

Module 7: Marketing & Communications Report

Brand Attribute Assessment

Field	Value
Brand ID	2
Define Research Methodology	111111
Name Top 10 Attributes	Toys, Clothing, Electronics
Remarks	111111111111222
Group ID	2

Branding Attributes

Field	Value
Brand ID	12
Attributes	Clothing
Reference Retailer 1	sample
Reference Retailer 2	sample
Own Brand	bbbbbb
Brand Positioning Statement	N/A
Group ID	2

Marketing and Communication

Field	Value
Integrated ID	0
Marketing Budget	6.0
Rational	111111
Group ID	2

Integrated Marketing

Integrated ID	Activity Name	Budget Allocated	Objective	Measurement	Target Shopper Journey	Actions	Group ID
39	1	1.0	1	1	1	111	2
40	1	1.0	1	1	1	111	2
41	1	11.0	11	11	11	11	2

Marketing Competitor

Field	Value
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Competitor ID	2
Name of Reference Retailer	N/A
Marketing Communication	11
Plan Activities	1111111111
Group ID	2

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
9	11, 1111	11	1.0	11	aqaq122	2

Summary

Field	Value
Summary ID	3
Marketing Submissions	11111111
Marketing Summarise	1111111111
Group ID	2

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