



INTEGRATED MARKETING PLAN

Prepared for Doro Limited

INFORMATION INCLUDED:

- A. COMPANY BRIEF
- B. CREATIVE BRIEF
- C. MEDIA PLAN

ENCL. AGENCY PROFILE

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Part I. Doro Company Limited

Introduction

Link 4 Agency prepared the integrated marketing campaign proposal presented herein for the client Doro Limited. The target audience being the public that buys and consumes chicken products. This proposal is developed based on the current market research and the company's future projections.

Purpose of the Proposal

Doro Limited was established in the year 2012 with the main venture being commercial chicken rearing and sale. However, since its creation, it has lacked a clear marketing plan. This marketing plan is developed to define the market for Doro Limited, develop the marketing messages that will reach a wider target audience and provide company focus and direction. Doro's business model is founded on its commitment to ensure rearing, processing, and production of quality chicken products.

Doro Limited is located in Kilimambogo, Machakos County with a production high of 10,000 birds per crop. The company is certified by Kenya Bureau of Standards. With its current growth projections of production of 5,000 birds biweekly and a new crop of 5,000 Day-Old Chicks being received every week. Link 4 Agency has developed an integrated marketing campaign for Doro Limited called '*Healthy food for healthy living*' with the following main objectives:-

- Create Brand Awareness and Recognition
- Attract new target markets
- Increased Marketing
- Event Management & launch to engage consumers with the brand

Company Brief

Doro Limited is a trade fair award winner founded on commitment to high standards of procedure that guarantee optimum levels of hygiene and safety measures in rearing, processing and packaging of quality chicken products.

Doro Limited is run by a team of over 30 employees and professionals who are passionate about rearing chicken. The management team has an in-depth knowledge in poultry farming and embrace new technology in poultry farming so as to maintain quality.

Company Vision

To be the most preferred, consistent quality supplier of broiler chicken in Kenya.

Company Mission

To engage environmentally friendly practices in the supply of high quality value-added products whilst providing exceptional service to our customers and retaining quality employees to ensure healthy returns to shareholders.

To build long-term relationships with customers and clients by providing exceptional products and services materials from them, consistency in feed quality while creating local employment opportunities.

Situation Analysis

A situation analysis was done to define potential customers, projected growth, competitors, and realistic assessment of the business. Doro Limited's services include production and processing of whole chicken as well as in parts. In the short to medium term, Doro would like to be in control of its feeds and the supply chain. The management has a plan to control quality, cost and regular sourcing of raw materials. In the medium to long-term, Doro plans to start exploring external sales to other broiler farmers, which would create another revenue line for the business. The long-term goal is to have Doro's own breeder farm to produce day old chicks (DOCs) for own consumption and for sale. This will also help manage costs, quality and supply from current status where DOCs are bought from other breeders.

With regard to the current broiler farm, Doro is not able to meet the demand and hence the need to expand and equip it from 2,500 broilers per week through 5,000 to 10,000 per week in the medium term. The long-term aim is to have over 50,000 birds per week.

Link 4 Agency has done a review on Doro Limited to identify the company's strength, weaknesses, opportunities and threats. The table below lists the analysis.

SWOT Analysis of the client – Doro Limited

<p>Strengths</p> <ul style="list-style-type: none"> -A diverse director base and strong and dedicated staff - Online presence – website, Facebook and Twitter -Good packaging of current products. - Established regular markets for supply of products 	<p>Weaknesses</p> <ul style="list-style-type: none"> -Lack of strategic marketing plan - Brand not well known - Lack of marketing staff to promote brand. - Lack of notable customer engagement on social media platforms.
<p>Opportunities</p> <ul style="list-style-type: none"> -Largely unexploited ‘low-end’(mass) market for broilers - Fast growing middle class population - External markets (Somalia, South Sudan) - Health concerns; white versus read meat 	<p>Threats</p> <ul style="list-style-type: none"> -Competitors with more pronounced marketing presence (other local breeders with similar breeds) - Outbreak of diseases, such as Avian Flu and Cholera that would impact company activities - Over production leading to a glut - Guerrilla activities e.g. price wars

The above analysis informed Link 4 Agency’s proposal and content for the Creative Brief. The need to address the weaknesses and opportunities by using the current strengths will help Doro Limited achieve its short to medium term goals to reach a wider population while obtaining a return on investment.

Part II. Creative Brief

1.0 Market Information

1.1.1 Market profile

Kenyan consumer expenditure for fast food is rising, due to the country's growth and development. This is especially so with many international food-chain companies opening up franchises in major counties in Nairobi. There is also an increase in the number of fast food outlets that has led to a significant growth in the hospitality sector. According to the World Economic Development Report (2017), Kenyans spend 46.7% of their income on food. Doro should therefore endeavor to tap into this bracket by improving their market share.

Doro Limited's market share currently stands at 8% (Doro, 2016) in comparison with other market players (See Figure 1 below).

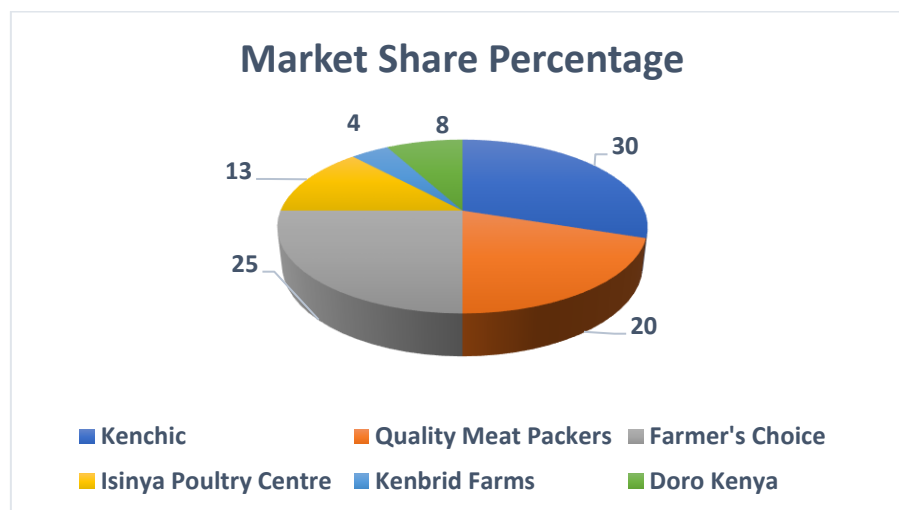


Figure 1: Doro's percentage market share

Source: Doro 2016 Financial statements

1.1.2 Brand Profile

As a brand, Doro Limited brand is not well known in the poultry industry even though the company has made inroads in the Nairobi market supplying many restaurants within and outside Nairobi. Doro's main focus is to build a good reputation in the field of chicken rearing and become a key player in the poultry farming industry. To further promote the brand, Doro's focus is building long term relationships with their

customers and clients by providing exceptional products and services. However, efforts to promote the same have been few and mainly on direct selling and customer referrals.

1.1.3 Brand Insight from Loyal Customers

The following sentiments have been expressed by Doro's customers on its website and are reproduced here for the purpose of this creative brief:-

- “Doro products are very well packaged and the quality is impressive” *J's Fresh Bar & Kitchen*
- “The product is very clean and the meat is tender. The Halal certification is a plus” *Spice Roots Restaurant*
- “Doro products are loved by our customers and packaging is just right” *Lorinet Limited*
- “The quality of the product is great and mode of delivery ensures we receive the products fresh” *Waridi Paradise Hotel and Suites.*

Customers who have purchased Doro products have only good things to say about it and therefore, Doro can build on this positivity as a foundation for its marketing activities.

1.1.4 Competitor Profile

Kenchic, ranked first in the poultry industry in Kenya, rides on being the first company in Kenya to attain international standards of Food Safety System Certification 22000 (FSSC 22000) ensuring high quality for the highly perishable products. Under the tagline, “chicken of choice’ creates an appeal with the customers since 2011. Ranked at 30% of current market share built on the longevity of the business.

Farmers Choice – ranked at currently controlling 25% of the market share, the organization has risen on the ranks due to riding on other products in pork and beef farming. The brand is also well known in the Kenyan market and promotes its products largely through wholesale shops and the internet.

Quality Meat Packers - in their profile state that they turn in profits from the first month of operation, maintain 80% gross margin ratio and also indicate that they have won the hearts of many within the first years of operations beginning 2013. Currently said to be

ranked third with 20% of the market share have grown from consistency in supplies and branding. Their products always carry the mark of quality and their website indicates various awards that they have won. They are also quite active on social media with an active Facebook account and Twitter. Their website also has several pictures of their products.

Isinya Poultry Centre is also growing rapidly and is currently at 13% of the market share. They mainly deal with wholesalers supplying hotels and restaurants and hardly have any retail sales. They are not active on online platforms but are supplying most major hotels in town.

Kenbrid Farm – This company is on the lower end of Doro and has minimal marketing activity. Supplying only specific clientele on small scale and commanding about 4% of the market share.

1.1.5 Target Market Profile

The core target of this campaign is as follows:

- Demographics: From 15 years with no age limit; both male and female with a slight skew for males due to their lower attention to dietary concerns.
- Psychographics: Fast-food lovers and owners of restaurants; others who like to try out their own cooking recipes and barbecues.
- Geographical location: Urban centres that largely rely on broiler chicken
- Income levels: Medium and lower income brackets.
- Behavior: Brand loyalists and party lovers and those who are taste and quality conscious and a combination of price and quality consciousness.

1.1.6 Budget

A tentative budget is annexed to this brief. Please refer to Annex I.

2.0 Problem and Overall Objective

2.1.1 Problem Identification

The brand though having been in existence since 2011, is not very well known in the Nairobi market. There is need to review the organization's marketing strategy which is considered weak and unfocussed. This will ensure it survives the intense competition

from major and smaller one-off players. There also lacks a documented marketing plan and therefore this proposal will address this concern.

2.1.2 Overall Advertising Goal

To create or increase Doro brand awareness by 40% in the Nairobi region by December 2017.

3.0 Advertising Objectives

Link 4 Agency proposes the following objectives to enable Doro meet its overall advertising goals:-

1. To create awareness and interest in Doro products by 40 per cent of targeted audience by end of December 2017.
2. To attract 30% new target markets by the end of 2017
3. Enhance brand name recognition by 30 per cent by December 2017.
4. Encourage preference by proposed launch of '*Healthy food for healthy living*' tagline campaign event.

4.0 Positioning Strategy Statement

Doro Limited endeavors to provide consistent quality products while ensuring observance of high hygiene standards to ensure delivery of healthy products for healthy living. This brand is for individuals who are conscious of their dietary needs and willing to incorporate healthy eating habits to lead a healthy life.

5.0 Creative Objectives

- i. To communicate images of Doro brand to ensure as many people as possible know about it.
- ii. To portray the feeling of healthy choices for healthy lifestyles with choice of white meat.

6.0 Creative Strategy

Link 4 Agency will endeavor to ensure that the strategy is in line with the Doro brand's overall positioning strategy giving positive appeal by using the following:-

- Central Theme – promotion of healthy choice of meat by selecting Doro products.
- Tone and Style: Message will be presented in a friendly and persuasive manner.

7.0 Creative Execution

Link4 PR agency has deliberated on using the following IMC tools to ensure Doro limited to ensure that the campaign reaches a wider audience:-

- Advertising
- Digital/online marketing
- Public relations
- Direct marketing
- Sales Promotion
- Personal Selling
- Event launch

7.1 Objectives and Proposed IMC Tools

The proposed objectives for the Integrated Marketing Plan are:-

Objective 1: To create awareness and interest in Doro products by 40 per cent of targeted audience by end of December 2017.

This objective seeks to create awareness of Doro products and enhance interest by increasing Doro brand name recognition in the market. The proposal is to achieve this by undertaking digital or online marketing using the following platforms:-

Company website

With the current age of information explosion, organizations need a well-designed website that serves as a one-stop shop for all its visitors. Doro Limited has a well-designed company website, however, customer engagement is not fully documented. The number of visits to the site need to be analyzed to determine the best mode of engaging with the customers. Link 4 Agency also proposes the following for the Doro limited website:-

- a. Redesign the website to be more appealing with short words but full of content. To incorporate a proposed tagline '*Healthy food for Healthy living*' and to be flagged with content on making healthy choices which is the central theme of this campaign.
- b. Create an instant feedback program on the platform. This should be available throughout and have it attended to by designated staff member(s) to ensure

responses are given on time. Link 4 Agency proposes generation of automated instant responses once the client visits the website as she/he waits to be served.

- c. Generate a digital client database that will enable the company make follow-up calls to all the visitors who view the website and would wish to be contacted in future for new products. This will enable the firm to create a series of after sales calls.

It is noted that maintaining an updated company website for Doro Limited will assist in reaching a wider audience within a short time and also helps to give links from other platforms that should be embedded with the website.

Digital Communication – Facebook, Twitter and/or Instagram

Link 4 Agency noted that Doro Limited maintains a Facebook account which, though inactive, is an important social media platform for the organization. Doro Limited should ensure frequent postings about its brand and perhaps include interesting tips on how to make various chicken meals. There are recipes posted in the company website that should also feature in the Facebook page and invite comments from readers. Doro should also be ready to respond to all customer queries instantly. Facebook also allows for free advertising on the Company's page. (Annex II provides a sample ad that will be used for this purpose).

Link 4 proposes enabling Facebook users to make orders and enquiries online. The postings in these social sites shall be done by using specific keywords so as to enable easy tracking. There should also be an instant notification platform so as to create easy cross-team collaboration. One convenient cross-platform publisher for posting once to all the platforms. This social media tools shall enable Doro Limited to understand how it is viewed by the clients and potential clients.

It is important that it gives more opportunity to convert followers from one platform to another. For example, when we build a following for Doro Limited, this will simultaneously have access to new customers and an improved search engine ranking because of inbound traffic to the social media platforms and company website.

Social media is the most efficient digital marketing tool for increasing brand visibility. Facebook and Twitter have a very broad audience thus reaches a wider range of product

consumers. Lack of social use leads to limited reach of clients. Business gains more opportunities by embracing social media as a marketing tool.

Objective 2: To attract 30% new target markets by the end of 2017

To achieve this objective, Link 4 Agency proposes use of the following IMC tools:-

Advertising

Advertising is paid-for messaging communicated through the media by an identified sponsor. Advertising helps organizations reach a wider audience within a short period through different channels on print and electronic media. Link 4 proposes use of print media, specifically *The People Daily*, and flyers to advertise its products to the target audience. (Annex III has the proposed newspaper advertisement and flyer for this purpose). The purpose of these advertisements shall be to motivate them to buy products and remain loyal towards the brand once they get to know the brand. Link 4 will try and ensure that the message reaches the right audience at the right time reinforcing the advertised messages to increase comprehension and retention by selecting other appropriate media channels for this purpose. Advertising will ensure the Doro brand is widely known and hopefully preferred at the end of the campaign.

Sales Promotion

Sales Promotion involves offering special incentives to stimulate an immediate reaction from consumers and distributors. Since promotion expenditures tend to be split between consumers and distributors, Link4 proposes adoption of this marketing tool for Doro Limited by giving discounted samples, free gifts, vouchers and coupons for those buyers buying in bulk; this will not only help to retain customers enticing them to buy Doro products but also bring more customers through referrals. (Annex IV has sample promotions that Doro can adopt).

This marketing tool was selected because it creates upsell and cross sell opportunities in that when we package or bundle products around a theme or solution, one can often generate sales of multiple items rather than a single item it also assists in customer decision making.

Personal Selling

This is when a marketer or sales representative sells products to clients directly. Link4 proposes this is embraced during the campaign period to reach out to those buyers not exposed to media advertisement. This can be done via the recently identified premises for Doro to set up shop and therefore encourage walk-in clients to buy the Doro products and get to know more about other offerings. This can be encouraged by putting up posters in the shop walls and windows for those passing by to go in and buy. This direct personal selling will help mold new relationships with new customers and also strengthen existing relationships between the organization and end-users. (Sample posters are annexed to this proposal as Annex V)

Digital Marketing – Use of Periscope marketing

Periscope is a live video streaming service owned by Twitter. While periscope is a very young social media network, it has demonstrated marketing potential and more brands are using it for their digital and social marketing. Link4 will use this live-streaming tool to market Doro especially by displaying on its twitter handle the factory or production line. For greater impact, Link 4 will offer a demo of Doro products by answering questions through a Q&A, and even take customers behind the scenes to show them what is special about Doro products. The importance of periscope marketing is that it engages customers and this will not only increase the customers flow but also maintain customer loyalty. It will also help us to know where to adjust our services to better suit your customers. The live demo will be provided upon visiting the organization premises.

Objective 3: Enhance brand name recognition by 30 per cent by December 2017

During the situation analysis, it was noted that the brand name is not very well known to those who have never bought Doro products and therefore there was a need to enhance recognition and Link 4 proposes use of the following marketing tools for this purpose:-

Direct Response Communications

This is the delivery of a message to a target audience of one; the message can be distributed by direct mail, direct response television or telemarketing within a specified period. Link4 Agency will achieve this by setting up a collection of automated email campaigns designed to help Doro limited make more sales. The options that we will use

are emailing new subscribers and offering them incentives to buy Doro products, or emailing visitors who pass by the premises and reminding them that they can come back and buy. Follow up telephone calls for customers who have tried our products with a request for them to inform others can also help. Their ratings on Doro products will also be useful in improving areas Doro may have challenges in and drawing more customers.

Another type of direct response communications is email marketing. This is directly marketing a commercial message to a group of people using electronic mail (email). Email marketing is important because it is easy to share for instance each click of the forward button, subscribers can share information on Doro products. This ensures that information is shared widely with targeted customers who are really interested in the brand with an option to forwarding the same to other would be customers.

Use of Public Relations

Public Relations is a form of communications designed to gain public understanding and acceptance of an organization's products. It helps in creating and fostering relations with clients that are loyal to the brand who will then tell others about the brand. Media Relations is a common PR practice but it cannot be entirely relied on particularly in this period of social media. Social media can be used to build effective relationships and enhance the brand image. It is also easy to integrate with online and offline efforts such as coupons, link exchanges to other sites and posting of customer testimonials or new products announcements. (Annex VI has a sample press release to be sent out to all media houses).

Link 4 proposes a PR Campaign dubbed 'Making a healthy choice' - this will resonate with the organization's proposed new tagline "Healthy food for healthy living". The campaign can be run on all organization's social media platforms, flyers, brochures and all advertising period during the campaign. Pictures of Doro products being the 'healthy choice' will be featured in all documents and a proposed launch event seen in the next objective below.

It is noted that for this specific objective, other marketing tools such as advertising and sales promotion listed in the above other objectives will also help the growth and recognition of the brand name.

Objective 4: Launch of proposed tagline - '*Healthy food for healthy living*' - campaign

Campaign Event

Link 4 proposes a new tagline for Doro products as detailed above which would be launched by a campaign event dubbed "Making a healthy choice". This is geared to appeal to the health-conscious target audience and also give a good feeling about Doro's products. So that every time they pick the products over those of the company's competitors, they will feel like they are making a healthy choice. The significance of the launch campaign is that it will increase brand visibility, bring lots of foot traffic and possible sales, help reach new and targeted audience, help make valuable connections and get news mentions and thereby brand exposure. The event promotional plan and programme is annexed to this proposal as Annex VII.

It is also proposed that during the campaign launch, Doro organizes to print and order branded t-shirts and promotional material to be given as giveaways to help market the branch further. Annex VIII are sample or branded materials that Doro should consider having at the event.

Part III. The Media Plan

Media planning is deliberations on how to deliver the campaign message to the target audience. To do this, we will need to consider some essential variables as enumerated below:

Market Analysis

While drawing up a media plan, the first step is to perform a market analysis which involves determining who the Doro target audience is, i.e. the characteristics of the audience. This analysis helps project costs and determine the right media channels for the 'Making a healthy choice campaign and launch of the Healthy for healthy living badge' and any other proposed media advertisements. It is noted that Doro Limited recently conducted a market survey to determine consumption behavior and identify consumer needs to be able to project or estimate production requirements. The survey was necessitated by the irregular demand and supply needs as sometimes Doro is not able to meet the market demand and at other times there are gluts which affect the organization's bottom line. Some sections are relevant to this proposal and therefore have been extracted and reproduced here to be able to guide the media plan as part of the market analysis:-

1. Demographics

a. Gender

		Class Income Category			Total
		Low	Middle	High End	
Gender	Male	122 40.4%	163 54.0%	17 5.6%	302 100.0%
	Female	141 45.2%	151 48.4%	20 6.4%	312 100.0%
Total		263 42.8%	314 51.1%	37 6.0%	614 100.0%

Out of a population of 614 respondents, the majority of them were women although the gap was insignificant at 10 more women than men. This therefore presented an equal amount of both genders who participated.

b. Age

		Class Income Category			Total
		Low	Middle	High End	
How old are you?	0 - 15	1 25.0%	2 50.0%	1 25.0%	4 100.0%
	16 - 25	66 44.6%	72 48.6%	10 6.8%	148 100.0%
	26 - 35	126 44.4%	147 51.8%	11 3.9%	284 100.0%
	36 - 45	52 39.4%	71 53.8%	9 6.8%	132 100.0%
	46 - 55	15 42.9%	15 42.9%	5 14.3%	35 100.0%
	46 - 65	2 25.0%	5 62.5%	1 12.5%	8 100.0%
Total		262 42.9%	312 51.1%	37 6.1%	611 100.0%

The age group of the respondents was between 15-65years and this provides a good analysis in designing advertisements that are suitable to everyone and therefore simplicity and of general content.

c. Education Level

		Class Income Category			Total
		Low	Middle	High End	
What is the highest level of education you have completed?	None	4 66.7%	2 33.3%	0 0.0%	6 100.0%
	Primary (incomplete)	6 54.5%	5 45.5%	0 0.0%	11 100.0%
	Primary (complete)	22 61.1%	10 27.8%	4 11.1%	36 100.0%
	Secondary (incomplete)	28 58.3%	18 37.5%	2 4.2%	48 100.0%
	Secondary (complete)	79 54.1%	60 41.1%	7 4.8%	146 100.0%
	College	79 38.5%	120 58.5%	6 2.9%	205 100.0%
	University	45 28.1%	99 61.9%	16 10.0%	160 100.0%
	PhD	0 0.0%	0 0.0%	1 100.0%	1 100.0%
	Not specified	0 0.0%	0 0.0%	1 100.0%	1 100.0%
Total		263 42.8%	314 51.1%	37 6.0%	614 100.0%

The respondents' level of education was also captured to determine their comprehension of the advertisements that will go out to ensure everyone gets the message with clarity to understand the Doro brand.

d. Income levels

		Class Income Category			Total
		Low	Middle	High End	
On average how much do you earn in a year? (In Kenya shillings)?	15,000 - 24,000	36 52.2%	28 40.6%	5 7.2%	69 100.0%
	25,000 - 34,000	14 45.2%	16 51.6%	1 3.2%	31 100.0%
	35,000 - 44,000	23 40.4%	30 52.6%	4 7.0%	57 100.0%
	45,000 - 54,000	34 50.7%	31 46.3%	2 3.0%	67 100.0%
	Above 55,000	156 40.0%	209 53.6%	25 6.4%	390 100.0%
Total		263 42.8%	314 51.1%	37 6.0%	614 100.0%

Income levels are necessary to determine whether the target audience can afford the offers going out in terms of sales promotions and other Doro offerings. It is noted that a majority earn over Kshs.55,000 and those earning below this income level would still be able to buy Doro products if they are offered at absolutely minimum prices, especially during seasons of glut.

2. Psychographics

		Class Income Category			Total
		Low	Middle	High End	
On average how much do you spend on food per month? (In Kenya shillings)	3,000 - 6,000	103 46.2%	113 50.7%	7 3.1%	223 100.0%
	7,000 - 9,000	87 42.6%	104 51.0%	13 6.4%	204 100.0%
	10,000 - 12,000	44 44.9%	52 53.1%	2 2.0%	98 100.0%
	13,000 - 15,000	11 24.4%	25 55.6%	9 20.0%	45 100.0%
	Above 15,000	18 40.9%	20 45.5%	6 13.6%	44 100.0%
Total		263 42.8%	314 51.1%	37 6.0%	614 100.0%

		Class Income Category			Total
		Low	Middle	High End	
On average how many times do you and members of your household eat chicken in a month.	One	100 49.8%	92 45.8%	9 4.5%	201 100.0%
	Two	76 45.8%	83 50.0%	7 4.2%	166 100.0%
	Three	45 36.9%	70 57.4%	7 5.7%	122 100.0%
	More than three	42 33.6%	69 55.2%	14 11.2%	125 100.0%
Total		263 42.8%	314 51.1%	37 6.0%	614 100.0%

Consumption of chicken is noted to be high in middle income category and therefore Doro's products definitely have a target market in the Nairobi region. Indeed fast-food lovers have increased significantly and therefore targeting of this restaurants in bulk promotions would fare well.

3. Geographical Location

		Region classification		Total
		Nairobi Area	Nairobi Metropolitan	
Gender	Male	276 91.4%	26 8.6%	302 100.0%
	Female	292 93.6%	20 6.4%	312 100.0%
Total		568 92.5%	46 7.5%	614 100.0%

		Region classification		Total
		Nairobi Area	Nairobi Metropolitan	
For how long have you lived in this region/area?	Was born here	82 82.8%	17 17.2%	99 100.0%
	Less than 1 year	117 92.9%	9 7.1%	126 100.0%
	1 - 5 years	209 95.4%	10 4.6%	219 100.0%
	More than 5 years	160 94.1%	10 5.9%	170 100.0%
Total		568 92.5%	46 7.5%	614 100.0%

The majority of the respondents were said to have lived in Nairobi region for over one year and therefore the target audience would be Nairobi residents and selection of the proposed advertisements channels can be based on this fact.

Media Objective

The main media objective is to enable Doro Limited reach as many of its target audience as possible through appropriate media channels to accomplish its advertising objectives. To actualize this objective, we need to focus on the goal for reach, frequency, circulation, cost, and penetration of the campaign.

Reach is the amount of people the campaign message is in front of over a period of time. For the reach, for Doro's target audience, we would propose as many people as possible in the urban centres as there is no age limit to those that can use Doro's products.

Frequency is the average number of times the campaign message is in front of the same target audience. The proposal is to have the advertisements in broadcast media at least once a day in the proposed select tv channels, preferably at meal times for two weeks and alternate days thereafter. The frequency on social media and website can be on an ongoing limitlessly as there is no cost to it and perhaps only consider variations in the messaging every two months

Circulation is considered for printed advertisements either in the proposed daily newspapers and other documents such as flyers. Link4 proposes advertisements in the selected dailies, once a week for only three weeks. As for the flyers, an initial print-run of say about 5000 copies of each would suffice.

As far as the cost is concerned, this will be calculated on viability per thousand or per person so that the campaign budgeting is not overstated or understated. This will help us determine which form of media will be the best option for Doro.

Penetration is the determination of the number of audience members reached by the campaign. Doro will need to determine if it wants to take over a market or just reach a certain group prior to setting the penetration goals and strategies.

Strategy

Once the campaign proposal is approved, Link 4 will require the marketing budget to work with to enable the agency to select the specific channels to be used. As seen earlier, the options will include:-

- Radio
- Newspaper
- Internet
- Interactive/Social media platforms

The option to be selected will be dependent on which one reaches the largest audience and how often it will reach the audience within budget figure allowance.

Implementation

Link 4 Agency proposes to create a strong media relationship in order to reach a wider target audience and create product awareness. The agency seeks to approach one major radio media house. The proposed radio station is Classic 105 where an activation advertisement is proposed as seen in Annex IX. The identified channel shall be used to increase public awareness. They shall however do so by, running a paid advertisement at the peak hours of the day. The advertisement will be short and straight to the point and will run for 30 seconds (Annex IX). The purpose of this advertisements shall be to increase awareness to the public about Doro Limited's products with the appeal of making healthy choices.

The importance of this method is that it does not rely on potential customers having access to the internet, it passes the message so long as one can see a flyer or brochure and listen to the radio. It also reaches a broader demographic because they do not target individuals so potential clients are not overlooked.

Link 4 also proposes use of a Press Release as first time contact with media houses. This is an official statement issued to newspapers giving information on a particular matter. Link4 PR agency will quickly raise awareness of Doro Limited brand by using a compelling press release. To make it effective, newsworthy information will be written in journalistic style and follow

standard PR format. To maximize the benefits, apart from using local the leading newspapers we propose to use The People Daily which is distributed free of charge and is available to everyone.

The importance of using press releases is that it will boost the company's visibility by helping customers know who we are and what we do and also it can establish a company as an industry expert.

Evaluation and Implementation

This will be the final part after the successful implementation of the campaign plan. To do this, Doro will follow-up and evaluate the results to check whether all the media objectives were met and how successful were the strategies employed. This will help determine the future media plans.

Conclusion

Link 4 Agency is a communications firm that is creative, unique and above all it understands poultry farming's marketing niche. We present to you a team with vast knowledge and experience in the integrated marketing communications. Our brand promises a maximum boost in sales and brand credit.

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Annex I

Integrated Marketing Communications Campaign Budget

CATEGORY	ESTIMATED QUANTITY	ESTIMATED COST PR UNIT	ESTIMATED SUB-TOTAL
		Kshs.	Kshs.
RESEARCH AND ANALYSIS			
Research Firm Fees (Focus Groups)	2	200,000.00	400,000.00
		Research & Analysis Totals	400,000.00
COMMUNICATIONS AND ADVERTISING			
Promotional Brochures	1,000	20.00	20,000.00
Flyers	1,000	20.00	20,000.00
Radio (Options Table 2 below)	14	143,000.00	2,000,000.00
Newspaper (People)	6	180,000.00	1,080,000.00
Billboards	3	400,000.00	1,200,000.00
		Communication Costs Totals	3,550,000.00
BELOW THE LINE ADVERTISING			
Brochure Giveaways	1,000	20.00	20,000.00
Agency Fees			500,000.00
		Cost Totals	520,000.00

			SPOT RATE				ACTIVATION	SPONSORSHIP	CLASSIFIED
	Time Band	Cost per 30 Sec. Kshs	10	20	45	60			
							1,300,000 910,000		
Monday - Sunday	5:00am-10:00am	56,940	18,980	37,960	85,410	113,880	910,000 1,040,000 910,000 2,000,000	800,000 40,000	
	10:00am-1:00pm	47,450	15,817	31,633	71,175	94,900			
	1:00pm-4:00pm	42,575	14,192	28,383	63,863	85,150			
	4:00pm-8:00pm	55,315	18,438	36,877	82,973	110,630			
	After 8:00pm	41,171	13,724	27,447	61,757	82,342			
	Roga Roga								



Budget Notes:

Prices subject to change without notice.

Costs can be discounted by various providers/suppliers on request.

Costs largely dependent on quantity.

Annex II – Proposed Social Media Ads

a. Facebook



doro
PREMIUM CHICKEN

@DoroChicken
Healthy food 4 healthy living

WE DELIVER

Burger Patties Capon Breast

Wings Mince Meat Drumsticks

100% Haraal.....Eat Fresh

Tel: 0796-215368
Facebook: Doro Chicken Products
Email: info@dorokenya.com
Website: www.dorokenya.com

Dial a delivery

Terms and Condition Apply

b. Twitter Ad



doro
PREMIUM CHICKEN

@DoroChicken
Healthy food 4 healthy living

Launching healthy food for healthy living
Irresistible offers @DoroChicken
Visit www.dorokenya.com for more details!

Annex III – Flyers and Newspaper Ad

Flyers

doro
PREMIUM CHICKEN

Fresh

@DoroChicken
Healthy food 4 healthy living
www.dorokenya.com

Call 0702-121126 for delivery

Newspaper Ad

Doro Premium Chicken

doro
PREMIUM CHICKEN

@DoroChicken
Healthy food 4 healthy living

WE DELIVER

Burger Patties

Capon

Breast

Mince Meat

DrumSticks

Wings

100% Haraal.....Eat Fresh

MEBS

Tel: 0796-215368
Facebook: Doro Chicken Products
Email: info@dorokenya.com
Website: www.dorokenya.com

Dial a delivery

Terms and Condition Apply

Annex IV – Proposed Sales Promotion Ads



Buy 1pc



get this free



@DoroChicken
Healthy food 4 healthy living
www.dorokenya.com

Call 0702-121126 for delivery



Sale - Prices down on all chicken burgers





@DoroChicken
Healthy food 4 healthy living
www.dorokenya.com

Call 0702-121126 for delivery



Buy our lean chicken, for every 3kgs you get 500g mince free





@DoroChicken
Healthy food 4 healthy living
www.dorokenya.com

Call 0702-121126 for delivery


Chicken Specials Offers

Whole Chicken
Costs per kilo
Kshs.330/-

Chicken Legs
Cost per kg
Kshs.300/=

Chicken Wings
Costs per kilo
Kshs.400/-

Chicken Breasts
Cost per kg
Kshs.500

Annex V – Proposed Posters



All things Chicken! Come in for irresistible healthy offers!

Drumsticks/chicken legs



Select your style...from quality premium chicken!





All things Chicken! Come in for irresistible healthy offers!

Chicken Breasts – for lean healthy choices



Select your style...from quality premium chicken!





All things Chicken! Come in for irresistible healthy offers!

Whole Chicken and other parts



Select your style...from quality premium chicken!





Things you can do with our chicken....try these out!



Chicken Thigh



Chicken Leg



Chicken Cutlets



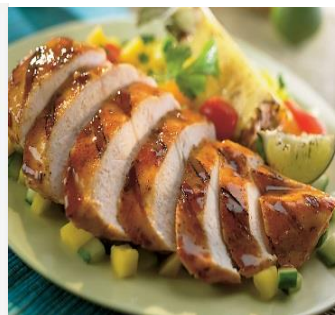
Chicken Marsala



Chicken Soup



Oven Roasted Chicken



Chicken Pot Pie



Chicken Cacciatore



Chicken Noodle Soup



Chicken And Rice

Annex VI – Sample Press Release



Doro Limited launches “Healthy choice for healthy living!” Badge Certification

PRESS RELEASE

Doro Limited

8 December 2017

NAIROBI, December 8 — Dr. D. T. Mambo, Director and CEO of Doro Limited announced today the launch of the company’s healthy choices campaign sensitizing customers to make healthy choices by selecting Doro’s chicken products as a daily substitute for red meat.

The biggest difference between red and white meat is fat content. White meat is a leaner source of protein, with a lower fat content. Red meat contains higher levels of fat, but also contains higher levels of vitamins like iron, zinc and B vitamins. When it comes to health risks, the differences between "colors" of meat appear to be primarily related to the myoglobin and fat content. Some studies have suggested that myoglobin may play an as-yet not understood role in the body that could increase the risks of cancer, and the fats associated with red meat are definite health risks. White meats are typically leaner, which is one of the reasons they have traditionally been touted as healthier.

Doro which opened its doors in 2011 in Nairobi is uniquely positioned to capitalize on the Kenyan healthy choices trend as a fast-growing company in the rearing and sale of broiler chicken and chicken products.

“While building Doro has been a labor of love, my background has always been passion for the poultry industry as many do not quite understand the benefit of white meat over red meat; and that is why we want to sensitize the public about making healthy choices”, says Dr. Mambo.

Today, Doro launches the making healthy choices campaign and will carry the badge in all its products to remind consumers that every time they select Doro products, they will be making healthy choices. Doro builds on familiar offerings including chicken mincemeat, burger patties, wings, drumsticks and elevate them into something extraordinary. Everything will be rooted in Doro’s company mission to offer quality products at all times to the general public.

Doro’s concept will remain perfectly attuned to both upmarket and low-income customers who are increasingly seeking out healthy food choices whether they are eating out or preparing meals at home. Packaging will be tailored-made for customers’ frequent requests to ensure Doro products are affordable to all.

Annex VII - Proposed Campaign Event Details

Proposed event date: *Friday 8 December, 2017*

This is two months before the Kenya's festive season of December. This ensures the campaign gears up to the festive season.

Proposed launch venue: *KICC -Taifa hall*

We proposed KICC because of its central location in Kenya's Capital Nairobi. It is also at the center of central business district where most activities in the city happens.

Event time: *6pm-11pm*

The promotional plan for the Doro limited campaign event in Nairobi County

1. Advertising of Doro Limited products through radio campaigns. A three-week morning campaign leading to the event day, featuring key partner mentions and reward incentives to create awareness and engagement ensuring attendance.
2. Digital adverts: via downloadable interactive immersive app, social media, blogs and vlogs. 4-week long campaign in the lead up to the event.
3. Direct mail to specific target group of clients which should be to as many people as possible as Doro products are used by every household.
4. Personal sales and marketing in informal settlements and middle-income earners. This will let the clients understand that Doro products are for everyone.
5. Giving out flyers and brochures along key routes - Ngong Road, Mombasa Road, Thika Highway
6. Launch on ground activities

Proposed Programme for Launch

1. Speech by the Doro Ltd CEO
2. Customer experience sharing. Selected customers to offer brand experience and how Doro can improve its products in the market.
3. Video of the gestation stages of chicken - This will be a presentation on the main screens showcasing exclusive Doro limited chicken stages from when the chicks arrived as day old chicks to when they reach maturity stage for selling. The screens will be spread out

across the event hall allowing the fans to interact with more of the special footage and exciting video content that will be made available for the event.

4. Reward of the treasure hunt winner - This will be done by the Director and the prize announced. Partners' announcement and speeches. Special presentations and announcements by key partners
5. Vote of Thanks- Doro limited

Agency Roles and Responsibilities

As Link4 PR agency, Doro limited should expect that we will do the following:-

1. Researching, evaluating, and analyzing information given by Doro limited.
2. Be available for meeting with clients within 24 hours of request
3. Report weekly on the marketing progress

In order to deliver these services, Link4 PR agency expects Doro limited to:-

1. Provides prompt responses to Link4 PR agency enquiries
2. Provides access to organizational information necessary to completing the project
3. The Director of Doro Limited participates in a weekly project update briefing.

Proposed budget for the launch

EVENT LAUNCH PROPOSED BUDGET		
Proposed No. of Invited Guests	500 pax	
Item	Estimated Cost per Unit	Estimated Totals
Venue (Grounds, Décor & Security)	600,000.00	600,000.00
Refreshments (including dinner)	2,000.00	1,000,000.00
Event Management (MC, PA Systems, Screens, Power Backup)		400,000.00
Miscellaneous		400,000.00
Branded merchandise		1,200,000.00
Printing and distribution of flyers		100,000.00
Total		3,700,000.00
Advertising (see separate campaign budget)		
Agency Fees for event/launch		370,000.00

Terms of Agency Payment - A 40% down payment of the rates will be expected as the two organizations upon signing the contract.

Annex VIII – Proposed Branded Merchandise

(to be given away at the “Making a healthy choice campaign”)





Annex IX – Proposed Radio Ads

Healthy food for healthy living!

SAMPLE RADIO Activation Ad: 60 SECONDS

You may not know this, but a big part of our lives are fashioned by the food we eat. Think about your last meal and what you will have today. Are you eating meat or vegetables? If you are eating meat choose to go healthy, choose to eat Doro chicken. According to health experts, the biggest difference between red and white meat is fat content. White meat is a leaner source of protein, with a lower fat content. Red meat contains higher levels of fat, but also contains higher levels of vitamins like iron, zinc and B vitamins.

When it comes to health risks, the differences between "colors" of meat appear to be primarily related to the myoglobin and fat content. Some studies have suggested that myoglobin may play an as-yet not understood role in the body that could increase the risks of disease, and the fats associated with red meat are definite health risks. White meats are typically leaner, which is one of the reasons they have traditionally been touted as healthier. Doro Limited are committed to high standard procedures to ensure high levels of hygiene and safety measures are taken from the moment of rearing to the processing and packaging of all products to ensure they are of high quality and safe for consumption and that is why they are launching their 'healthy food for healthy living' tagline to sensitize the general public on the benefits of making healthy choices by selecting Doro Chicken products.

DONUT/CUSTOMIZED END-LINE:

VO: Make a healthy choice today and select Doro Chicken products. To learn more about these products, visit www.dorokenya.com

Doro Premium Chicken – Healthy food for healthy living!

Sample Radio Ad 30 seconds

CUE AUDIO OF CHICKEN CUCKOOING, FOOD ROASTING, LAUGHTER, FUN — GENERAL LIFE AMBIENCE.

VO: Listen... do you hear that? Mmmh.....It's the sound of healthy food cooking for dinner this evening.

Child: Mama, what's for dinner today? Are we having chicken?

Mother: I am making a special dish today..one that you love so much?

Child: (exclaiming in excitement) Yeah! It must be Doro Chicken...

Mother: Doro? Why?

Child: Because I love their chicken nuggets, and wings, and burgers, and...

Mother: Ok, ok....Making Doro Chicken goodies then. (Child runs away excitedly)

Doro Chicken...healthy food for healthy living! Make your orders today by calling 0702-121126 for free delivery within Nairobi CBD

Annex 10 - Proposed Billboard Ads

doro
PREMIUM CHICKEN

Fresh

PosterMyWall.com
Premium Content

Healthy Choices!

@DoroChicken
Healthy food 4 healthy living

Order NOW
0702-121126

www.dorokenya.com

YouTube, Pinterest, Facebook icons



Chicken Tonight?

Call 0702-121126

www.dorokenya.com

