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基于Vidale-Wolfe模型的多市场广告预算分配决策模型

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A Decision Model for Multi-market Advertising Budget Allocation Based on Vidale-Wolfe Model

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- 摘要
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摘要 广告决策问题很长时间以来都是营销经理和学者们关注的热点。随着社会经济发展,越来越多的企业面对多个市场。如何在多个市场、广告总预算固定的状况下,合理分配各个市场广告预算以收到最优广告效果,是一个企业关心的较为重要的问题。经过比较,选择Vidale-Wolfe模型作为广告反应模型,在此基础上建立了多市场广告预算分配决策模型。考虑到一些营销策略对某些市场有特殊销售速率要求,该模型分为无特殊销售速率维持要求的多市场广告预算分配决策模型和有特殊销售速率维持要求的多市场广告预算分配决策模型两类,后者探讨了销售速率变化与达到指定销售速率两种要求下的广告预算最优分配问题,构建了优化模型,提出了模型参数取值与模型求解方法,最后给出了一个算例。

关键词： 多市场 广告预算分配 决策模型 Vidale-Wolfe模型 广告优化

Abstract： Advertising decision problem has been a hotspot concerned by marketing managers and scholars for a long time. More and more enterprises are facing multi-market with the development of society and economy and it becomes a more important problem for enterprises that how to allocate advertising budget to get the best advertising effect in condition of multi-market and fixed total advertising budget. Vidale-Wolfe model is selected as the advertising response model, based on which the decision model for multi-market advertising budget allocation is proposed. As some marketing strategy requires special sales rate demands in some markets. The proposed model consists of two parts: the latter cares about how to keep certain sales rate, while the former does not. The optimization model is constructed. The method to get arguments value and how to solve the model are discussed. An example is given at last.

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