

What is a media campaign?

A media campaign is when a range of different media platforms are used to promote a specific attraction to a specified audience, usually promoting a product, service, or event. A range of different platforms or communication channels can be used to promote a campaign for example a product campaign may include TV advertisements, social media, billboard posters, merchandise, web-based advertisements, digital posters, interviews with celebrities that are involved with the product and advertisements in newspapers and magazines. Therefore it is important that across these many different platforms the process of branding is achieved. When successfully achieving the branding process there are several factors that must be included. For example a memorable logo to catch the audience's eye, a memorable slogan or tagline that is easily associated with the product that you are promoting and a consistent colour scheme which reflects the style of your product and appeals to the target audience. The overall identity of your brand may also need to be considered at this point in the process. As a result of this the audience will begin to form connections between the platforms and become more aware of the campaign. It is also important the campaign is strategically planned in order for the different platforms to be coordinated, giving them the opportunity to successfully release material simultaneously.

Different types of media campaigns have different aims and purposes. For example the purpose of the NHS campaign 'Drinking causes damage you can't see' is to reduce the number of people that consume an excessive amount of alcohol by making them aware of the severe damage it may cause to their body. The campaign provides information packs to the public and in some cases may hold talks or workshops and TV adverts. They use these multiple platforms to reinforce the importance of being aware of thinking about the effect of drinking. However the campaign for the film 'Deadpool' has very different aims and purposes which are to promote the film and increase the number of people that will watch the film in cinemas by releasing innovative merchandise to keep the audiences invested in the characters and brand.

It is vital that media companies analyse how effective their media campaign truly is. One way this analysis can be carried out is by completing some additional primary research based around the target audience of the campaign. For example questionnaires, focus groups and surveys are effective methods of primary research, as they allow immediate feedback to be given by audience members. For example Twitter and Instagram are social media platform that includes polls. This allows the audience to interact and share their opinions and views on certain products. This offers statistical data that can be analysed in order to monitor the amount of people taking part in the polls and ensure the product is suitable for its target audience. Also being given the information gathered from the polls could also be effective as it would mean that you could adjust/change your product to suit the majority of costumers, which will as a result increase the amount of sales. Other ways to measure the impact of a campaign is to ensure that you are aware of the sales and monitor if the sales have improved since the launch of the product.

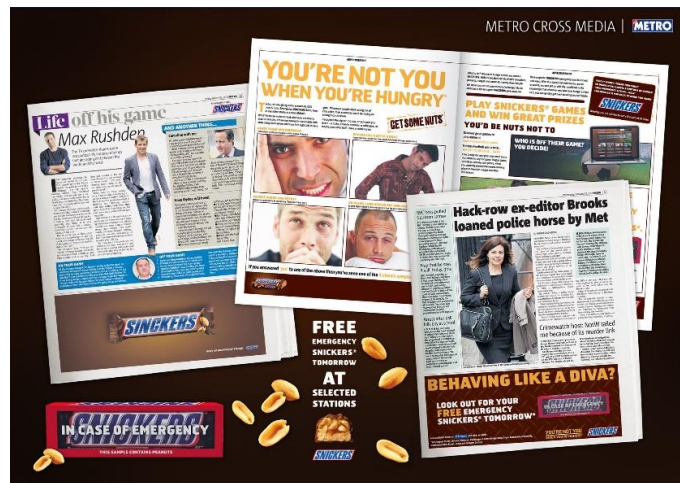
Case Study: Snickers

The Snickers media campaign is one of the most successful and unforgettable in recent years. The campaign is used across a range of media platforms culminating in the success of their television advertisements. The iconic adverts uses irony in the form of a double entendre – "Get Some Nuts" -- referring to the masculinity or lack of masculinity in men. The characters are portrayed as weak until they consume a Snickers and then they become strong and fearless highlighting there manliness. The campaign was innovative as used a range of platforms to target a range of masculine media literate audiences. The methods of advertising were newspapers and magazine advertisements,

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Billboards, social media such as YouTube and Facebook. The campaign was accessible to a wide audience which would increase the popularity.

One traditional print method that the campaign used was to synchronise advertisements with the metro newspaper. The Metro is a free newspaper released in the mornings and distributed on the Tube and main line bus routes. Targeting those who commute to and from work in central London, where a male workforce is predominantly present. Therefore creating synergy by collaborating with the Metro Newspaper, making the campaign more successful. The



advertisements are strategically placed in the newspaper, creating cohesion through the logo having an individual section of the page in order to stand out. The positioning of the brand is strategically placed next to an article related to men being emasculated and incapable and the effects this may have on the male population, even if there is no solution the placing of the advert would be the most effective way to promote Snickers. A piece of primary research that I have studied is a survey from the National Readership Survey that shows that the majority of the people that read the Metro are predominantly ABC1. The Snickers target audience is predominantly male linking to the Metro target audience who is also predominantly male, this links to the brand identity of Snickers as it relates to the slogan 'Get some nuts' which is aimed at 'real' men. The use of the double entendre is also repeated throughout the different platforms used to promote Snickers. This is effective as it forces the audience to immediately associate Snickers with masculinity and makes the slogan easily memorable. As a result this would capture the attention of the consumer and increase the selling power of Snickers.

An example of cross media marketing used in the campaign is the traditional audio-visual methods such as a TV advert. One of the most popular advertisements for Snickers is the Joan Collins advert. This iconic advert uses the idea of masculinity to achieve a comedic effect. In the advert Joan Collins is acting in a diva like manner and her costume and makeup help to create a highly feminine and glamorous character. After she consumes a Snickers bar she becomes calm and transforms back into a man -- becoming like a 'real man', creating the idea that the Snickers has the power to transform someone's mood and personality. The use of the double entendre 'Get some nuts' links to the aims of the campaign, as it immediately associates the Snickers brand with masculinity and gives the impression that without consuming Snickers you cannot be considered a 'real man'. The tagline 'You're not you when you're hungry' reinforces the unique selling point of the Snickers brand, which is that a Snickers chocolate bar is considered to be more substantial than other chocolate bars due to the fact that it contains a protein source of nuts. Therefore 'You're not you when you're hungry' implies that consuming will prevent you from not being the best version of yourself by curbing hunger.



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Social media is another media platform that was used successfully when promoting the snickers campaign. For example pop up advertisements are used on platforms such as Facebook to entice users and possibly try to change the consumer's habits by showing a short but effective advert. This advertising technique would have a positive effect on consumers, as it would force the Snickers brand to be at the forefront of their minds. This means that in most cases people would be more



likely to choose to consume a Snickers rather than any other chocolate bar. Also using pop up advertisements on social media would significantly increase the sales of the snickers campaign as in this day and age social media is easily assessable to a wide range of audiences, from young media literate teenagers to some members of the older generation. This will give the give the brand a chance to persuade people, who wouldn't normally eat Snickers to change their habits, allowing the Snickers brand to extend their audience, as a greater amount of people would become

more aware of the band as a whole. Another way the Snickers campaign uses social media to promote their product is by setting up their own Instagram page. This allows the audience to interact and become involved in the campaign. The campaign could set up an Instagram popularity poll giving the consumer a chance give their opinions on both old and new Snickers creations. By having social media Snickers are able to synchronised events, while big football or rugby games are playing snickers Instagram post more regularly in order to promote sales as its target audience is male, we see from the pop up displayed that Snickers are promoting that game day is not complete without a Snickers.



“Brand in hand” is another method that the campaign used to promote the Snickers chocolate bar, this method is when people are handing out free tasters in busy public areas such as train stations.



This strategy successfully hit the target audience of Snickers, as more would be picked up and tasted, which then encouraged sales. However Snickers used a unique advertising gimmick, as they deliberately handed out the tasters in red emergency boxes, giving the

impression that it is essential for these members of the public to consume a Snickers chocolate bar. This relates to the overall message of the campaign, which is that you are not complete without snickers. As a result this would increase the sales of the Snickers chocolate bar because people would be attracted to the creative advertising method that is being used.



Various advertising platforms that Snickers used link together in order to generate sales and popularity for the brand, for example print and social media advertisements are closely linked as it is common for print methods to include links and hashtags to social media pages, such as in the Metro the hyperlinks would take readers to the Snickers website to make them more involved with the band. This is an effective choice as both print and social media not only target the same audience but also reach out to separate ones, with print boldly being displayed to catch the eye of consumers who are not active on social media websites and social media to attract the media literate. By linking the advertisements this will encourage the audience to play an active role as a consumer as they make an individual choice to follow the brands social media platforms or use hashtags through their own social media, making them in some way associated with the brand. In my opinion the print

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advertising in the Metro was the most successful as both the Metro newspaper and the Snickers campaign are targeted at the same audience which is predominantly males who are from an ABC1 Background. Also the Metro strategically placed the Snickers advertisement next to articles that are related to its target audience in order to increase sales. Another method of advertisement that I feel is highly effective is 'brand in hand' as it offers people the chance to directly taste the chocolate bar. Although it is usually handed out in areas that are predominantly populated with the Snickers target audience it also allows people who may have never heard of Snickers to become familiar with the brand and have the chance to directly try the product. This would as a result increase sales and popularity for the brand as a whole.

The aims and purpose of the Snickers campaign are to change consumer's habits by encouraging more people to buy the individual Snickers bars rather than the multi packs. The campaign delivered the message that Snickers was of great substance and the number one chocolate bar to satisfy the "real man" making the hungry man on the street think Snickers. The campaign sold Snickers as "you're not you when you're hungry" so choose a Snickers, as it's not just a light snack but also one that was filling enough for even the manliest of men.

It is evident that the campaign was effective and highly successful. The campaign cleverly advertised unforgettable slogans and understood the needs of their target audience with 62% of people being able to recite the slogan "you're not you when you're hungry" proving brand identity as recognisable and effective. Through the campaign and promotion sales increased by 38% -- 28% of those sales were of people that reported seeing the campaign, hence making them more likely to buy the Snickers.