

# SHARP®

Pilot media promotion in Uzbekistan

**W** Group

## SHARP plans to advertise its products and stimulate increase of sales in Tashkent:

1. Inform more consumers about brand name and its products
2. Sales rise
3. Increase brand general awareness and availability in the country
4. Loyalty of the consumers

Promo action will be targeted to stimulate sales of Sharp refrigerators and LCD TVs in Tashkent city. One of the possible slogans of the action would be «SHARP – приятнее вдвойне». (Sharp get pleasure twice)

The action content is the following :

Every buyer of Sharp refrigerator or TV set in Tashkent can also instantly win the valuable prize and gifts from Sharp.

Each buyer of settled Sharp products in Tashkent receives loyalty gift from Sharp.

Two guys well be dressed in special form for introducing of this promo:

- Plasmacluster Ion Boy, which reflects benefits of refrigerators
- Tele boy, which reflects benefits of TV



When consumer buy Sharp products he/she receives a scratch cart which will indicate type of prize or gift that can be get from the dealers.

The information will be channeled thru ATLS (see all mediums), additionally by Promo action girls at Navoi Yarmarka area. Promo girls will distribute flyers and partiall amount of scratch cards will be also distributed to stimulate potential consumers. On the scratch cards will be indicated that they are valid if purchase of any Sharp product take place. The promo actin is planned for one month.

### Examples of the prizes:

1. TV set SHARP – 2 pcs.
2. Video camera SHARP – 2 pcs.
3. DVDs SHARP – 2 pcs.
4. Photo camera SHARP – 5 pcs.
5. T-Shirts – 200 pcs.
6. Pens – 300 pcs.

## Stage I. Announcement. Duration 1 week.

1. Radio
2. Press

## Stage II. Promo. Duration 3 weeks

1. Radio
2. Press
3. Outdoor signs (OOH) LED screens and Branding archs
4. BTL (Promo action)

## Stage III. Final promotion “intensifying stage”. Duration 1 week.

1. Radio
2. Press
3. Outdoor signs (OOH) LED Screens ad Branding archs
4. BTL (Promo action)

# Budget. Stage I. Promo. Duration 1 week

Radio	length, s	# of spots per day	# of days	cost per 1 min, \$	cost, \$	discount
Maxima	15	4	7	33,67	235,7	40%
A`lo FM	15	4	7	32,85	230,0	25%
<b>Total</b>		<b>8</b>			<b>465,6</b>	

Magazines	# issue	cost per 1 issue, \$	cost, \$	discount
Arguments & Facts	1	371,99	371,99	25%
<b>Total</b>	<b>1</b>	<b>371,99</b>	<b>371,99</b>	

Creative	Cost, \$
Deisgn of print, 2 lang	50
Scenario of radio spot, 2 lang	25
Production of radio spot, 2 lang	100
<b>Total</b>	<b>175</b>

**Budget, \$ 1 012,62**



# Budget. Stage II. Promo. Duration 3 weeks

Radio, 1 week of promo	length, s	# of spots per day	# of days	cost per 1 min, \$	cost, \$	discount
Maxima	20	6	7	33,67	471,3	40%
A'lo FM	20	6	7	32,85	459,9	25%
<b>Total</b>		<b>12</b>			<b>931,2</b>	

Radio, 2-3 week of promo	length, s	# of spots per day	# of days	cost per 1 min, \$	cost, \$	discount
Maxima	20	4	14	33,67	628,5	40%
A'lo FM	20	4	14	32,85	613,2	25%
<b>Total</b>		<b>8</b>			<b>1 241,7</b>	

Magazines	# issue	cost per 1 issue, \$	cost, \$	discount
Arguments & Facts	1	371,99	371,99	25%
<b>Total</b>	<b>1</b>		<b>371,99</b>	

OOH, construction	Size, m	# of constr	Cost per week for 1 constr, \$	cost, \$	discount
Archs (Yarmarka Navoi)	2x8	6	75,00	1 350,0	
LED (only city)	13 (31)	6	1275,24	1 275,2	10%
<b>Total</b>				<b>2 625,2</b>	

Creative	cost, \$
Design of print, 2 lang	50
Design of OOH, 2 lang	50
Design of flyer	50
Design poster A3 for point of sales, 2 lang	50
Design of scratch-card	25
Scenario of radio spot, 2 lang	25
Scenario of TV spot for LED, 2 lang	25
Production of radio spot, 2 lang	100
Production of TV spot for LED, 2 lang	200
Production of banners, 6 pcs	400
<b>Total</b>	<b>975</b>

BTL, 1 week of promo	unit	#	cost per unit, \$	cost, \$
Promouter, 5 girls	week	1	300	300
Legalization		1	50	50
Uniform	piece	5	25	125
Production of flyer	piece	3 000	0,07	210
Production of scratch-card	piece	500	1	500
Production of poster A3	piece	20	2	40
Production fo t-shirt	piece	300	4	1 200
Production of pen	piece	200	1	200
<b>Total</b>				<b>2 625,0</b>

**Budget, \$ 8 770,14**





# Budget. Stage III. Promo. Duration 1 week

Radio	length, s	# of spots per day	# of days	cost per 1 min, \$	cost, \$	discount
Maxima	15	6	9	33,67	454,5	40%
A'lo FM	15	6	9	32,85	443,5	25%
<b>Total</b>		<b>12</b>			<b>898,0</b>	

Magazines	# issue	cost per 1 issue, \$	cost, \$	discount
Arguments & Facts	1	371,99	371,99	25%
<b>Total</b>	<b>1</b>		<b>371,99</b>	

OOH, construction	Size, m	# of constr	Cost per week for 1 constr, \$	cost, \$	discount
Arch (Yarmarka Navoi)	2x8	6	75,00	450,0	
LED (only city)	13 (31)	6	546,53	546,5	10%
<b>Total</b>				<b>996,5</b>	

Creative & Production	cost, \$
Scenario of radio spot, 2 lang	25
Scenario of TV spot for LED, 2 lang	25
Production of radio spot, 2 lang	100
Production of TV spot for LED, 2 lang	200
<b>Total</b>	<b>350</b>

BTL, last week of promo	unit	#	cost per unit,\$	cost, \$
Promouter, 5 girls	week	1	300	300
<b>Total</b>				<b>300,0</b>

**Budget, \$ 2 916,51**



# Total Budget

Channel	Sum, \$
Radio	3 537
Print	1 116
OOH	3 622
BTL	2 925
Creative	1 500
Summary	12 699
Agency fee, 10%	1 120
<b>Total</b>	<b>13 819</b>

Note: no agency fee for creative production





Archs in Navoi yarmarka street.

Sizes – 2x8 m

# of sides - 6

# Outdoor signs. LED screens in the city key districts



LED Screens are located in the main crossroads. One is at the entrance point to Navoi yarmarka.

Total Quantity - 6 LEDs.

**Newspaper** Arguments & facts is very popular business edition. It's single press that come from Russia and officially published in Uzbekistan.

**Radio** Maxima – Target audience is adults of ages 25-45, most popular one in Tashkent. Mostly high income people that reside in Tashkent, broadcasts in Russian.

**Radio** A`lo FM– very popular among Uzbek speaking residents, mostly fun and leisure. Majority of the listeners are drivers and house-mades.



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