Campaign Analysis and

Team Recommendations

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In 2015, Lindsay Kolowich, the marketing specialist, published a list of the best marketing campaigns of all times. According to the author, they are Volkswagen, Miller Lite, Absolute Vodka, Nike, Marlboro, California Milk Processor Board, Dove, Apple, Clairol, De Beers, Old Spice, and Wendy's. The companies made their products popular and demanded and turned their advertising campaigns into a marketing heritage of all times. The one feature that all these campaigns have in common is a catchy slogan which attracts the clients' attention and is easy to memorize. All of the advertisements are also based on the unique idea and interesting plot.

One of the market leaders, Nike, invented a slogan which has been unchangeable for a dozen of years now. "Just do it" campaign was launched in 1980's and increased the company's revenues from $800 million in 1988 to $ 9.2 billion in 1998. It focused on people, who play sports at the amateur level and those engaged in professional sports. Nike's advertisement campaign focused on adults, both men and women of different kind of employment income. The campaign reached its target audience through via various advertisement methods, including TV, magazines, in particular, sports publications, outdoor commercial, on-line advertising, and event sponsorship. Considering the brand's popularity, superior quality and reliability, Nike adhered to rather high pricing policies, in comparison to other competitors. Successful brand managing allowed Nike to expand the market share and increase the sales worldwide.

Analyzing the Nike company, I came to some valuable conclusions concerning constructing the own team and creating a new advertising campaign. In order to create an effective marketing team, I would fill the most critical and important roles. Every campaign starts with generating ideas, that's why it is extremely important to involve creative brainstormer. Their job is to make sure that the campaign is based on new and interesting

idea. Secondly, I would make sure to conduct reliable and deep research. Function of gathering the information usually belongs to a researcher. Besides, I would make sure that there is a professional designer, reviewer, and analyst, led by an experienced and qualified manager that would control and organize the campaign. If I were to promote a range of sports product I would involve a popular and professional athlete in order for them to be a face of the campaign. Secondly, I would make sure it is accompanied by the slogan which encourages sports and makes people achieve their best results. I believe that successful marketing campaign must reach the audience through the largest number of advertisement channels, in particular, social media. The effective advertising campaign must convince the client to need the product, accent on its benefits, advantages and good.

References

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