

#GO KINDLY

DEBANGANA GOGOI

ALR710 MARKETING COMMUNICATION

PROMOTIONAL REPORT (AT2)

4 OCTOBER 2023

EXECUTIVE SUMMARY

The proposed integrated marketing communications plan has been developed for #GoKindly to increase its brand awareness in the competitive bedding industry through an in-depth brand analysis as well as an overall market analysis.

By focusing on creating products to improve sleep health, #GoKindly has been gaining recognition as a brand with high-quality Australian-made products. Moreover, with the brand's focus on sustainability and community-focused initiatives to combat the homelessness crisis in Australia, the brand can be signified as a disruptor in the market.

To put forth a spotlight on the brand's commendable practices and products, the promotional plan is built on research of market segments and consumer behaviors that are typical of the bedding industry. The brand's messaging and product range respond to the values and behaviors of the target audience 'Future-Oriented,' wherein the audience is highly progressive in terms of their values and make their purchasing decisions based on a thorough checklist of product quality as well as the brand's overall mission and values.

The plan is developed for the promotional period of two years where the marketing objective is to increase its market share among new entrants in the industry and increase the volume of sales to achieve the 2025 impact goals. As the communication objectives of the plan aim to increase awareness of the brand's products as well as the mission to provide support to the homelessness crisis, the advertising creatives adopt an actionable yet emotional route to urge its audience into taking direct action through a buy-one, give-one limited time program.

Titled "Join the Kindness Drive," the advertising campaign aims to reach the audience through digital media, print, and radio broadcast media, and outdoor advertising channels along with a guerilla marketing event. An evaluation plan for the advertising element has also been devised in the pre-and post-execution phases of the campaign to understand the perception of the audience and the overall effectiveness of the campaign.

CONTENTS

1.0 INTRODUCTION	3
2.0 SITUATION ANALYSIS	3
2.1 MARKETING MIX	3
2.2 INTERNAL FACTORS	5
2.4 SWOT ANALYSIS	9
3.0 TARGET MARKETING	10
3.1 MARKET SEGMENTATION	10
3.2 TARGET MARKET	11
3.3 TARGET AUDIENCE	11
3.4 POSITIONING STATEMENT	11
4.0 OBJECTIVES	12
4.1 MARKETING OBJECTIVE	12
4.2 COMMUNICATION OBJECTIVES	12
4.3 SALES OBJECTIVES	13
5.0 BUDGET	13
6.0 MESSAGE STRATEGY	14
6.1 KEY MESSAGES	14
6.2 SOURCE	14
6.3 ADVERTISING OBJECTIVES	15
6.4 TARGET AUDIENCE	15
6.5 PRODUCT DESCRIPTION	15
6.6 MAJOR SELLING IDEA	15
6.7 ADVERTISING APPEAL	16
6.8 ADVERTISING EXECUTION	16
6.9 SUPPORTIVE INFORMATION	17
6.10 ADVERTISING CREATIVE	18
7.0 MEDIA PLAN	18
7.1 MEDIUM	18
7.2 MEDIA MIX AND VEHICLES	18
7.3 COVERAGE	20
7.4 REACH AND FREQUENCY	20
7.5 SCHEDULING	21
8.0 EVALUATION	22
9.0 CONCLUSION	23
APPENDIX	24

1.0 INTRODUCTION

Established in 2019, #GoKindly is a Melbourne-based Bedding brand built out of a social enterprise business model and has sustainability as a core focus in the production of its products, including Pillows and Quilts. #GoKindly partners up with local organisations that provide housing options to women and non-binary people and has donated \$69,000 since the launch of the 50% profit donation initiative (GoKindly).

This plan focuses on promoting the brand in its entirety with its impact-driven cause initiative and its high-quality pillow and quilt product range for 2 years, while also focusing on an expansion opportunity into Queensland and New South Wales. The promotional plan is guided by consumers' increasing interest in improving their sleep health patterns while also aiming at action-focused promotion to increase the brand recall value in the targeted audience.

The plan seeks to incorporate the cause-driven initiatives by the brand as a key differentiator amongst its competitors and focuses on the community-based image of the brand as a key message.

2.0 SITUATION ANALYSIS

2.1 MARKETING MIX

2.1.1 PRODUCT

Pillows and Quilts make up the width of the product range at #GoKindly. The pillows are Australian-made, ethically sourced, and certified as high-quality hypoallergenic products, making them suitable for sensitive skin. The Bedroom Pillows are categorised based on sleeping patterns, which include Signature Pillows and Memory Foam Pillows for Side Sleepers, Low Profile Pillows for Back Sleepers, Low and Soft Pillow for Tummy or Front Sleepers, and Kids Pillows which are feature low loft. The product range for Pillows also includes Decorative Pillows, Pillows for Injury Support, and Pregnancy Pillows. The product

range for Quilts is made up of All Seasons and Winter Quilts, which are made from Australian wool, a natural regulator for body temperature.

Produced out of hard-wearing textiles that lengthen the product usage period, the pillow range also features name labels that provide a personalisation experience to the consumers.

2.1.2 PRICE

With affordability as part of #GoKindly's brand messaging, the pillows are priced in the range of \$69-\$89 as a competitive pricing strategy, except for the Memory Foam Pillow which is priced at \$269.

In the bundle discount deal, which includes 4 Signature Pillows from the Bedroom Pillow range and one of the Quilts, the price points range from \$440 - \$660, depending on the type and size of the quilts.

The brand also provides 25% discounts to students, pensioners, and low-income earners to increase accessibility to sustainable products.

2.1.3 PLACE

#GoKindly products are sourced and made in Australia. The innovative pillow recycling program also operates within Australia. The brand is solely an e-commerce brand, with the distribution centre for its products based in Coburg, Victoria (SmartCompany 2023). Thus, the brand operates the distribution of products through the company website which is linked as: <https://www.gokindly.com.au/>

2.1.4 PROMOTION

Operating primarily on digital media channels such as Instagram, Facebook, YouTube, and X (formerly known as Twitter), the promotional videos consisted of messaging centred around product quality and means of usage.

As a brand focused on social entrepreneurship, social media posts and campaigns about the social impact metrics or issues and events valued by the brand such as support for homelessness and sustainability were promoted on platform X (see Appendix A)

Additionally, co-founder Laura Conti is heavily featured on podcasts and newspaper/magazine articles as a social entrepreneur which has also impacted the brand reputation of the company.

2.2 INTERNAL FACTORS

2.2.1 STAFFING AND RESOURCE ISSUES

Staff responsible for promotion: Co-founders Laura Conti and David Conti are involved in the creation of the overall strategy for the brand which includes creating the promotional direction. Organisational staff is involved in the implementation of promotional campaigns (Ladhams 2022).

With #GoKindly operating at a fully digital ground, the promotional campaigns on social media platforms, which are primarily the first touch point for awareness in audiences, are inconsistent and are not maintained regularly. There also is a lack of unique and consistent brand voice or tonality in the advertisements, which leads to a lack in impact.

2.2.2 ASSESSMENT OF EXTERNAL AGENCIES

For the suggested promotional plan, an external agency would be required to build a brand identity and brand tonality for advertising purposes.

The suggested promotional plan involves the usage of outdoor advertising and hence, requires the efficiency of a PR agency in hosting events and connecting to channels for proper coverage of the promotional event.

Advertising agents for the creation of social media and digital promotions which includes the creation of advertisements for digital platforms are also required for the execution of the proposed promotional plan.

2.3 EXTERNAL FACTORS

2.3.1 CUSTOMER ANALYSIS

In the process of the purchase decision for Bedroom Pillows and Quilts in a household, the role of the decision maker is typically held by the women, while being influenced by the personal preferences of the members of the household. The primary needs that are being met are comfort and support for the body, while the key reasons for buying a particular brand would be the quality of the pillows, the level of comfort a pillow can provide, suitability for sleeping patterns, and ultimately, the price. To buy a pillow that best suits their needs, the decision maker typically looks for the product by searching online or by going to offline stores for a trial.

The primary perception of pillows as a product is it is a necessary commodity that typically lasts for 2-3 years. Sustainability and ethical production practices have become important factors in making the final purchase decision.

2.3.2 COMPETITOR ANALYSIS

Table 1: Competitor Analysis

COMPETITORS	KOALA	ECOSA	SPINALEZE
KEY ATTRIBUTES AND POSITIONING	Product design technology, high-quality products at value prices	Ergonomic design for neck pain support, sleep health-focused brand	Patented pillow design to provide neck and spinal support, catering to the medical health-focused consumer
BRAND STRENGTH	Recognised as the best pillows in the Australian market	Recognised for best design in pillows in the Australian market	Clinically tested product with a unique design
MEDIA STRATEGY	Humorous approach to promotional campaigns, focus on digital platforms and interaction with audiences	Focus on elevating experiences, environment focused	Focused on providing insights into getting good sleep health
PRICING	Priced at \$159	Priced at \$150	Priced at \$298

Source: Adapted from Belch et.al (2020)

2.3.3 ENVIRONMENTAL ANALYSIS

POLITICAL FACTORS

Support for Australian-made products by consumers to strengthen local industries (Inside Small Business 2023) and the construction of hotels and expansion of residential buildings positively impact the market growth of the pillow and bedding industry. With the healthcare industry being one of the key clients for the industry, the growth rate also provides a direct impact (Passport 2023).

ECONOMIC FACTORS

In 2019, the market size for pillows ranged up to 15 billion US Dollars worldwide (Casper 2020) and is expected to grow up to 18 billion by 2024 (Statista 2023), however, with the slowdown of pandemic-induced consumption splurge, the industry faced lower sales of

products in the year of 2022. Smaller market player entrants have initiated disruption in the market by catering to niche segments (Passport 2023). The high cost of raw materials and manufacturing processes act as a negative factor in the growth of the industry.

SOCIAL/ CULTURAL FACTORS

Increasing interest in developing healthy sleep health patterns or good sleep hygiene has had a positive impact on the industry. With medical issues like insomnia, snoring, chronic pain, shift work sleep disorder, and sleep apnea affecting adults' sleep, as reported by Philips (2020), brands have switched to accommodate consumers according to these needs. Remote and hybrid working patterns which have affected consumers' attitude toward building a comfortable space in their homes has had a positive impact on the growth of the market. Sustainable consumption habits and online shopping habits have continued to be growing trends (Passport 2023)

TECHNOLOGICAL FACTORS

The growing popularity of latex and memory foam which helps in providing comfort and balance are increasingly being used by leading brands (IBISWorld trend report). Specialized bedding for healthy sleep has seen high growth rates (Philips 2020:6) and sustainable packaging has been a key factor in purchasing decisions for consumers. Curating the online shopping experience is also essential for brands to provide an omnichannel shopping experience (Passport 2023).

LEGAL FACTORS

Compliance with care labelling standards for clothing and textiles (Product Safety Australia), product quality standards (OEKO-TEX), and regular review of Australian Competition and Consumer Laws (ACCC) are important factors. Continuation of upholding standards set by B Corporations to maintain certification (B Corporation) is also crucial for brands.

NATURAL ENVIRONMENTS

Changes in the natural environment due to El Nino/La Nina cycles affect the production of raw materials such as cotton (Cotton Australia n.d.) and Australian wool which is heavily dependent on the quality of pasture and fodder crops (Harle K.J. et al. 2007).

2.4 SWOT ANALYSIS

Table 2: SWOT Analysis

<p>STRENGTHS</p> <ul style="list-style-type: none"> • Product Quality • Successful impact program • Affordability appeals to a wider range of households • Sustainability – no single-use plastic packaging • High customer satisfaction 	<p>WEAKNESSES</p> <ul style="list-style-type: none"> • Promotional content is limited and non-impactful – unable to create awareness • Limited distribution channel – only online • Less range than competitors
<p>OPPORTUNITIES</p> <ul style="list-style-type: none"> • Usage of sustainable raw materials • More social media engagement • Guidance on improving sleep health 	<p>THREATS</p> <ul style="list-style-type: none"> • Big brands like IKEA, ANKO are affordable and provide similar products catering to sleep support • Multiple smaller brands competing in the market

3.0 TARGET MARKETING

3.1 MARKET SEGMENTATION

Table 3: Segmentation table

Segments	Future-Oriented	Sociable individuals	Domestic Life	Budget Living
Customer characteristics				
Demographic	Women in small family units (with or without kids), late 20s – early 40s	Working professionals – male & female, mid 30s – early 50s	Women in large family units, early 30s – mid 50s	Students – male & female, Young individuals, above 18 – mid 20s
Socio-economic characteristics	High income	High income	Median income	Low income
Psychographic characteristics	Highly educated, progressive, idealistic	High self-involvement, big spender, Community-focused	Core value focused on immediate network and family	Highly engaged with technology, on lookout for coupons
Buying Situations				
Principle benefits sought	Comfort and product design	Support for neck or back pain	Durability	Price
Brands favoured (Canstar Report 2022)	Koala, Pillowtalk, Sheridan	Spinaleze, Ecosa,	Dunlopillo, ALDI, IKEA	ALDI, IKEA, BIG W, anko
Outlets	Online comparison, In-store purchase	In-store or online purchase	In-store or online	Online preference

Source: Adapted from Belch, Belch et al. (2020:205-206) and Luther (1982:68)

3.2 TARGET MARKET

The chosen segment of the target market for the purpose of the promotional plan is Future-Oriented, as #GoKindly as a brand focuses on the importance of relationships in modern homes, as stated in their brand values. The chosen target market's principle benefits also align with the brands' values while providing those at an affordable range than its competitors. Personal values of the segment that works towards a better society also align with the brands' values.

3.3 TARGET AUDIENCE

The target audience for the promotional plan is the income earners or the working professionals in the small family units described in the Future-Oriented segment. The purchase decision lies in the hands of the income earners and the suitability of the product also needs to appeal to this target audience for them to be converted into paying consumers. (Ingram n.d.)

3.4 POSITIONING STATEMENT

#GoKindly offers its community members high-quality bedding products while providing a way to give back to the community. The quality products are made of natural and breathable materials with sustainable and ethical practices, and thus, provides an array of choices to suit an individual's sleeping habits.

4.0 OBJECTIVES

4.1 MARKETING OBJECTIVE

Objective 1: To boost engagement on digital media channels by 100% through targeting the Future-Oriented and Sociables segment as primary and secondary audiences.

Objective 2: To sell 10,000 units from the Bedroom Pillow range and 2,500 units from the Quilts range of products by 31st October 2025. The objective assumes that the current sale volume for #GoKindly Pillows in a year is estimated at 700 units. (Calculation based on impact statement and estimated profits.)

4.2 COMMUNICATION OBJECTIVES

Time Period: 2 years

Objective 1: To increase awareness of the brand Go Kindly and its cause-driven initiative among 90% of working professionals in the late 20s - early 40s by 31 December 2023. Use simple messages and repetitive advertising in print media, digital media, and radio programs.

Objective 2: To build understanding among 70% of the late 20s - early 40s working professionals that the Go Kindly brand offers high-quality products based on various modes of support and sleep patterns by 31 March 2024. Communicate information about support-based product design and charity-driven initiatives.

Objective 3: To strengthen positive feelings about Go Kindly's products and its community-driven enterprise initiative among 40% of the late 20s - early 40s working professionals by 31 July 2024. Forward consumers to the website for impact information and buying tips/processes.

Objective 4: To obtain a trial or first purchase among 25% of working professionals in the late 20s - early 40s by October 2024. Use discount coupons and bundling offers and build a brand community of loyal users.

4.3 SALES OBJECTIVES

To sell 150 units of Bedroom Pillows and 50 units of Quilts per month from October 2023 to July 2024 and 300 Bedroom Pillows and 100 units of Quilts from August 2024 to December 2024.

5.0 BUDGET

The promotional plan for #GoKindly utilizes the build-up budgeting approach based on objective and task method. This method involves the setting of communication and marketing objectives which are mentioned previously in this report as awareness and understanding building amongst its target audience. The planned promotional activities to achieve the set objectives are mentioned in the upcoming section and the cost for these promotional activities are displayed in the budget table (see [Appendix B](#)) (Belch et al 2014:490).

The expenditure is divided up by the communication mediums and its frequency. Production costs for print, broadcast, outdoor and digital mediums follow a similar pattern in expenditure, however, the media channel costs are generally higher for magazine publications and radio channels compared to digital channels.

Website maintenance and email marketing form an irreplaceable part of the budget as the primary distribution channel is the e-commerce website for the brand and customer relation marketing is an integral part of the process.

The campaign launch involves the donation based 'Buy one, Give one' program which will hold a higher production cost in relation to estimated demand.

6.0 MESSAGE STRATEGY

6.1 KEY MESSAGES

The key messages the plan includes to achieve the set communication objectives are as follows:

- **Be part of the action**
 - For the idealistic professionals who wish to create change in the society, #GoKindly presents a buy one, give one donation program where each product from the pillow range that the customer buys, the brand will donate to its supporting charities that help women and non-binary people who are experiencing homelessness.
- **The comfort of the brand**
 - The brand aims to showcase itself as comfort personified through their product range and their message in standing with people who require comfort and stability. By connecting through the power of individual stories, the brand aims to provide a way for people who are going through similar hardships in seeking help and comfort.

6.2 SOURCE

A female dancer/ performance artist will perform as the face for the proposed advertising campaign. The performer is not required to be a popular artist as the aim is to provide a sense of familiarity and connection to showcase that a helping hand can be provided by the general population and through small acts of kindness.

6.3 ADVERTISING OBJECTIVES

Objective 1: To increase awareness of the brand Go Kindly and its impact program towards the homelessness crisis impacting women and non-binary individuals among 90% of working professionals in the late 20s - early 50s by 31 January 2024.

Objective 2: To strengthen positive feelings about buying from Go Kindly and create understanding about the high-quality products among 40% of the late 20s - early 50s working professionals by 31 July 2024.

Objective 3: To obtain a first purchase among 25% of working professionals in the late 20s - early 50s by October 2024.

6.4 TARGET AUDIENCE

The primary target audience for the advertisements are working women professionals from the late-20s to early-50s as defined in the Future-Oriented and Sociable Segments in Table 3 (Section 3.1). The audience is highly educated and have a progressive mindset with a desire to engage in community-focused events.

6.5 PRODUCT DESCRIPTION

The products advertised in the promotional plan are the ranges of pillows and quilts that form the product range of the brand. The design for the bedroom pillows is categorized based on sleeping patterns and usage variation while the quilts, which are made from Australian wool, are categorized based on the degree of warmth it provides. The products are circular in terms of recyclability and are high-quality, hypoallergenic, and Australian-made.

6.6 MAJOR SELLING IDEA

“Join the Kindness Drive”

The core message that the advertising campaign carries is essentially the root of the brand itself which is to give back to the community. The campaign urges the audience into action by participating in the buy one-give one donation-based program initiated by #GoKindly. The campaign is aimed to showcase the brand’s message as well as the affordable nature of its high-quality products, and is focused on creating a step towards brand recognizability amongst its competitors.

6.7 ADVERTISING APPEAL

The advertising campaign hones into the emotional aspect as it caters to the social-based feeling of involvement and belonging within the target audience. The issue of homelessness which is crucial to the brand plays a hand into the creation of this campaign. By providing an opportunity for the audience to directly participate in providing relief to the issue through a donation program amplifies the emotional resonance to the brand’s values.

6.8 ADVERTISING EXECUTION

The execution techniques implemented in the advertising campaign involve dramatization wherein the hero of the story is the consumer of the product and by the technique of demonstration and slice of life, the message takes the mission of the brand which is buy a product to give back to the community and provide help towards the homelessness crisis, which is a real-life issue experienced by countless in Australia.

(Based on ‘Execution Techniques,’ Belch 2020: 300)

6.9 SUPPORTIVE INFORMATION

The following details the important information that must be included in the advertising creatives:

- Brand Logo:

#**GO**KINDLY

- Certification of B corporation:



- Australian made and owned logo:



- Specification about online-only purchasing platform: www.gokindly.co.au
- Brand's social media channels: Facebook, Instagram, YouTube, X (formerly 'Twitter')

6.10 ADVERTISING CREATIVE

(See Appendix D)

6.10.1 OUTDOOR AD CONCEPT

The outdoor advertisement utilizes the main concept of “Join The Kindness Drive” with imagery of pillows to portray a comforting aspect. The visuals are kept simple to provide a crisp message. The creative is developed to be displayed on a bus shelter digital advertisement.

6.10.2 STORYBOARD for VIDEO AD

The video advertisement features the female performance artist in showcasing a story that starts from one end of a street to the other. Through the meeting of various people throughout her journey, the protagonist lends a helping hand to these people, as a signifier of the brand’s efforts in giving back to the community.

7.0 MEDIA PLAN

7.1 MEDIUM

The promotional campaign launches off with a initiative based program titled ‘Buy One, Give One’ initiative for the “Join the Kindness Drive.” The marketing communications involves the usage of digital media such as brand website for blog curation, digital radio programs as well as social media channels of the brand such as Instagram, Facebook, X (formerly Twitter) and YouTube, due to its capability in reaching the desired audience, engaging and interactive nature that can directly lead towards brand website, diversity for various creative content and the relatively low cost of production and advertisement promotion.

The campaign also intends to promote through print media such as magazines and newspapers for the topical nature of its content and the existing readership. With numerous

publications opting for omnichannel viewing experience, the probability of reaching the target audience increases significantly.

Usage of broadcast media such as radio has a limited impact, however, by focusing on relevant programs such as Women on the Line (see APPENDIX C) can help in connecting to the local audience at a lower production cost and can also lead to podcast appearances by brand founders to deliver the brand's message. (Belch 2020: 335)

7.2 MEDIA MIX AND VEHICLES

The media mix involves the implementation of print, broadcast, digital and outdoor advertising communication methods. The print medium includes magazines such as The Australian Women's Weekly, Better Homes and Gardens, Belle, Adore Home that has an audience of primarily women while the broadcast medium includes advertisements through 3AW Mornings on Nine Radio that has recorded a high audience reach (Mcnamara 2023) and brand features on Women on the Line on Community Radio Network that focuses on women entrepreneurs.

Digital media communications include paid advertisements and organic content on social media platforms such as Instagram, Facebook, X (formerly Twitter), TikTok and YouTube. The brand's website which has a dedicated blog space that discusses sleep habits and provides competitor information also provides an opportunity to provide brand-related communications. E-mail and newsletter marketing is included to initiate repeat purchasing of products.

Digital radio programs such as Disrupt Radio that has a focus on Australian businesses helmed by women CEOs also provide opportunity for promotional content.

The media mix also includes outdoor advertising such as roadside billboards and digital advertisements at bus shelters which provides opportunity to reach a general audience outside of the target marketing.

7.3 COVERAGE

The primary geographical coverage for the promotional plan remains to be Melbourne and suburbs in Victoria, where the brand is headquartered. The secondary geographical coverage expands to Sydney, suburbs in New South Wales, Queensland, ACT, and Southern Australia while the national coverage vehicles will also include Western Australia audiences.

(See Appendix C for Media mix and coverage table.)

7.4 REACH AND FREQUENCY

As the primary objective is to build awareness about the brand and its impact program, the unduplicated reach of the advertisements needs to be maximized. As the brand is also a relatively new entrant to the market, the level of frequency is required to be high as well amongst its heavy-weight competitors.

Bedding products generally have a longer usage cycle; thus, the frequency level of the advertisements can be moderated after 3 months of the launch of a new campaign. (Belch 2020: 326)

Digital media advertisements through social media channels and Google Ads will aim to achieve high levels of frequency through multiple channels, i.e., Facebook, Instagram, X, TikTok, Google Ad search, YouTube, to achieve high unduplicated reach.

Print ads through 1 weekly: The Australian Women's Weekly, 2 monthly: Better Homes and Gardens, Adore Home, and 2 quarterly publications, will have lower frequency levels and medium reach.

Broadcast radio medium will require higher frequency levels through a low reach station such as Community Radio Network and can have medium frequency level through 3AW

Mornings high reach segment to break through the clutter and catch the attention of the targeted audience.

Email marketing through newsletter for existing consumers will require a low level of frequency for repeat of sales.

Outdoor advertising during the launch of the campaign will have a consistent scheduling for 4 weeks to achieve high reach and then lower to quarterly exposure for two weeks.

7.5 SCHEDULING

The scheduling methods for each advertising and promotional vehicle are as follows:

The campaign donation program, which will start off with the launch of various advertisements will only occur at the start of the campaign.

In regards to the print medium vehicles, weekly and monthly magazines adopt the flighting approach, while the quarterly magazines will adopt the continuity, in which advertisements will be featured in every quarterly publication. Weekly newspapers will adopt a flighting approach in a one-week off pattern with the weekly magazine.

The broadcast radio medium will adopt the flighting approach with a high frequency only during the launch of the campaign. The outdoor advertisements will also adopt the flighting method with 4 weeks during the campaign launch which then reduces to 2 weeks in a quarterly basis.

Digital mediums will generally adopt the continuity approach with high frequency during launch and sale periods.

The detailed scheduling plan is drawn out in the GANTT chart (see Appendix D).

8.0 EVALUATION

The advertising element of the promotional plan will be tested through the pretesting and post-testing approach wherein the campaign will be tested before and after it has been executed.

The tool used for pre-testing approach will be the rough art, copy and commercial testing through a photomatic rough for video advertisement. The photomatic rough will include the succession of photographs as showcased in the storyboard for the advertisement and include simulated movements for key transitional points (Belch et al. 2020: 387).

Evaluation method: Comprehension and reaction test through focus groups in controlled lab environment with a sample size of 50 respondents.

After the launch of the campaign, the print ads will be evaluated through the recognition and recall tests aided by the Ipsos Next Print test (Belch 2020: 396) and the digital commercials will be tested through the test marketing method by testing 2 different copies presented to segmented audience of digital platforms. The final test will be by tracking the print and digital ads through online panels with a sample size of 300 respondents within the targeted audience segment at a bi-annual frequency (Belch 2020: 400).

The rationale: The specified testing procedure for the promotional plan helps in understanding the consumers perception of the developed creative content in the pre-execution stage such that any negative connotations or sensitive can be removed at the earliest as the campaign works with a social issue. The post-execution analysis relies on digital data sets as the primary distribution place for the brand is the e-commerce website.

9.0 CONCLUSION

The promotional plan is developed after a thorough analysis of the brand's mission values and marketing mix. The communication objectives for the two-year plan aim to build awareness of the brand amongst its target audience while the marketing and sales objectives aim to increase the market share and the sales percentage of the brands products respectively. By adapting the brand's core values of providing support to the homelessness crisis, the advertising strategy adopts a cause marketing plan to showcase the brand identity through the core product range. Implementation of various media vehicles is aimed to communicate the main selling idea of this promotional plan and in establishing a positive image of the brand amongst the target audience and in the bedding industry.


APPENDIX

APPENDIX A. EXISTING COMMUNICATIONS – DIGITAL MEDIA

- WEBSITE BLOG

#GOKINDLY SHOP IMPACT ABOUT FAQs PILLOW QUIZ CONTACT


KINDLY NEWS



Best Pillows in Australia: Top 10 (2023 reviews)

This list will help you find the best pillow in Australia. We know that there are many pillow brands and pillow types such as: Memory Foam, Feathe...


[Read more](#)



Best Pillows for Neck Pain: Top 6 (2023 reviews)

Sleeping on the wrong pillow can exacerbate pain and leave you with a sore neck or headache, so it is important to find the best pillow for neck pa...

[Read more](#)



Best Quilt in Australia: Top 10 (2023)

This guide will help you find the best Quilt in Australia. Buying the perfect quilt is an investment to help you get a good nights sleep. This top...

[Read more](#)


- YOUTUBE

#GoKindly @gokindly6733 6 subscribers 22 videos


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HOME VIDEOS PLAYLISTS COMMUNITY CHANNELS ABOUT


Latest Popular Oldest




Signature Pillow being pressed
157 views • 4 months ago



Pressing Signature Pillow
39 views • 4 months ago

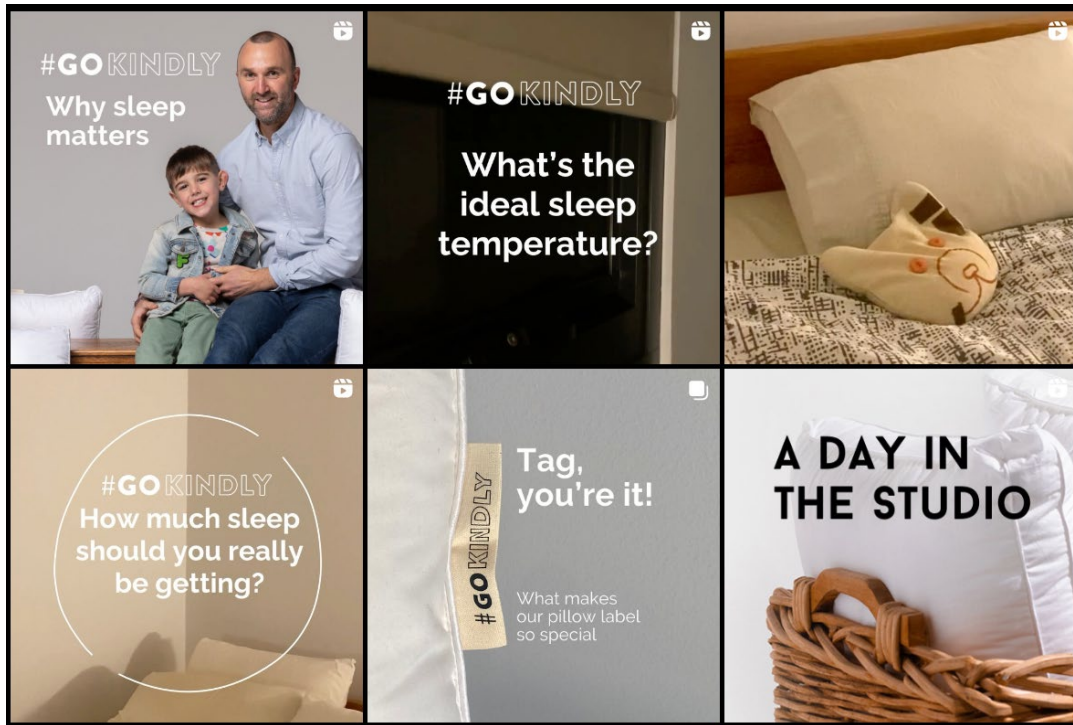


Memory foam pillow adjustable layer
29 views • 5 months ago

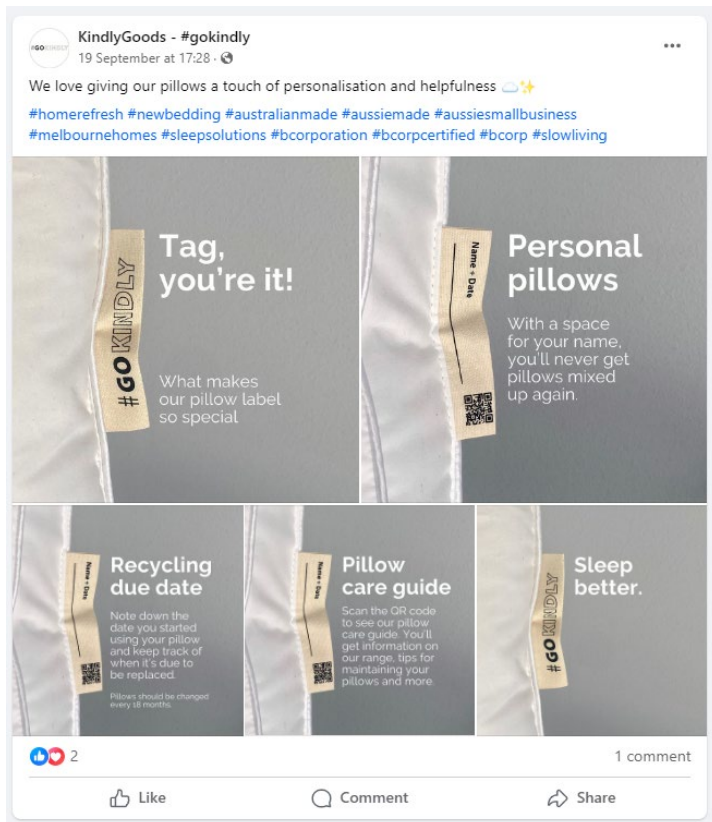


Laying on Memory Foam Pillow
43 views • 5 months ago

• INSTAGRAM



• FACEBOOK



- X (FORMERLY TWITTER)



APPENDIX B. SKELETON BUDGET

TACTIC	WHEN	COST OF PRODUCTION (\$)	MEDIA CHANNEL (\$)	TOTAL (\$)
PRINT ADVERTISING Magazines and Newspapers	Weekly, Monthly and Quarterly	X XXX	XX XXX	XX XXX
Social Media channels	Always available	X XXX	X XXX	XX XXX
DIRECT MARKETING Email newsletters	Monthly on Thursdays	X XXX		X XXX
BROADCAST Radio	Quarterly	X XXX	XX XXX	XX XXX
DIGITAL MEDIA Website	Always Available	X XXX	X XXX	XX XXX
CAMPAIGN PROMOTION	Launch period	XX XXX	X XXX	XX XXX
OUTDOOR	Launch period	X XXX	XX XXX	XX XXX
CONTINGENCY (6%)			X XXX	XX XXX

(Adapted from Belch et al. 2014: 496, Aegis-rated ROI in various media & ALR710 Course content)

APPENDIX C. MEDIA MIX

MEDIA	VEHICLE	GEOGRAPHIC COVERAGE
PRINT Newspaper, Magazine	The Australian Women's Weekly, Frankie, Belle, Adore Home	VIC, NSW, Queensland
BROADCAST Radio	Women on the Line on Community Radio Network	National
DIGITAL MEDIA Social Media, Website, Digital Radio	Instagram, Facebook, X, TikTok YouTube, #GoKindly blog, Disrupt Radio	National
INTERPERSONAL COMMUNICATION	Newsletter Marketing	National

APPENDIX D. ADVERTISING CREATIVES

1. OUTDOOR AD



2. STORYBOARD FOR VIDEO ADVERTISEMENT

Client: #GoKindly
 Title: 'Join the Kindness Drive'
 Media: Video advertisement
 Duration: 30 secs

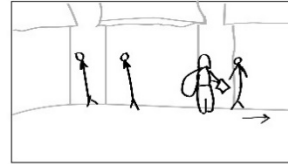
*MC: Main Character



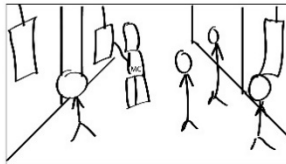
Video: A hand pulling a bag of pillows with a sign written "For You"
 Audio: Sound of walking steps.



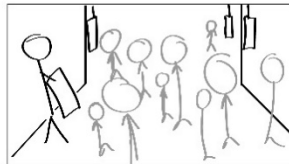
Video: In a rhythmic twirl, the MC hoists the bag up and walks forward.
 Audio: Music starts - a funky tune



Video: A pillow is pulled from the bag and given to a passerby and the MC sits down by a storefront.
 Audio: Music continues



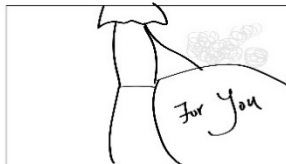
Video: The MC walks forward and starts hanging pillows by the sidewalk.
 Audio: Music continues



Video: The MC gets lost in the crowd, while a person holding a pillow is seen on the edge of the frame.
 Audio: Crowd noise



Video: The MC is seen crawling forward from amongst the crowd.
 Audio: shuffling noise



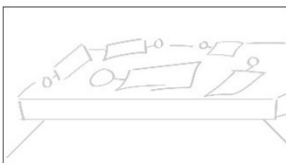
Video: MC pulls out fluff from the bag to arrange it on the ground.
 Audio: Music - a calmer tone



Video: A top shot shows the flower petals to read: "Here I extend my hand"
 Audio: noise of fast wind blowing + a faster pace of the music



Video: Transition screen of pulling a quilt over the body.
 Audio: Music continues



Video: MC and a few people seen sleeping holding a pillow and quilt on a stage at the end of the street.

Audio: Climax of the music



Video: End screen shows text: "Join the Kindness Drive to support the homelessness crisis"
 Logo of #GoKindly & Juno
 Audio: Fade-out of music

APPENDIX E. SCHEDULE – GANTT CHART : [APPENDIX E_DEBANGANA.xlsx](#)

The following is a snapshot of the promotional schedule. (See linked file for the complete promotional schedule)

Appendix D - Media and Promotional Schedule																																				
Duration in weeks	November '23				December '23				January '24				February				March				April				May				June							
	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	32	33	34		
104																																				
PRINT																																				
WEEKLY MAGAZINE																																				
MONTHLY MAGAZINE																																				
QUARTERLY MAGAZINE																																				
WEEKLY NEWSPAPER																																				
OUTDOOR																																				
BUS SHELTER - DIGITAL AD																																				
ROADSIDE BILLBOARD																																				
DIGITAL MEDIA																																				
WEBSITE BLOG																																				
SOCIAL MEDIA PLATFORMS																																				
NEWSLETTER MARKETING																																				
DIGITAL RADIO																																				
BROADCAST MEDIA																																				
RADIO																																				
CAMPAIGN PROGRAM																																				
BUY ONE GIVE ONE																																				

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