# Advertising Campaign Proposal

From Best Marketing Company | To Pure Beauty LLC.

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**Objective:** To market the newest line of beauty products for Pure Beauty LLC.

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| --- | --- | --- |
| Date |  | *(Please note this proposal is valid for 3 weeks.)* |

## Target Market

This line of beauty products focuses on relaxation and particular scents. We selected the most likely target markets:

|  |  |  |  |
| --- | --- | --- | --- |
| **Age Range** | **Percentage** | **Age Range** | **Percentage** |
| Women 16 – 22 | 18% | Women 22 – 30 | 24% |
| Women 30 – 35 | 28% | Women 35 – 40 | 30% |

Based on our research, women between 35 and 40 are the largest target market. These women usually work, have families, and experience a high level of daily stress. However, they are also the most likely to spend money on products to alleviate distress.

## Project Scope

This advertising campaign would focus mostly on the busy women in the target market. When making purchasing decisions, these women are likely to make use online of communities and to read targeted magazines. Our recommended advertisement will focus on these outlets.

## Phases

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Phase** | **Description** | **Turnaround** | **Approval Period** | **Final Edits** |
| Phase 1 Advertising Text | All text for advertisement | 3 weeks | 1 week | 1 week |
| Phase 2 Online Ad Design | 3 online ads,4x4 | 4 weeks | 1 week | 1 week |
| Phase 3 Magazine Ad Design | 1 full page,1 half page | 6 weeks | 2 weeks | 1 week |

## Strategies

Soothing Design - The advertisements will display soft, calming art that evokes relaxation.

Focus - 1 or 2 of the most attractive products will be the main focus.

Sample Audience - Feedback on each design will be obtained from 5-10 pre-selected women in the target market.

## Deliverables

We will create 3 online ads and 2 magazine ads to be completed over a 20 week period.

Budget Total (with minimum research hours) $10,250

|  |  |
| --- | --- |
| **Market Research (minimum 15 hours)** | **$30 / Hr (minimum $450)** |
| Advertisement Copy | $500 |
| Online Ads | $600 per ad ($1800) |
| Full Page Magazine Ad | $5000 |
| Half Page Magazine Ad | $2500 |

We thank you for inviting us to submit this proposal. Please let us know if you would like additional information. We look forward to working with you in producing a successful advertising campaign.