



# TELLER FURNITURE



## MARKETING OVERVIEW

The objective of this marketing strategy is to aid Teller Furniture in reaching goals of advertising efficiency. The emphasis will be placed on increasing gross sales in the fiscal year 1987. This will be done by concentrating the advertising dollars in spot television as the primary medium while emphasizing special events with newspaper and radio advertising. The primary target audience is Adults 25-54. The 25-54 age group accounts for 75,600 adults in the ADI or 43% of the population. A broader secondary audience exists with all adults 18+. An assortment of media vehicles and television programs will be selected to expand potential reach as much as possible. A variety of media vehicles will also psychologically stay with the prospect longer.

Timing of advertising will remain fairly consistent in television, with radio and newspaper primarily being used as a support medium during special events and sales.

The primary objective of the campaign will be to gain greater market share and to create an image that Teller Furniture is the top furniture store in Western Colorado.

To do this Media Rep, suggests three things:

1. Increase Budget.
2. Have a greater percentage of commercial announcements in prime time.
3. Convey a creative message that what is happening is an event not just an announcement.

In evaluating the 1986 schedule, it was found that some of the spots ran on Saturday and Sunday morning, (Cartoon and Religion). The result was reaching very few individuals in the target group at the time.

Other considerations include potential television production in Denver, production capability would be greatly expanded, further distinguishing the product and service. In addition, a copywriter may be considered to add concept and excitement to the commercial.

The advertising must be consistent and maintain credibility. For the most part the opening and closing of the commercial should remain the same creating similarity and continuity.

