

# Promotional Audit

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# Advertising

**1. KEY CHARACTERISTICS OF THE COMPANY AND ITS PRODUCTS**

*Size, turnover, sales, distribution, any surprising facts, company/product image and positioning, performance, packaging, availability, price, user characteristics, features and benefits.*

**1. KEY CHARACTERISTICS (cont'd)**

## 2. MARKET AND BRAND PERFORMANCE

*Size and development, features, distribution methods - UK, European, worldwide.*

*Reasons for brand performance.*

**2. MARKET AND BRAND PERFORMANCE (cont'd)**

### 3. COMPETITIVE ANALYSIS

*Who are they? How are they positioned? Copies of literature, advertisements if available.*

**4. PREVIOUS ADVERTISING ACTIVITY**

*When, where, how much, etc.*

**5. SEASONAL OR REGIONAL IMPLICATIONS**

*Prime buying times. Territorial strengths/weaknesses.*

**6. TARGET AUDIENCE**

*Customers, Wholesalers, Installers, any other influences.*

*Describe the person we are addressing. Include heavy/light user, non-users and reasons why.*

7. **WHAT ARE THE ADVERTISING OBJECTIVES**

*Branding, positioning, awareness, information, sales support, enquiries, change perceptions.*

## **8. THE SINGLE MINDED PROPOSITION**

*What is the single most motivating and differentiating thing we can say about the company or product.*

*The proposition may be based on product/company characteristics, user characteristics, ways of using the product, how the product is made, price, image, heritage, surprising facts, disadvantages of non use, etc.*

**9. SUBSTANTIATION FOR THIS PROPOSITION**

*Compelling reasons why your target audience should believe the proposition.*

# **Press and Public Relations**

## 1. CURRENT STORY OPPORTUNITIES

- *New products*
- *Company expansion - people/building*
- *Awards*
- *Comments on industry developments, etc.*

**1. CURRENT STORY OPPORTUNITIES (cont'd)**

2. **THE IMPORTANCE OF LOCAL PR**

*For sales, recruitment, influence.*

**3. IN-HOUSE EXPERTS**

*Names and areas of expertise.*

4. **JOURNALIST FACTORY VISIT**

*Any recent visit details.*

**5. IMPORTANT MARKET AREAS FOR PR**

*Markets that won't be reached by other promotional means.*