

Part Two: A Promotion Plan

Name of the product: Blue Storm Sports Drink

Manufacturer: Brank Company Ltd. of United States

Agent in Mainland China: Win Forever International Advertising Company

Slogan: Blue Storm, Globe Swept!

The central theme of the advertisement text: Blue Storm is the perfect combination of Power and Beauty. If you want to keep fit and energetic, drink Blue Storm, not soda.

Use of Media:

First, there will be a thirty-second-commercial before Sports News in the golden time of CCTV Sports Channel. Edition A and B of the commercials will be broadcast alternatively for two months. For Edition A, We plan to invite Tiger Woods to play the main role, and the background will be big cities like N.Y., Los Angeles and Paris; As for Edition B, the main role will be played by men and women all-round champions of Chinese gymnastic team.(Details of the commercials will be explained separately)

Second, rent 350 large-scale billboards in high street of Beijing, Shanghai, Guangzhou, as well as Beijing-Tianjing Expressway, Beijing-Shijiazhuang Expressway and Shanghai-Nanjing Expressway, the rental period will be one year.

Third, publish a half-page advertisement on the sports pages of major evening newspapers in 30 large cities, such as the Beijing Evening News, Xinmin Evening News, Yangcheng Evening Post, Tonight (Evening News of Tianjin), etc. And this will be continued for two months.

Fourth, sponsor the China National Gymnastic Team (for three years, at a cost of 10,000,000 RMB per year). A formal ceremony will be held with the presence of the General Manager of American Blank Company and the major media.

Fifth, invite professors of nutrition from prestigious universities in China to write articles, which would mainly emphasize that soda drinks are not good for the health, but Blue Storm is. And these articles will be published in the Chinese major media.

Sixth, when the first batch of Blue Storm is on the market, lottery-connected selling will be used for promotion. The prizes will be body-building apparatus of different grades and name brand sportswear.

Advertising budget: The cost in the first year will be \$25 million dollars.