

Module 7: Marketing & Communications Report

Brand Attribute Assessment

Field	Value
Brand ID	1
Define Research Methodology	string
Name Top 10 Attributes	Clothing,Electronics,Groceries
Remarks	string
Group ID	1

Branding Attributes

Field	Value
Brand ID	11
Attributes	Toys
Reference Retailer 1	test
Reference Retailer 2	test
Own Brand	aaaaaa
Brand Positioning Statement	N/A
Group ID	1

Marketing and Communication

Field	Value
Integrated ID	0
Marketing Budget	1000.0
Rational	test
Group ID	1

Integrated Marketing

Integrat ed ID	Activity Name	Budget Allocated	Objective	Measurement	Target Shopper Journey	Actions	Group ID
37	test	1000.0	test	test	test	test	1
38	string	10.0	string	string	string	string	1

Marketing Competitor

Field	Value
Competitor ID	0

Name of Reference Retailer	N/A
Marketing Communication	N/A
Plan Activities	N/A
Group ID	1

Optimising Assets

Optimising ID	Space Resources for Income	Non-Space Resources for Income	Percentage of Sales	Predictions Around Changes	Changes in Marketing Communication	Group ID
8	test	test	400.0	test	test	1

Summary

Field	Value
Summary ID	1
Marketing Submissions	N/A
Marketing Summarise	N/A
Group ID	1

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