

# Assignment | Unit 4



## Project Part One - Advertising Campaign

Successful marketers know marketing communications strategies must be attuned to their end customers and to the media channels through which they reach those customers. It is in this spirit that the GB531 Advertising course includes a two-part Assignment for you to learn how advertising campaigns are created.

### **General Directions (applies to Unit 4 Project Part One and Unit 6 Project Part Two)**

- Part One of this Assignment is due in Unit 4. In Unit 6, you will submit the entire Assignment in one document, including the content from your Unit 4 document plus the Unit 6 requirements.
- There is no Doc Sharing template provided for this Assignment nor is APA formatting required. You may use either Microsoft Word or Microsoft PowerPoint for the Unit 4 and Unit 6 Assignments but remember, all content must be in one document when submitted in Unit 6. If you choose to use PowerPoint, place the main summary words on slides, include visuals on main slides and put explanatory words for each slide in the speaker's notes section. Include a title page / title slide. Include a references page / references slide if you apply and cite references within your document.
- Although there is no requirement for you to apply and cite references for this Assignment, if you do, include a References page/slide and use APA formatting for the in-text reference citation parentheses (if using PowerPoint, put this information in the speaker's notes section).
- Chapter 22 of our textbook addresses creating a complete advertising campaign. Use the index in our textbook to locate additional supportive directions and information. Conducting additional research on how to prepare an advertising campaign is recommended.
- Use third person perspective (no use of first or second person pronouns such as "I" or "you").
- It is fine for you to make assumptions (after all, we have no marketing research budget) but be sure to justify your reasoning.
- Have fun!

### **Unit 4 Assignment: Project Part One Steps and Requirements**

1. Look up the definition of consumer products.
2. Look around your house and see the various consumer products you use.

3. Choose one of your favorite consumer products. This brand, the product, its name, its benefits, etc. will be the focus of your advertising campaign.
4. In your document, briefly describe the consumer product for which you will be creating an advertising campaign.
5. Complete a “**Situation Analysis**”. Include the following sections:
  - a. Product analysis
  - b. Prime-prospect identification
  - c. Prime-prospects’ problem analysis
  - d. Competitive atmosphere and market climate
  - e. Identify and explain where the product is in the Advertising Spiral
6. Begin the section “**Creative Objectives and Strategy**” (this section will be continued in the Unit 6 assignment).
  - a. Determine what it is you want your advertising message to convey. Create three drafts of specific copy claims.
7. Give consideration to using television advertising. Write a 30 second television commercial script Use the format as shown on page 584 of our textbook.
8. Apply the Ten Tested Guidelines for an Advertisement to the 30 second television commercial script.
9. Read the requirements for the Unit 6 Assignment Project Part Two. Work on completing the Assignment during Units 5 and 6.

### **Unit 6 Assignment: Project Part Two Steps and Requirements**

1. Continue using the same document prepared for the Unit 4 Assignment Project Part One.
2. Continue the “**Creative Objectives and Strategy**” section:
  - a. Explore the pros and cons of at least four various advertising executions.
  - b. Prepare a **Creative brief (also called creative work plan)** which provides direction for the creative team prior to developing ideas, heads, and copy. A creative brief includes:
    - i. key observations
    - ii. communication objective
    - iii. consumer insight
    - iv. promise
    - v. support
    - vi. audience
    - vii. mandates
3. In the next section, “**Media Objectives**”, include the following:

- a. Media strategy
  - b. Media tactics
4. In the final section, “**Promotion Plan**”, be sure to include any integrated marketing programs.
  5. Add a **Conclusion** to wrap-up the document and provide assurance the advertising campaign will be a success. Include no new information in the conclusion section.

#### Unit 4 Assignment: Project Part One = Possible 125 points

The purpose of this Assignment: to demonstrate a graduate level understanding of how advertising campaigns are created.

Unit 4 Assignment Grading Criteria	Possible Points	Points Received
Selected and described an existing consumer product as the focus for your advertising campaign.	5	
Completed the Product Analysis portion of the Situation Analysis step.	10	
Completed the Prime-prospect identification portion of the Situation Analysis step.	10	
Completed the Prime-prospect’s problem analysis portion of the Situation Analysis step.	15	
Completed the Competitive atmosphere and market climate portion of the Situation Analysis step.	15	
Identified and explained where the product is in the Advertising Spiral.	10	
Explained what it is you want your advertising message to convey. Created three drafts of specific copy claims.	15	
Wrote a 30 second television commercial script.	20	
Content demonstrated original thought and exhibited appropriate judgments, conclusions and assessment based on evaluation and synthesis of information. Any referenced information was cited, using APA formatting.	15	
The content used good composition, grammar, punctuation, capitalization and spelling and met the	10	

requirements listed in the assignment description.		
<b>Total Possible Points</b>	<b>125</b>	