

Write a report about 'Shop Local Help Local' campaign. The purpose of the campaign is to encourage Tasmanian shoppers to shop at local IGA stores.

The report should be written in clear, distinct sections using the headings and subheadings provided below. Provide a detailed discussion of the following:

1. Situational Analysis (The situational analysis describes the current position of the organisation, with specific focus on the capabilities of the organisation to serve and communicate to the selected target audience) \*200words\*
2. Brand awareness of IGA (must be explained in specific detail) \*100-150words\*
3. Brand image of IGA (must be explained in specific detail) \*100-150words\*
4. Point of differentiation of IGA (must be explained in specific detail) \*100-150words\*
5. Market Segmentation (Describe how you are segmenting the market for the campaign)
  - Demographic: People who have medium to high income, age between 25-70, etc. \*150words\*
  - Geo-demographic: people who lives in Tasmania \*100-150words\*
  - Psychographics: people who believe supporting local stores is a good thing \*150 words\*
  - Benefits segments: people who seek convenience when shopping groceries \*150 words\*
7. Brand Positioning
  - Brand Attributes: Proper positioning: IGA brand positioning is aligned with the offering, nature, and the objectives of the company  
Relevance: IGAs offer products and services that meet customer needs and demands  
Consistent: IGAs are consistent with its products and services offering to build trust in customers  
Credibility: IGAs offer quality products and services to remain creditable and trustworthy \*total 200 words\*
  - Brand Benefits: Functional Benefit: IGAs allow people to shop at their local stores and offer good quality products at affordable

prices. Emotional benefits: Customers feel that they are supporting local community when shop at IGA local stores \*Total 150words\*

8. Communication Objectives ( There should be three measurable and realistic objectives so one can be about raising brand awareness, one about some sort of consumer action (i.e. increasing the percentage of the target market signing up for the weekly specials email) and one about an increase in sales (this is the main goal after all!) \*Total of 300 words\*
9. Allocated Budget (Present the budget as a percentage allocated for each media selected in the media strategy with a brief rationale for your allocation decisions) \*Note that a brief for this part will be provided in a diff file. \* (200words)
10. Creative Strategy (Present your major selling ideas for the campaign) \*250 words\*
11. Media Strategy (Present the selected media for the campaign in a table highlighting the medium, vehicle, and usage) \*250 words\*
12. Coordination of IMC Elements (Discuss how your campaign will coordinate all the IMC elements and why it is important to ensure a campaign is integrated) \*250-300 words\*
13. Evaluation of IMC Plan (Discuss how you will evaluate your final campaign, including when, what and how you will conduct the evaluation process) \*250-300 words\*