An appropriate advertising campaign is very important to the success of a product/service. In addition to price, product and place it is considered an essential ingredient of marketing.

The television campaign could be considered the preferential option for Agristore as it will be wide reaching. The more people that see the adverts the better! It could be broadcast nationwide to a Gardening target market during advert breaks of Gardening programs. The mixture of sound, movement and colour can be used persuasively, to demonstrate the product and include individual and business customer reviews. However, it must be noted that television advertising campaigns are expensive in comparison to other methods and their effectiveness is on the decline due to catch up/on demand TV.

Newspaper advertising on other hand, is relatively inexpensive and has the potential to be much more informative. Agristore could create an advert in the newspaper that contains the exact diameters of their standards designs, particularly useful for business customers. In addition to this, the Newspaper advert can be more easily tailored to Agristore exact requirements and multiple adverts can be produced at a lesser cost including discounts and coupons. These can be used to drive sales when a product is reaching maturity.

In conclusion, I believe that Newspaper would be the better advertising medium for Agristore Greenhouses. All be it that, Newspaper readership is on the decline because of Digital Media, I believe it is more suited to the product being advertised and the lesser initial costs will give Agristore greater flexibility.

***QUESTION***

*Agristore plc would like to increase its sales to both individual customers and at garden centres.*

*To do this, the Directors have decided to begin an advertising campaign. They cannot decide whether to spend most of their advertising budget on newspapers or on television.*

*Should Agristore plc spend most of its advertising budget on* ***newspaper*** *or on* ***television advertising****? Justify your answer. [10 QWC]*

***(June 15 Q10e)***

Advantage(s) and / or disadvantage(s) of one or both media suggested / listed. Information is poorly organised. There is limited use of specialist terminology / vocabulary.

Television advertising campaign would be a good idea because it will be seen by a lot of people. It can contain a mixture of sound, video and colour which will make it more fun to watch.

Newspaper advertising wouldn’t be a very good idea because not many people read newspapers anymore because of the Internet. The advert wouldn’t be seen by as many people as the TV and therefore it would be money wasted.

WAGOLL (What a Good One Looks Like)……

TEACHER NOTES…..

Agristore plc produces **garden sheds and greenhouses**. Some are produced using **designs provided by individual customers** and some are **manufactured to standard designs and sizes**. The standard products are sold by **garden centres.** Aim - **Increase sales** to individuals and **garden centres, via TV or Newspaper ads.**

**AO3 Analysis & Evaluation**

Analysis - Explain the impact on a business and its stakeholders (so what? why?)

Evaluation – Make a judgement

**AO2 Application**

Using your knowledge of a topic and applying it to a certain scenario

**AO1 Knowledge & Understanding**

What you know about a given business concept or issue

WABOLL (What a Bad One Looks Like)…..

Answering8 / 10 Mark Questions