FUCHS LUBRICANTS TANZANIA MARKETING PLAN 2025

Advertising and Marketing	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	TOTAL PER OF ITEM PER YEAR
Pop up trainings	-	-	-	-	-	-	29,953,700.00	-	-	-		-	29,953,700.00
Sponsorship e.g rally, motorbike..	-	-	-	10,150,000.00	-	-		10,000,000.00	-	10,000,000.00	-	-	30,150,000.00
Billboards/Signages	-	-	3,750,000.00	-	-	3,750,000.00	-	-	3,750,000.00	-	-	3,750,000.00	15,000,000.00
Spons ads e.g Fb, IG, LinkedIn	720,000.00	720,000.00	720,000.00	720,000.00	720,000.00	720,000.00	720,000.00	720,000.00	720,000.00	720,000.00	720,000.00	720,000.00	8,640,000.00
Promo materials & Branding	-	2,006,000.00	2,415,229.00	594,720.00	9,980,100.00	12,407,700.00	1,495,000.00	-	-	4,000,000.00	-	-	32,898,749.00
Brand Amb/Influencers	-	-	-	-	-	-	-	-	-	-	-	-	-
Exhibitions Eg. Events, Host		4,000,000.00				1,000,000.00	-	4,000,000.00					9,000,000.00
Technical Trainings	-	-	-	-	-	-	-	-	-	-	5,000,000.00	-	5,000,000.00
Media Coverages e.g rally, trainings	560,000.00	-		-	1,300,000.00	2,000,000.00	1,780,000.00	1,300,000.00	1,300,000.00	1,300,000.00	3,000,000.00	-	12,540,000.00
Radio	-	-	-	-	-	-	-	-	-	-	6,000,000.00	-	6,000,000.00
Digital Subscriptions e.g Freepik, META	750,000.00			323,984.00									
Total Per Month	2,030,000.00	6,726,000.00	6,885,229.00	11,788,704.00	12,000,100.00	19,877,700.00	33,948,700.00	16,020,000.00	5,770,000.00	16,020,000.00	14,720,000.00	4,470,000.00	150,256,433.00
												VAT	27,046,157.94
												Total + VAT	**177,302,590.94**

Pop-up trainings: It will be done in Dsm, Arusha, Morogoro focusing on the 4T product.
Sponsorship: Focus on rally, motorbike events to promote the 4T product.
Billboards: Currently, we have one billboard and more than 20 signages. I propose we add another billboard and maintain the same signs or add a few others.
Exhibition: We will go with SabaSaba since we have already paid the advance fee.
TechTrainings: Plan is to have multiple technical trainings to directly boost awareness among stakeholders and individuals with strong decision-making power
Media: This includes covering photography, videography, and motion graphics for all the activities that will take place
Radio: The main target is for the 4T Product awareness.
Promo Materials: Includes Tshirts, Fliers, End of year requirements, etc
Brand Amb/Influencers: Costing for influencersactivity on digital

Activations:	Mwanza	Arusha
	30,000,000	30,000,000

Sponsorship:	Rally	Mortobike	Staff accomodations & Fuel
	30,000,000	0	10,000,000

Digital Subscriptions (Yearly)	Freepik	META	Canva
	350,000	400,000	323,984

Spons Ads(Yearly)	FB	IG	LinkedIn
	2,880,000	2,880,000	2,880,000

P. Materials	Tshirts	Fliers	End of year gifts	Branding	
	4,000,000	3,000,000	4,000,000	3,000,000	
			Total		14,000,000.00