Marketing Public Relations

An approach towards the Marketing of Kool Neck Band in Hot Regions
Marketing Objectives

- To create awareness of Kool Neck Band using the official logo and slogan.
- To attract sponsors to boost sales.
- To establish itself as an expert to bring in more sales.
Shows runners carrying water for hydrating themselves.

Runners use light shoes for easy running.

Runners clad in white attire to prevent heat absorption.

Runners wearing caps to avoid direct sunrays to their faces.

The surrounding is desert-like representing a place with a lot of heat.
4P’s of Marketing Mix

- Prices will be set in consideration of the market and competition.
- Our product will satisfy customers by reducing fatigue.
- Promotion efforts to focus on ultra running magazine and marathons in hot regions.
- Our products will initially be distributed to running communities.
New Marketing
Social Marketing, Apps, e-mail, Texts

- Social to influence customers behavior through marketing concepts.
- Applications will be used to fuel excitement and extend popularity.
- Use of email messages for enhanced communication
- Use of text message marketing

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Homepage Rationale

- Webpage will contain a site ID to direct users.
- There is also the navigation method that will give access to sections of primary content.
- Social sharing components to increase user’s experience.
- The trace race route representing the home link.
Focus Group

- The panel will ask direct questions regarding the company or the product.
- Interviewees are expected to answer questions making comments or giving suggestions where necessary.
- Information from interviewees will remain enclosed.
- Implications will be drawn from interviewee’s responses.
- Recommendations to be made from the implications and findings.