

Takeaway for marketers: All modern-day businesses generate and store significant amounts of data — it's critical that you put data to use when designing marketing campaigns. Don't be afraid to reach out to your customers, ask for feedback, and use your findings to inform design and messaging decisions.

2. Domino's: Rewarding Customers

Loyalty programs are nothing new. But, when paired with innovative technology, a game-like rewards system, and pizza, and you've got a marketing campaign that'll surely go viral.

Pizza giant Domino's introduced a limited-time loyalty program called "Points for Pies." Accessible via their mobile app, customers were able to earn redeemable points for every pizza they scanned.



Takeaway for marketers: Encourage your audience to participate in gamified rewards programs. Even better, allow them to do so via their preferred channel, whether it's a mobile app, social media, or email.

TASK:

1. Choose one business that you would consider to be "innovative"

Suggested businesses: BP, Tesla, Mobile phone companies (avoid apple!), BMW, AUDI, Bentley, British Aerospace Systems (Fighter jets), Airbus Industries, Dyson

2. Think of a new product/service this business could introduce to the market/its customers
3. Outline how the business will run a marketing campaign for its new product or service. The campaign is to run over a **6 month** period and you have a **£100,000** budget . **YOU WILL NEED TO CONSIDER THE TARGET MARKET YOUR NEW PRODUCT IS AIMING AT** eg age/gender/lifestyle **AND CHOOSE RELEVANT METHODS** (This is to include costs of running the marketing campaign, so you will need to carry out research into different ways the enterprise can advertise the product eg TV, radio, Social media, billboard etc)
4. Create a table (using word or paper) to show: the medium (type) you will use (need a selection for it to get noticed!) description of the promotion , the cost and which months you will use to advertise during the six month campaign.

Type of Promotion	Example/description of promotion	Cost	Month
Social Media	Using X post '.....'		1,2,3,4,5,6
Billboard	Image of product, will include slogan and eye catching colours, large lettering		1,2,3
Radio			
TOTAL		£100 000	

5. A justification to explain why using the mediums you have chosen will help the campaign be a success.