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https://www.100test.com/kao_ti2020/467/2021_2022__E5_9B_BD_E9_99_85_E5_95_86_E5_c67_467408.htm 调查报告 Presenting an Advertising Plan 奉了上司之命，Jennifer负责策划一项广告活动。由于广告促销的成效对销售业绩将有决定性的影响，因此这可不是份轻松的差事；尤其在做好决定之后，该如何向上司说明，以取得他们的支持，则有赖做简报的技巧和方式。

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----- 英文正文

----- Im here today to present my research about the advertising campaign for the Kitchen Master microwave oven. Since this is a new product, our main goal is to establish brand awareness among our target audience, which is working women, aged 25 to 40. According to my figures, of the working women we polled, 50% said they read at least one of the top-five selling womens magazines in Taiwan. And a full 80% said they watch at least one hour of television each night. If youll take a look at this chart, the best media mix, then, would be a combination of TV and magazine advertisements. I suggest 60% of the budget go toward spot ads, 35% toward print ads, and 5% toward outdoor advertising. To conclude, even though our target audience is clearly defined, introducing a new product is always a gamble. But with the proper media mix we can certainly lessen the chance of failure.

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