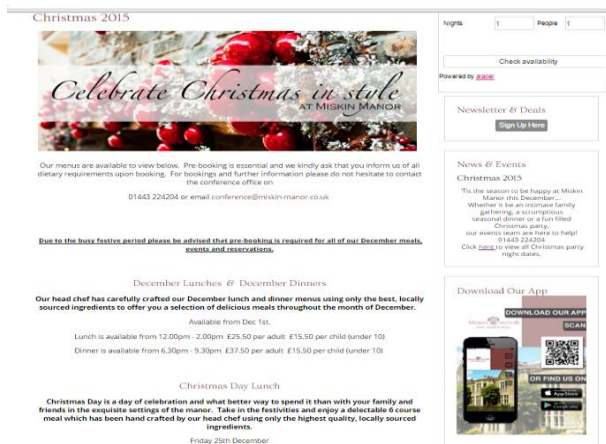


# John Lewis VS Miskin Manor Christmas promotion campaigns



John Lewis (national)- John Lewis have come up with the idea of 'The Man on The Moon' to advertise their Christmas range. They have made a national advert to promote their business that will be shown on TV slots etc. As the popularity of the advert will be high they have made the man on the moon products and added a Christmas section on their webpage to also advertise their company. Making a national advert is an advantage because it will attract a huge amount of publicity for them however it is costly to John Lewis as a whole.

Miskin Manor (local)- Miskin Manor have also added a Christmas page to their website that just shows the Christmas menu and dates for parties etc. To promote themselves over Christmas Miskin Manor email newsletters to their customers and send out around 3800 leaflets. This is an effective way to promote themselves as it is cheap and a direct way of getting information across to customers however it is not promoting the business to a wide range of people.

## Contrast:

In contrast, the two campaigns have many differences. Firstly, John Lewis overall spent £7 million promoting Christmas. As a business it cost them £1 million to make the advert and another £6 million to promote in TV advertisements etc. In contrast to this Miskin Manor spent 5p per leaflet and it cost them £350 for the delivery of these leaflets, so overall Miskin Manor's promotional spend was much less than John Lewis. Secondly, the target market for both campaigns are slightly different. John Lewis has a wide target market as it is trying to sell products for younger children, adults and families and is a national business so therefore their TV advert needed to meet that wide audience to promote Christmas on a large scale. This is so that they can gain a good profit off the advert itself. However in contrast Miskin Manor have a smaller target market as they are a health and fitness local business so they do not need to advertise in as much detail so therefore leaflets and emails is a better way to get their message across. Both businesses have used different promotional methods when promoting Christmas. As well as the advert, John Lewis have created merchandise like the man on the moon children pyjamas, mugs and telescopes. This is so they can further promote Christmas to their target market for example, mothers and fathers may see the advert and then go and buy pyjamas for their children at Christmas. John Lewis, because they are a popular business, have also created an app for the man on the moon which is also to make sure the advert is well known and they can carry on gaining a good profitable amount back from their promotional methods of Christmas. In contrast with this, Miskin Manor use promotional methods such as brand loyalty. As they are a local business, sending out personal emails will keep customers loyal to the business as they know the quality they will get from them.