

AKC Puppy Pads: Final Strategy Statement

Marketing communication will convince new puppy owners that AKC puppy pads provide a product that makes the process of house training a new puppy cleaner by stopping messes from occurring.

The audience will believe this because the pads' absorbent cloth in the center and absorbent lining are long lasting and durable.

The brand personality is accomplished and intelligent.

Rationale:

I feel it would be in the client's best interest if they chose to make it an objective to create brand awareness. This would make them more profit because more people would know about AKC puppy pads and this would position them in the minds of the consumers when they think of all the puppy pad brands. This strategy also differs from the competition because they are not making an attempt to create brand awareness. Creating brand awareness is relevant to the consumers' needs because when consumers search for puppy pads they want a product that is effective and reliable. By making consumers more aware of AKC, they are giving the buyer an top-quality option they may have never known existed.