

## **Advertising Budget**

Total advertising appropriation

Total amount to be spent on all advertising

Justification--reasoning and evidence that support the size of the total advertising appropriation

Ability to support advertising objectives

Method used to determine total appropriation (given, task approach, advertising-sales ratio, competitive parity)

Likely effects of expenditures (awareness, recall, coupon redemption, sales)

Is the budget affordable?

Relation to past and anticipated competitive activity

How and why does the budget differ from previous appropriations in size and relative to sales units and dollars

Is there a need for multiple budgets?

What is likely to happen with appropriation increases, decreases

## **Budget Allocation**

Detail cost estimates

Geographic allocation

Selected advertising media

Message(s)--size, length, content

Target market (audience) segments

Seasonal allocation

Message production

Research

Contingency

Justification--rationale and evidence that support each allocation decision

Administration--how advertising budget will be controlled.

Measuring Advertising Effectiveness

Define elements and decisions to be evaluated--budget, message, media

Effectiveness evaluation procedure(s)

Specific measurable standard for evaluation

Technically sound and valid means by which actual performance will be measured

Corrective procedures, timing, responsibility

Evaluating Consumer Benefits and Legal Effects of Advertising

Legal standards to be met

Consumer standards to be achieved

Relevant and useful information content

efficient use of advertising

## **APPENDICES**

detailed numerical and other data (support concise summary tables and graphs in media plan text, presentation)