

Advertising campaigns

For a campaign or annual advertising program, add an additional three or four weeks for briefing sessions, development of objectives, strategies, creative concepts and media plans.

If you can start six months to a year in advance, all your media options will be open and there will be an ideal time frame for proper planning and execution of the campaign. For example, some publications even book cover positions a year ahead, so the sooner you get moving, the better.

Testing

Another important facet to an advertising campaign is testing. Pre- and post-testing let you evaluate the effectiveness of your advertising. You may have a campaign that you and everyone around you considers ideal, but it does not appeal to the people you're trying to reach. Remember, it's not good advertising unless it works. If you can set aside the time and the budget to test the campaign either before it runs (to test the approach) or after (to test the response), it will work to your advantage in the long run.

If a problem shows up in pre-testing, you'll be able to make the necessary adjustments to the campaign before it runs. The results of post-testing will come in handy the next time a similar campaign is planned especially when the objectives and the media are being determined.

Summary of steps

1. Prepare advertising plan

You may want to do a draft and discuss it with the people in your area and the advertising officers in *BTA* or *BTC*. A brainstorming session is useful at this stage.

2. Provide plan to Trade Communications Bureau (*BTA* or *BTC*)

They will review your advertising plan and finalize it with you.



3. Meeting with the advertising agency

The people in *BTA* or *BTC* will set up a meeting with the advertising agency to discuss the plan with you. The agency should be fully briefed so that they can go away and produce effective advertising for you.

4. Ad production

Refer to the section in this guide entitled *The Agency Production Timetable* which goes through all the rest of the steps.

Total time required

Trade event or trade show

Allow yourself two to three months to do everything from planning to implementation. If you're planning to advertise in the "show guide" remember to check the date of publication so you don't miss deadlines.

Campaigns and annual advertising programs

Give yourself six months to a year. All major advertising programs require extensive planning. Since a lot of money is being expended, the time invested pays off.