, frequency, impact
- Major media types
- Specific media vehicles

- Media timing
- Geographical media allocation

5. Measurement

- Communication impact
- Sales impact

Mission

What are the company's advertising objectives?

Example for Mission

Coca Cola's 'Share a Coke' is a multinational marketing campaign. It rebrands the traditional Coke logo, replacing "Coca-Cola" from one side of a bottle with the expression "Share a Coke with" followed by an individual's name.

Buyers were highly encouraged to discover bottles with names that held personal meaning to them, shared them with friends and family, then tweeted about their experiences making use of the hashtag #ShareaCoke. Australia was the first country to experience this campaign which eventually would reach more than 80 countries over the span of 7 years.

Money

How much can the company spend and how to allocate to the company's spending across media types?

Example for Mission and Money: McDonald's

Money – In April 2019, McDonald's spent around \$50 million for the advertisement.

Mission – To promote McDonald's new any size \$1 soft drink limited time offer, and mix and match 2 for \$5 deals to customers.

Message

What must the ad campaign say?

Example 1 for Message: Nike's message during Covid

1. At a period when both global athlete's and humble jogger's day-to-day activity has been interrupted, Nike created a campaign that intends to unite us all in our 'new normal.'
2. Nike's 'Play for the World' campaign.
3. Created by Wieden + Kennedy, augments the message that everyone must do their bit for the world and 'play inside'.

Example 2 for Message: Nike's "You Can't Stop Us" Campaign

1. The 'You Can't Stop Us' campaign includes photographs and videos of people exercising at home, be it in their kitchens, bathrooms, bedrooms, or basements.
2. Along with a few well-known faces, including basketball legend LeBron James and volleyball star Sara Hughes, the advertisement features lesser-known and unknown health enthusiasts to strengthen the sense of all being in this situation together.
3. The "You Can't Stop Us" video features a split-screen bringing together footage of Black, White, Asian and Muslim athletes.

Media and Measurement

Media – What media should the company use?

Example 2 for Message: Nike's "You Can't Stop Us" Campaign

1. The Campaign needed original content in various languages and formats, including print and TV ads, billboards, SMS messaging, websites, and social media.
2. Consumers ended up sharing more than 500,000 photos through the #ShareACoke hashtag within the first year.
3. Coca-Cola roughly obtained 25 million new Facebook followers in that very same year. The campaign sold more than 150,000,000 personalized bottles. It's resulted in over 1 billion impressions.

Measurement – How should the company evaluate the results?

Coca Cola managed to gain a 2% rise in soft-drink sales that increased Coke consumption from 1.7 to 1.9 billion servings per day and made #ShareACoke a No. 1 global trending topic on social media.

