

## 4. Media strategy

### Promotion display

The audience that will be addressed purchases directly at Fielmann stores. That is why the clear aim of this campaign and its communication strategy is to get the message through to the customers at the POS in the shops of Fielmann. The first priority is to bring customers' attention to the campaign and show them directly what „Share a light“ is all about.

For that reason not only the employees will be instructed to ask every customer at check-out if they want to donate €10, but also every cash desk will be equipped with promotion displays. Customers will be offered an uncomplicated, easy and fast donation method that will address people who are impulse decision makers.



### Folders

In Addition to the displays there will be also the trifold flyer available in all Fielmann stores. Customers who want to learn more about the campaign or the organization will be served directly with more information and insights. But also customers, who are not sure if they want to donate at the first approach, can get more profound information in the folder. Another advantage of the folder is, that customers can take them with them and share the message with people in their social surrounding.



### Posters

Posters will be positioned to catch the attention of current and potential new Fielmann customers, to spread the idea and strengthen the recognition value of the campaign. The goal is to increase visibility and establish the campaign. There are four different posters in two formats (landscape and portrait), which transfer on the one hand, the chances people in Africa have with glasses and on the other hand, that the organization not only provides people with glasses but that they also carry out operations. The posters will be published one week before the other medias as a teaser and to built up peoples interest and curiosity. Because each day people get confronted with about 2.500 to 10.000 advertisement messages and in the end they only remember three of them<sup>1</sup>. For that reason, the week in advance is used to increase the opportunity to see. Posters will be displayed at the usual locations were Fielmann ads are published of other campaigns, because that is where the target group can be adressed the best. The location will therefore be innercity busstops and billboards close to shopping streets.



<sup>1</sup>Buchenau, P. & Fürtbauer, D. (2015). Chefsache Social Media Marketing, wie erfolgreiche Unternehmen schon heute den Markt der Zukunft bestimmen. Wiesbaden: Springer Fachmedien. doi 10.1007/9783658075088

Additional to the outdoor posters, the portrait posters will be placed at the shop windows to address walking-by and coming-in customers.

Every store will also be equipped with window stickers for brand recognition.



**Print – Newspaper**

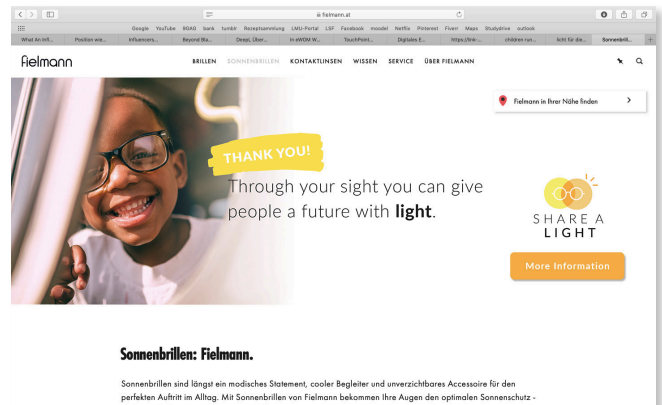
To increase the visibility of the campaign, it will be promoted weekly in big overregional newspapers in Germany, Austria and Switzerland, where the most Fielmann stores can be found. In Austria the „Kronen Zeitung“ is the biggest and best known newspaper in the country with a marketshare of 44,8%, which means that the advertisement reaches almost half of the population<sup>2</sup>. The German „Süddeutsche Zeitung“ is used by people who make a difference in the society – socially, economically and culturally<sup>3</sup>. Even though the SZ is – with 1,28 million readers – not the newspaper with the most readers in Germany, the campaign advertisement will get in the SZ the maximum valuable reach. The core readers' age ranges from 20 to 49 years (53%) and 64% have a higher income, what matches the addressed target group<sup>3</sup>. „20 Minuten“ is the highest-reach media brand in Switzerland and reaches the targeted audience from 20 to 56 years in the higher income class. The edition is available in all three language regions and has a reach of 25.8%<sup>4</sup>.



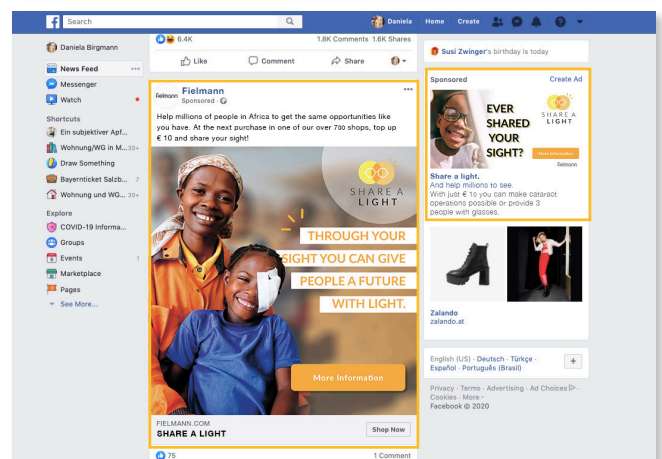
<sup>2</sup> www.kroneanzeigen.at/services/tarife\_mediadaten  
<sup>3</sup> sz-media.sueddeutsche.de/home/downloads/Factsheet\_SZ\_daily\_2020.pdf  
<sup>4</sup> publishing.goldbach.com/de/marken/details/20-minuten/tab/mediadaten

**Online**

The banner on the website will primarily be used to target brand loyal customers, people who already know Fielmann, the ones who maybe have glasses and visit the website for news, contact information etc. The banner will be placed in the rotation banner slider at the main page. It attracts attention, makes curious and customers will also be provided with more information about the campaign and the organization. The call-to-action button will lead them to a new page where they can read more about "Share a light" and what customers can do to help.



With currently 1.87 billion active users<sup>5</sup>, Facebook is the largest social network in the world and a lot of users visit the site on a daily basis. The advantage with Facebook advertising is the precise targeting with a comparable cheap price. The age group on Facebook is growing older so it exactly matches the defined target group for the campaign. The goal with Facebook advertising is to reach a wide audience and retarget web page visitors. Moreover, with Facebooks setting options the target



<sup>5</sup>www.kundengewinnung-im-internet.com/wie-funktioniert-werbung-auf-facebook/

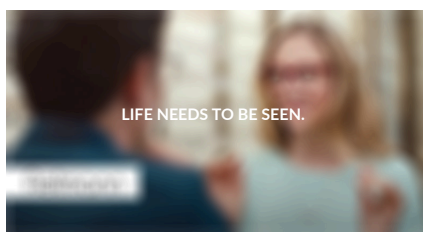
group can be defined manually based on demographic data, location, interests and behavior. With the automatic placement the advertisement will appear automatically there, where the chance is the highest to get results. Thinking of costs the budget model "per 1000 impressions" will be selected, because impressions are more important than the click rate for this campaign. Additionally, when a person clicks on the banner, he/she will be redirected to the same page as on the website with more information about the campaign. There are two different formats that will appear on Facebook. First, a picture within the timeline, that people see when they scroll through. And second, a small fixed banner on the right side of the page.

## TV-Spot

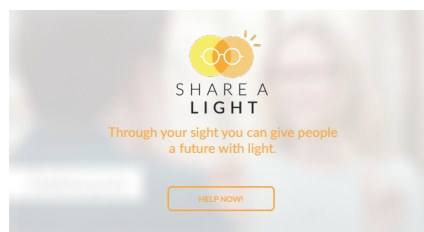
For this campaign no new TV-spot will be developed. The current TV-Spot of Fielmann will just be edited with a tag-on of 3-5 seconds can be used to introduce the campaign. At the end of the TV Spot the screen gets visibly blurry and the message is, to show people how life is without glasses, while not having the chance to just buy them. The communication goal is to convince people to donate at their next shop in Fielmann stores.



End of Fielmann TV Spot.



Screen turns visibly blurry with text and voice saying: "Life needs to be seen."



Appearance of logo, tagline and call-to-action button. Additionally voice saying: "Ask at checkout for a € 10 top-up to supply million people in Africa with glasses and eye operations for a bright future."

## Marketing communication strategy – Share a light

The campaign will run from the February 1st 2021 till August 30th 2021.

Due to this practical exercise, a budget will not be considered.

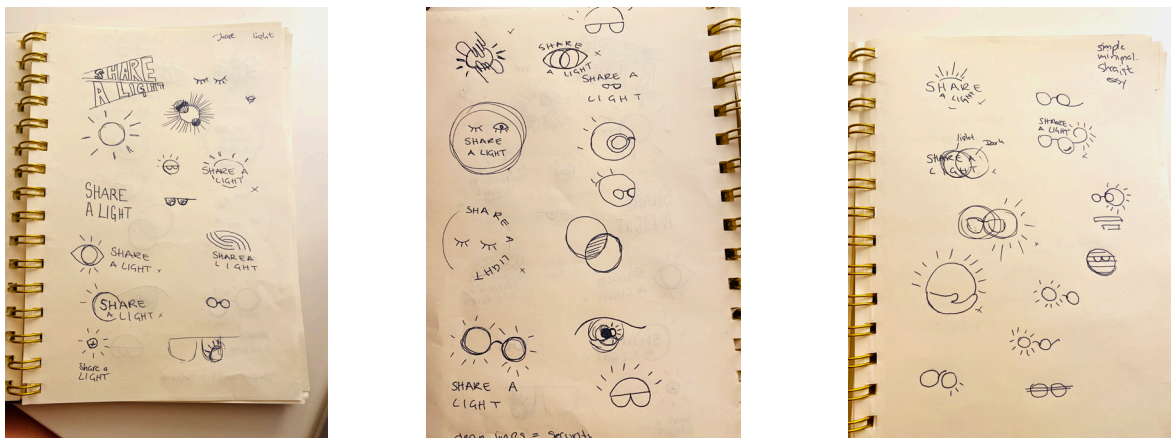
Medium	Communication goal	Audience	Frequency/ Timing	Location	Notes
<b>In-store</b> Promotion Display	Draw the attention of Fielmann customers to this campaign, Impulse decision making, addressing customers at checkout	In-store customers	01.02. – 30.08.21 (all the time)	All 776 stores	2.000 units to be available in all stores
<b>In-store</b> Folder	Inform and convince target audience	In-store customers	01.02. – 30.08.21	All 776 stores	10.000 units -, -
<b>Print</b> Newspaper	Increase visibility, inform people about problem and solution	current customers, potential new customers	weekly from 01.02 - 30.06.	AT: Kronen Zeitung DE: Süddeutsche Zeitung CH: 20 minutes	Format: Midi 113 × 100 mm
<b>Outdoor Advertising</b> Poster	Increase visibility, spread the idea & strengthen the recognition value of the campaign and the logo	current customers, potential new customers	18.01. – 30.06.21	Shopping streets, city bus stops	4.500 to be ready for distribution beginning of January
<b>Online</b> Fielmann Website	Target attraction to brand loyal customers	Target group, current customers	01.02. – 30.08.21	www.fielmann.com	---
<b>Online</b> Facebook	Reach a wide audience. Retarget page visitors	Target group	01.02. – 30.08.21  1000 impression method	Germany, Austria, Switzerland, Italy, Luxembourg, Poland	
<b>TV</b>	Inform people and promote campaign	Target group	01.02. – 30.08.21 Frequency same as Fielmann advertisement	tag-on to current Fielmann TV-spots in ORF and ZDF	

## 5. Process

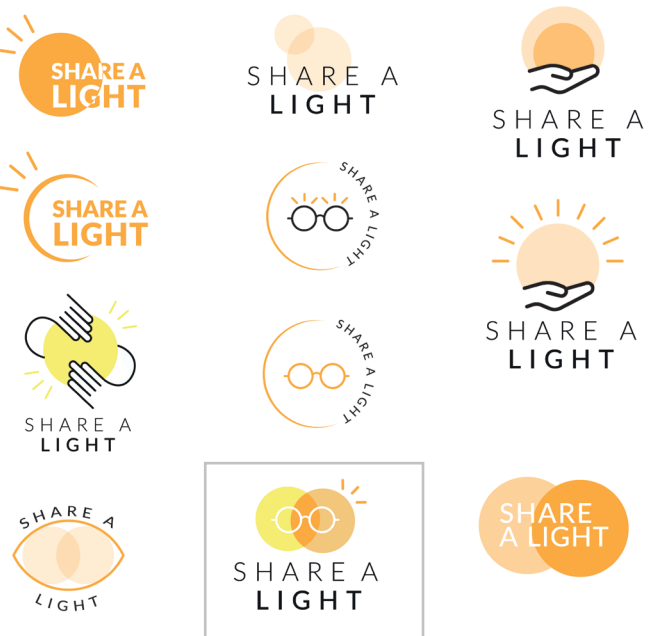
When I started to think of a campaign for the sustainable development goal "Good health and well being", I remembered a letter I got recently about the "Licht für die Welt" organization. Inspired by the letter I did more research about this organization and learned about the problems of third world countries and vision impairment. On the web page of the WHO I found even more information about the bad health situation concerning sight in third world countries. As a spectacle wearer I never thought of the problems I would have to face if I can't just go to the optician to get glasses. Considering, that many children must have to leave school because they are slowly losing their sight really hit me. I developed the idea to work together with optical stores to raise money for this matter. First, I researched a optican company with the most stores in Europe, so I could reach as most people as possible. My findings led me to Fielmann AG with the biggest market share in Europe. Even though Fielmann is not present in every county in Europe, Fielmann sells more glasses per year than all opticians in the Netherlands, Austria, Switzerland, Sweden, Denmark and Norway together. That is why I choose to build this campaign with Fielmann as the sender.



I started with developing the name and design of the campaign. Before "Share a light" was chosen other options were: eye to eye, light is live, sightnificant, light up the world, give a light and give a sight. Finally, the decision fell on on "share a light", because it transfers the message at the best: While customers get themselves glasses, they can help other people to get a better sight too. After the name was set I started with drawing designs for the Logo.



My guideline to develop the logo was to use clean lines to transmit professionalism and security. It should be simple, minimalistic and easy to understand. The idea was to bring the light, glasses and the term "sharing" into one logo. The colors should be warm and bright to communicate positive emotions and hope.



My favorite sketches were realized on the computer. I chose to work with the logo I used because it ideally matched my expectations, I set in the beginning the best and communicates the message in a clean and easy way. The bright yellow left circle stands for the organization "Licht für die Welt", because they use the same yellow circle in their logo. But it also stands for our light. The light we can share. The right orange circle stands for the African sun or the African people. The "sunbeams" underline the meaning of light and sunshine. Both our light and the light of African people can be shared throught glasses. Meaning that if we buy glasses, they can have sight too. Moreover, with the glasses the connection to the optician is made and can be better promoted with the Fielmann company.

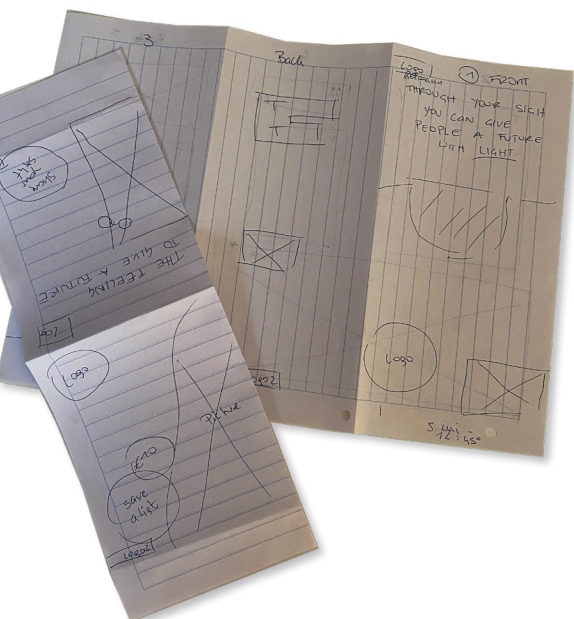
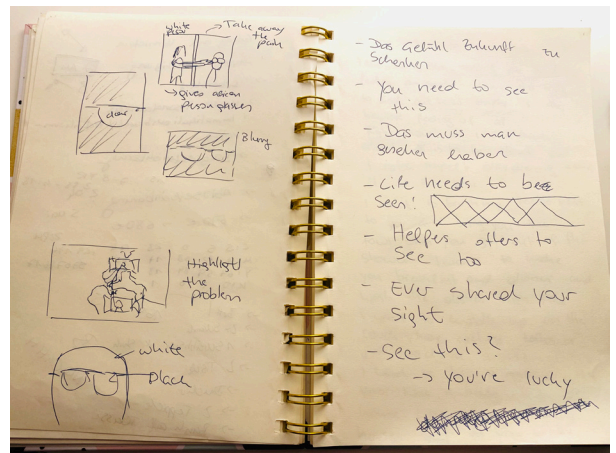
I developed the idea for a tagline by playing with the words "sight" and "light" and brought them into a rhythmical sentence. The tagline transfers the message of the campaign, is easy to understand and recognizable.



The next step was to develop the ads for the campaign. I also started off with some sketches. I knew I wanted to show the problem and the solution in one picture. Fewer words and more meaning. Then I thought of short but appealing headlines for the poster – as can be seen on the right side of my sketch book.

I chose the layout with the blurry background and the clear view through the glasses. Europeans take having glasses or getting eye surgery for granted. Many African people can not afford glasses or even surgery. The poster shows that by donating they can help to see other people too. Because life needs to be seen.

But because the organization does so much more than just provides people with glasses the message of the campaign should also be, that a donation makes eye surgery possible. With the second layout of the posters I communicate that people can see again after having surgery. I did not want to show sick or injured people to scare people or try to convince them with guilt. The message is, to show customers how much light and happiness they can bring into someone's life by making them see again.



Before I started out with the trifold flyer and the promotion display I made an example model to see how it will look and where to position the items, pictures and texts. This helped a lot to layout the folder, because it shows where the back and front page is. The texts I used primarily for the folder and the others ads came from the organizations website and the WHO website. The pictures I used are also from the web page from "Licht für die Welt" under Press pictures and from the website "unsplash". All photos published on Unsplash can be used free of charge for commercial and noncommercial purposes.

The Media communication strategy was developed with using a template I used in my previous education and job experience. For my purposes I transformed it to my favor. I did a lot of research of current and previous Fielmann advertisements in different media platforms.

I discovered, that they primarily use Billboard and TV advertisement strategies. They positioned their posters primarily in the inner city and close to shopping street. The main target group are people who buy primarily in the Fielmann shops will also be reached with positioning the posters in the same location. While watching the TV-spots from the last few years I developed the idea for the TV-spot tag-on. Because Fielmann is the sender, the implementation on the TV-spot will be easy. On the Fielmann website I researched where the most shops are located. On the basis of this data I positioned the advertisement volume there. Germany, Austria and Switzerland showed most of the shops.

For choosing the right newspaper for the newspaper advertisement I researched the media data from big newspapers in Germany, Austria and Switzerland. Then, I chose the overregional newspaper with high a large quantity of readers that fits the defined target group.