

**MARK3003 Campaign Planning 2019/2020**

**Workbook**

The purpose of this workbook is to make it clear what work you need to have undertaken with regards to the assessment each week. This will help you plan your time.

There are 8 activities related to each assessment. These need to be brought to class (other submission requirements may be identified) and signed off by the tutor.

You must get at least 7 out of the 8 activities signed off for the first assessment to receive formative feedback to help you with the report.

You must get at least 7 out of the 8 activities signed off for the second assessment to gain the development marks for the posters.

If you are unable to attend for any reason you must let the module tutor know by email and submit your work within 24 hours to be signed off electronically. If you have any other issues affecting your ability to attend class of complete the activities you must speak to the module leader (Roger).

**Teaching Schedule**

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| Week | Week  commencing  date | Topic | Activity |
| 1 | 30 Sept | How the module works  Module evaluation  NSS  Choosing a brand | How to choose a brand; what information to search for and where |
| 2 | 7 Oct | The brand context | 1) Identify and describe the brand and its context (the nature of the market place).  For example, is it a market leader or a market follower? How does its market share compare with competitors? How many competitors are there? Is it a mature market or a new market? Is it an FMCG or a durable product category? What are the current trends in the market place? You may find other details which are also relevant. |
| 3 | 14 Oct | The brand truth | 2) Identify the customer insight, the brand truth and the competitive advantage.  For example, what are the things customers look for (speed, size, quality, value, convenience etc.)? What is your brand best known for, what is its USP and what differentiates it from competitors? |
| 4 | 21 Oct | Core proposition and delivery style | 3) Analyse their core proposition and delivery style.  What approach to telling the story is used? Are they demonstrations, testimonials or vignettes? How are consumers meant to respond to or feel about their ads? |
| 5 | 28 Oct | Comparing advertising | 4) Compare and contrast (with at least 1 competitor) their advertising - you may go back up to 5 years, but you must include advertising from within at least the last 2 years.  How do their ads differ in style, composition, tone or appeal? Are these long-standing campaigns or do they use different approaches over time? |
| 6 | 4 Nov | Enhancement Week | |
| 7 | 11 Nov | Media choice and spend | 5) Identify what media was used and where possible actual campaign spending.  Do they use traditional media, such as TV and print, or do they use e-campaigns or sponsorship, or possibly a combination? What was their overall advertising spend? What did they spend on particular media (if the figures are available)? Make sure you differentiate between production costs and media costs. |
| 8 | 18 Nov | Campaign success | 6)How successful was the campaign/were the campaigns?  Look at ROI or overall sales/turnover, was some of the success measured by social media response (such as likes, shares, retweets etc.)? |
| 9 | 25 Nov | Future directions | 7 Where is the brand image currently and what would you recommend for a future strategy - giving a reasoned justification?  For example you might look at what competitors are doing, or trends in the market place or examples from other product categories of how brands have adapted. You might want to suggest they stick with the current campaign, or extend it. You must be able to provide evidence to support your arguments. |
| 10 | 2 Dec | Assignment workshop | Preparation for the submission of AS1 |
| 11 | 9 Dec | Choosing a brief | Consideration of the D&AD New Blood Award briefs |
| 12-14 | 16 Dec-  30 Dec | Christmas | |
| 15 | 6 Jan | Creativity | Generating Ideas |
| 16 | 13 Jan | Creativity | Evaluating Ideas |
| 17 | 20 Jan | Creativity | Developing Ideas – Story telling |
| 18 | 27 Jan | Copywriting | How to write persuasive words |
| 19 | 3 Feb | Music & Sound | The importance of audio |
| 20 | 10 Feb | Design | Composition: contrast, repetition, alignment and proximity |
| 21 | 17 Feb | Storyboarding | Visual and technical communication |
| 22 | 24 Feb | Enhancement Week | |
| 23 | 2 Mar | Idea review | Does it meet the brief? |
| 24 | 9 Mar | Idea enhancement | Persuasion/Call to action |
| 25 | 16 Mar | Assignment workshop |  |
| 26 | 23 Mar | Assignment workshop |  |
| 27 | 30 Mar | Assignment deadline |  |
| 28-30 | 8 Apr-  22 Apr | Easter | |

**Assignment 1**

Individual Brand Report (2500 words)

Taking a brand of your choice (you may not choose DFS) undertake an analysis of a recent (not more than 2 years old) advertising campaign or campaigns covering the following points:

1) Identify and describe the brand and its context (the nature of the market place).

For example, is it a market leader or a market follower? How does its market share compare with competitors? How many competitors are there? Is it a mature market or a new market? Is it an FMCG or a durable product category? What are the current trends in the market place? You may find other details which are also relevant.

2) Identify the customer insight, the brand truth and the competitive advantage.

For example, what are the things customers look for (speed, size, quality, value, convenience etc.)? What is your brand best known for, what is its USP and what differentiates it from competitors?

3) Compare and contrast (with at least 1 competitor) their advertising - you may go back up to 5 years, but you must include advertising from within at least the last 2 years.

How do their ads differ in style, composition, tone or appeal? Are these long-standing campaigns or do they use different approaches over time?

4) Analyse their core proposition and delivery style.

What approach to telling the story is used? Are they demonstrations, testimonials or vignettes? How are consumers meant to respond to or feel about their ads?

5) Identify what media was used and where possible actual campaign spending.

Do they use traditional media, such as TV and print, or do they use e-campaigns or sponsorship, or possibly a combination? What was their overall advertising spend? What did they spend on particular media (if the figures are available)? Make sure you differentiate between production costs and media costs.

6)How successful was the campaign/were the campaigns?

Look at ROI or overall sales/turnover, was some of the success measured by social media response (such as likes, shares, retweets etc.)?

7) Where is the brand image currently and what would you recommend for a future strategy - giving a reasoned justification?

For example you might look at what competitors are doing, or trends in the market place or examples from other product categories of how brands have adapted. You might want to suggest they stick with the current campaign, or extend it. You must be able to provide evidence to support your arguments. You can change the campaign, concepts, focus or market but you may not make any changes to the product itself.

**Learning Outcomes Assessed**

1 Our students will critique contemporary professional norms and practice in their field by evaluateing the key elements of successful marketing communications plans and activities for a given brand.

2 Our students will question, challenge and apply evidence-based analysis through acquiring and synthesising relevant brand and market information and demonstrate effective written communication by the creation of a campaign analysis report

**Feedback**

The report is marked holistically so you MUST answer each of the seven questions, but how much you write will depend on what information you can find. You need to be as specific as possible, but in the media section you may need to make some assumptions (these should be identified and reasoned) and you may need to refer to some general costs (production and media) where the specific media spend is not available. If you fail to address a question you will be unable to achieve full marks. If you are struggling to find some pieces of information you need to speak to the module leader. The feedback will be available through Turnitin on Blackboard.

**Workbook Activities (linked to assignment 1)**

Tasks to be undertaken by classroom session week indicated

Week 2

Identify your brand and the advertising campaign you are going to assess from January 2018 onwards. Look at the slides for this week which will show you how to identify a suitable brand. You need to make sure there is enough information available to ensure that you can complete all the sections of the assignment.

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Week 3

At the time the campaign was released, who were the major competitors (by market share or sales). Look at information for the preceding year (cite your sources).

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What kind of product category is it and what factors were affecting that category at the time (think PEST + Consumer trends, but don’t try to do a full PEST)?

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Week 4

What was the USP of your brand (identify the evidence that you’re using)?

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How does it differentiate itself from its two nearest competitors?

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Week 5

What was the core message of their advertising and how was this conveyed? What is the central message, what kind of story-telling or format does it use?

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Week 6

Week 6 is enhancement week. You should take advantage of any opportunities to improve your CV and your employability. There is no teaching this week.

Week 7

Compare your brand’s ad with at least one of their competitors advertising (from the same time period). How do they differ? Why do you think they have the taken these different approaches? (You should include the two ads by giving a screen shot and including the URL)

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8 What media did the campaign appear in/on? You should include all media whether it is paid, owned or earned.

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Week 9

How successful was the campaign? How was it measured? These two may well be linked. If you can’t find articles reporting it try looking on social media.

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Week 10

Where is the brand image currently and what would you recommend for a future strategy marketing communications strategy? You may not recommend a change of product, but you can reposition the current product. Make sure you look at what has been written about the brand and its category since the ad campaign or in the last 12 months

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Assignment 2

Individual Posters (2 x A2)

Taking one of the D&AD New Blood Award briefs (as indicted on Blackboard) you must complete 2 posters. The first will explain your approach and indicate any and all research and materials that have informed your approach. The second will contain either the 8 stills or a storyboard for the two minute video as indicated in the brief.

The poster also functions as a piece of advertising so you should think about what would grab someone's attention and how best to convey your information. All decisions relating to this can be discussed with the module leader before submission. Take advantage. Students who achieve high marks tend to be those who ask most questions.

To assist you in this we'll be looking at a number of past briefs from the D&AD and some of the previous winners. You have the option of funding an entry into the D&AD New Blood Awards (which cost approximately £20) but you need to let the module leader know if you intend to do this as you’ll need their support. It is also worth bearing in mind that the deadline for the competition is usually the middle of March, whereas the deadline for the module is the end of March. If you submit to the D&AD competition you will receive a certificate of participation.

You will need to submit your work as hardcopy in class – however, you will also need to upload a word document containing a jpeg of your posters to Turnitin on Blackboard and this is where you will receive your feedback, using the following form.

Feedback

MARK3003 Campaign Planning – Posters 2019-20

PNUMBER (BRAND)

|  |  |
| --- | --- |
| **Development Poster** | |
| The creative journey poster is an advert | Is it immediately clear what the brand is? Does it look attractive? Does it make you want to read/look at it? Is the layout clear? |
| The creative journey demonstrates an understanding of the creative process | **Have you included your workbook?** Have you analysed the brief? Have you used a clear and appropriate process for generating ideas? Have you shown how at least two of these ideas could be developed? Have you sketched at least 3 options for final executions based on a single concept?\* |
| The creative journey includes appropriate theory that is well-applied | Have you identified a single piece of appropriate theory, clearly explained it and how it applies to your creative idea or execution using a minimum of three appropriate sources? |
| The final creative concept flows from a logical development of the brief | Have you checked that the final idea meets the brief and identified how? |
| Development mark (out of 50) |  |
| **Executions Poster** | |
| The final executions poster meets the brief | Look at your checklist, can each point be ‘seen’ in your executions? |
| The final executions shows creativity | Is your concept presented in an interesting/novel/appropriate way? |
| The final executions contains a clear persuasive element | Does the work motivate the audience to think, feel or behave in the way the brief requires? |
| The final executions are well-presented | Are the creative executions presented professionally? |
| Executions mark (out of 50) |  |
| **Final Mark** |  |

\* Sketches may be in the form of 3 sentences paragraphs where the brief requires an activity, event or text-based promotion.

Workbook Activities

Tasks to be undertaken by classroom session week indicated

Week 15

Have decided on your brief – select a brief that is a brand that interests you, select a brief that seems clear and focused, select a brief that you thinks plays to your strengths – does it rely on a lot of text, visuals or does it require the use of specific media?

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Week 16

Produce a brainstorm and a mood board based on the brief -go through the brief, identifying what you think are the important words and phrases, in particular look at the background, the challenge, who they are talking to and things to think about.

(You should bring the brainstorm or the mood board to class)

Week 17

Evaluating Ideas – You need at least 3 different ideas relating to different ways of responding to the brief (you can present a single picture with explanation if it helps)

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Week 18

Developing Ideas – Story telling, you need at least 3 ideas based around the same concept

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**YOU ONLY NEED TO PREPARE ONE OF THE FOLLOWING FROM WEEK 19-21**

Week 19

How to write persuasive words – write one paragraph explaining as persuasively as you can why your idea is a winner

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Week 20

The importance of audio – find a piece of music that immediately conjures up either your brand, your core concept or the theme/mood of your ad, you should explain why and record both as a single MP3

(You need to submit this as an MP3 by email)

Week 21

Composition: contrast, repetition, alignment and proximity – demonstrate how one aspect of composition relates to your final creative idea (either poster)

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Week 22 Is enhancement week, there is no teaching. You will need to do all of the remaining tasks

Week 23

Visual and technical communication – present a draft of how you are going to layout your posters

(You should bring this as a visual detail on a piece of A4 paper to the class)

Week 24

Does it meet the brief? – produce a checklist based on your initial analysis of the brief and describe how your idea meets each point, minimum should be challenge, target market and core proposition

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Week 25

Persuasion/Call to action – What should your audience do/how will they be affected by your creative idea?

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Week 26

Is an assignment workshop, you only need to attend if you have a question about your assignment