

MEMORANDUM

TO: Persuasive Writing in Advertising and Fundraising Students
FROM: Barbara Klein, Instructor BK
DATE: November 6, 2013
RE: Assignment 6—Advertising Campaign
Due: December 2, 4, 6 for in-class review
Final Due in my mailbox (5th Floor CL): Wednesday, December 11, no later than 4 p.m.

For your final assignment you will create an advertising campaign. Each group will detail its strategy and concept and provide an overview, as well as prepare ad materials for a **minimum of three mediums (print, television, radio outdoor, digital and guerilla, for example)**.

What's this in-class review?

This will be an opportunity to make sure you're on the right track by asking questions and going over specific sections of your campaign with the class. If you're having any problems, this will be the time to address them.

What should the presentation look like?

How you compile this information is up to you. But remember, the way it looks is important. Your campaign is creative – your presentation should be as well.

What does the presentation include?

Cover Sheet with the name of your agency/group (as well as the name of the individual group members)

Three sections: **Strategy, Concept, Overview**

Each section will feature a 1 – 2 page summary
Campaign Components

Section 1: Strategy

Identify your client's brand. Discuss how you reached your conclusions (**be specific, cite references/research**).

Identify the target audience. Discuss how you reached your conclusions (**be specific, cite references/research**).

Identify the mediums you believe will be most effective in reaching that audience. Discuss how and why you reached your conclusions.

State the goal of your campaign. (For example, is it to increase awareness? Increase sales? Increase membership? To change the way the public thinks about an established product? To suggest another/different use for an established product? To reach a new segment (younger, older, ethnic) of the

population?)

Section 2: Concept

What's your big idea?

How does it reinforce the brand?

How do you think the target audience will relate to it?

Do you think it will be equally effective in the different mediums you've selected?

How will this idea/concept help you meet your stated goal.

Section 3: Overview

Discuss your process.

How/why did you select the product or organization?

What are the strengths of your strategy and execution?

What are the shortcomings of your strategy and execution?

How did you assign tasks within the group?

What were some the challenges of working in a group?

What were some of the benefits of working in a group?

Campaign Components

I am not expecting you to film a broadcast television commercial or record a radio spot. However, if you choose to include these mediums in your campaign, I am expecting to see a :60 or :30 script (or storyboard) complete with visual and audio directions.

In terms of printed materials, I am not expecting to see fully designed and rendered ads or billboards. You may either present a written summary of the ad, detailing the images and text, or piece together the ad using existing images (this will also require a summary).

For digital, please include a minimum of three samples per outlet (for example, three tweets, three Facebook posts or ads, three Pinterest posts, three Instagram photos).

YouTube is the exception. One YouTube video script and summary is sufficient.

Provide a written summary for any guerilla tactics (for example, pop-up stores, handouts, graffiti or chalk ads).

Don't forget the call to action – which may be to go to the website for more information or to a store to make a purchase. So, be sure to include one or all of the following: the client's logo, the website address and phone number, as well as Facebook, Twitter, Pinterest and Instagram logos.

Cite your sources. Please include a **minimum of four (our text book can be one source).**

Grading: up to 120 points total (each group member will receive the same grade)

Section 1: Strategy (up to 25 points)
Section 2: Concept (up to 25 points)
Section 3: Overview (up to 25 points)
Campaign Components (up to 30 points)
Presentation Format (up to 15 points)

**YOUR FINAL PRESENTATION IS DUE IN MY MAILBOX (5th Fl. CL) NO LATER
THAN 4 p.m. Wednesday, December 11.**