

Answers to Exercise Questions

CHAPTER 3

Developing a Targeted Promotional Campaign

Course: Principles of Marketing

Exercise questions

In exercise 3.1

In general, what parts of the state contain the highest population measures? The central and southern portions of the state

In exercise 3.3

How many ZIP Codes are selected? 177

How many family households will receive the mailing? 748,157

Look at the sorted attribute table. Can the next highest ZIP Code be added to the selection without exceeding the 750,000-household limit? No

Project report

Analyze the demographic characteristics of Florida's counties

What do you observe about the geographic distribution of family households, family size, and income in Florida's counties?

The counties with the highest number of family households are clustered in the central and southern portions of the state. Per capita income is also generally higher in these areas. Some of the counties with the lowest number of family households tend to have larger median family sizes.

Select counties for the local advertising campaign

Which ten counties should be included in Outdoor Living's local advertising campaign? Why? How many target market families will be reached by this campaign?

In descending order the ten counties are Miami-Dade, Broward, Palm Beach, Hillsborough, Pinellas, Orange, Duval, Lee, Polk, and Volusia. These counties are selected because they have the highest number of family households within Outdoor Living's target market. A total of 717,450 target-market families live in these ten counties.

Select ZIP Codes for the direct mail campaign

How many ZIP Codes and family households will be included in Outdoor Living's direct-mail campaign? Why? How many target market families will be reached by this campaign?

The mailing will be sent to 748,157 households in 177 ZIP Codes. These are the ZIP Codes with the highest percentage of families in the target market. Adding the 178th ZIP Code would exceed the budgetary limit of 750,000 households. Of the families reached in the campaign, 252,980 are in Outdoor Living's target market.

Select stores for outdoor show demonstrations

Which four stores in this area have you selected to host outdoor show demonstrations? Why do you think this combination will be effective in attracting targeted customers?

No single collection of stores is uniquely correct; student choices should be evaluated on the basis of proximity to concentrations of target families and geographic coverage.

Communicate and support your recommendations

Restate your recommendations briefly and explain how geographic targeting will increase the effectiveness of each of the three components of your local marketing campaign in Florida.

For each of the three elements of the promotional campaign, the focus of promotional efforts on concentrations of target families will increase the effectiveness of the campaign by minimizing wasted coverage.

Exhibit 1: Selected stores for outdoor shows

Note: Some students may have chosen some different stores.

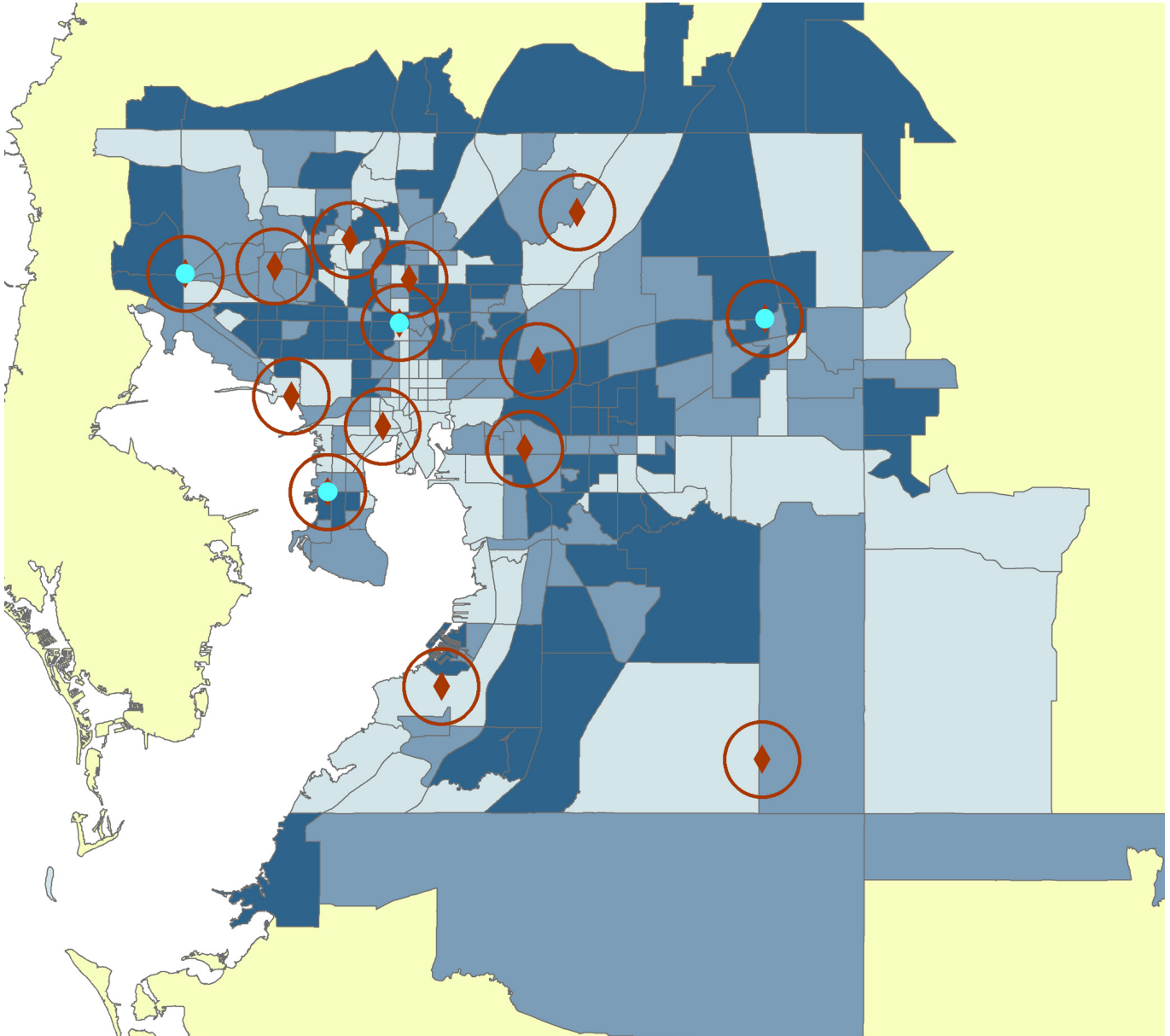
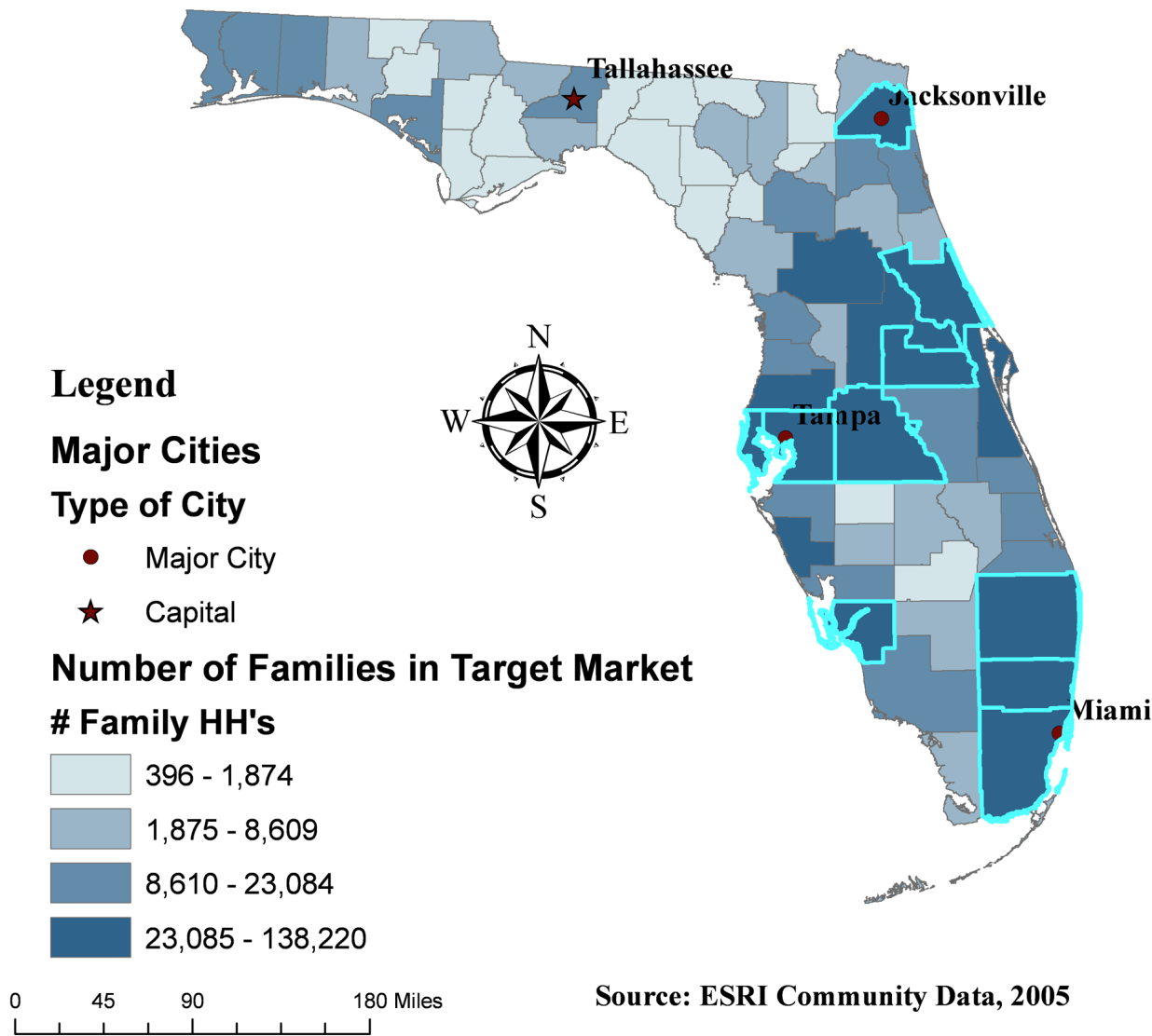


Exhibit 2: County map for advertising campaign

Counties Targeted for Outdoor Living's Advertising Campaign

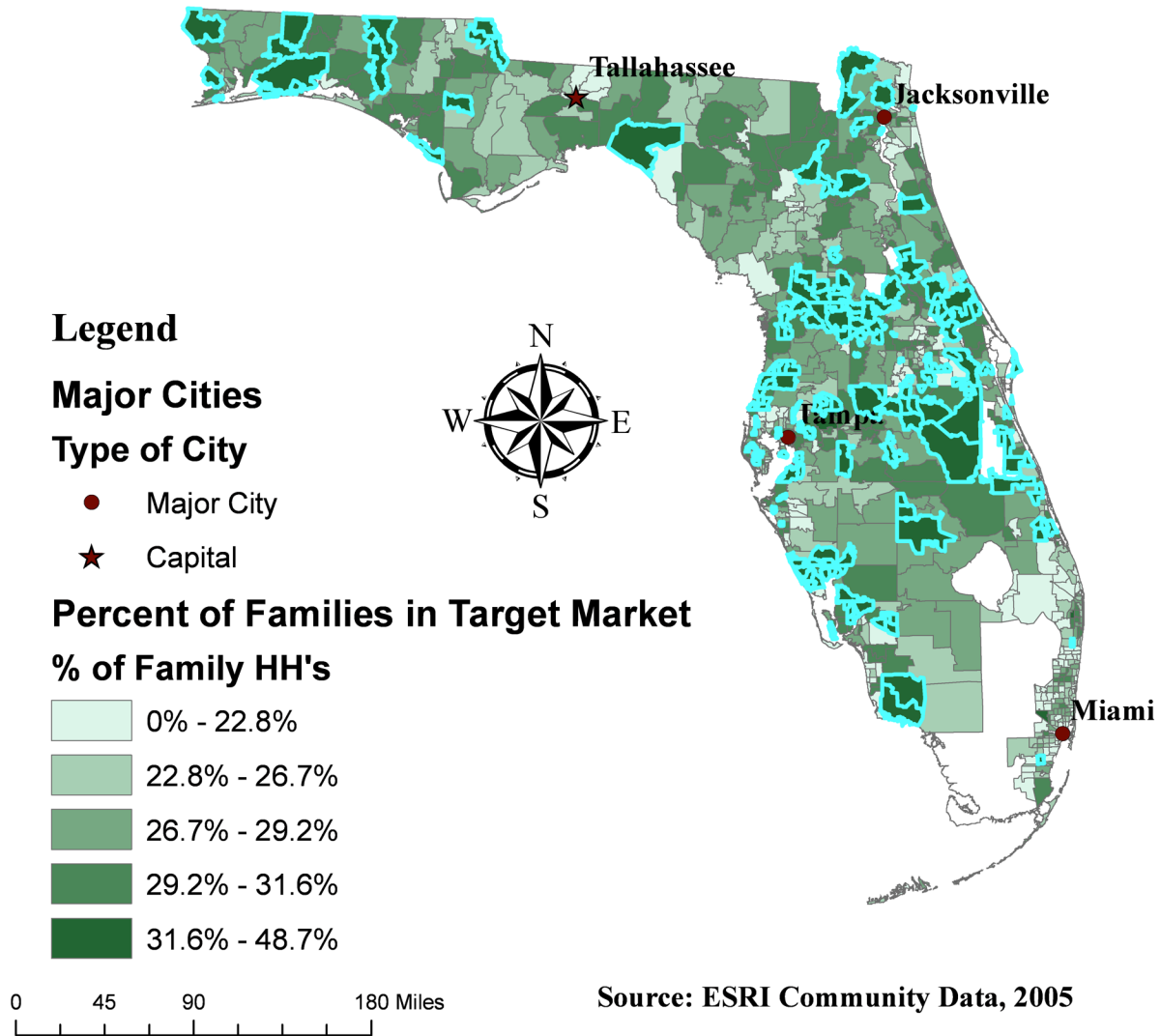


The counties outlined in blue are those with the highest number of families in Outdoor Living's target market.

Selection of these counties for the advertising campaign will maximize the number of target market families reached by the campaign.

Exhibit 3: ZIP Code map for direct mail campaign

ZIP Codes Targeted for Outdoor Living's Direct Mail Campaign



The ZIP Codes outlined in blue are those with the highest percentage of families in Outdoor Living's target market.

Selection of these ZIP Codes for the direct mail campaign will maximize the number of target market families reached by the campaign.

Submitted by: XXXX
Date: XXXX