

# ADVERTISING

Course: BA 354  
Room: WBC 214  
Winter 2009  
MWF 10:45 a.m.

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Office Hours: 3:00-4:00 TH; 2:30-4:00 W. Other times by appointment. Advisable to schedule an appointment whenever possible.

## Text/Resources:

- Contemporary Advertising, Arens, McGraw Hill, 12th ed., 2009.  
[http://highered.mcgraw-hill.com/sites/0073381071/information\\_center\\_view0/](http://highered.mcgraw-hill.com/sites/0073381071/information_center_view0/)
- Advertising Target Practice, McGraw Hill, 11<sup>th</sup> ed., 2008. Access on-line at Arens website above – under Coursewide Content menu. You will need a credit card to pay for access to the program.
- We will be using My Wartburg and Wartburg email extensively for course communication. Be sure you are checking both on a regular basis.

**Prerequisite:** BA 353 Marketing or instructor’s approval. Prerequisite waived for Communication Arts and Communication Design majors.

## COURSE OBJECTIVE:

To examine the world of advertising-its history, the planning and research functions, the techniques and execution of advertising, including creative and media strategy. And to address current issues, trends, and ethics, facing the industry. This course will benefit students with a career interest in advertising, as well as those who will simply be "consumers" of advertising throughout their lives.

## COURSE OUTCOMES:

At the end of this course you will:

- Be able to articulate the value of an integrated marketing communications approach and how it is different from a more traditional view of advertising
- Understand the relationship between marketing strategy and the development of promotion strategy.
- Be able to identify and design the key components of an IMC/promotion plan, including:
  - Situation Analysis
  - Media Strategy
  - Creative Strategy
  - Communication Strategy
- Have been an active member of a project team that created and presented a comprehensive IMC/promotion campaign for a real world client.
- Understand the unique ethical considerations related to the field of advertising and promotion.

## GRADED ELEMENTS:

Project	500 points (See details below)
Exams (3)	300 “
Advertising Target Practice (3)	100 “
Super Bowl	25 “
Ethics Article	25 “
Participation	100 "
TOTAL	1,050 points (points may vary)

Final Grade Ranges: Total Points Earned/Total Points Possible:

93.33-100% = A range; 90-93.32% = A- range; 86.67-89.99% = B+; 83.33-86.66% B; 80-83.32% = B-; etc.; <60% F

## GROUP CAMPAIGN PROJECT

**Overview:** The group advertising project will be a hands-on experience with a complete integrated marketing communications/promotion campaign (see Campaign Plan Outline following the syllabus schedule). Each group will work with a client to design an integrated marketing communications campaign. We will have nine groups of four students, working with three clients – each group will be assigned to a particular client. You will be forming your own groups, BUT it is important to think about diversity of skills and backgrounds within your group, meaning a group make-up of not all men or all women, not all international students or all U.S. students, not all Communication Arts, Communication Design, or Marketing majors, etc. I reserve the right to intervene to balance groups if necessary. Group choices must be made by **Monday, Jan. 12** and given to me in writing, with each member's email address, phone number and schedule. Every group member must have a copy of this group information sheet to facilitate communication during the term. Assignment to clients will be done through a random drawing.

The initial contact with the clients will take place in class on **Wednesday, January 14**. Each client will meet with the three groups assigned to him/her, going through a fact finder to outline their current situation. Groups are encouraged to probe further as deemed appropriate. At this meeting, each group should schedule a time to visit the business or business setting in person, to get a firsthand sense of the business and its promotional needs. The client should be given a sheet with the names of group members and contact information. Further contacts with the client are at the groups' discretion and should be coordinated by the "account manager." (see below) At minimum, each group must schedule a mid-term meeting with the client to present an update on campaign progress – see Project Process Outline for more information. All work done by the groups will be made available to the client for actual use. At the end of the term groups will be asked to provide hard copies, electronic copies, and disk/CD ROM versions of their portfolios and all creative work for the client.

This project is designed as a competition between the groups assigned to each client. At the end of the term, I will be asking the clients to evaluate each campaign and its recommended elements against the other campaigns presented. This is very similar to the way teams at larger agencies function. The assumption is that groups will prefer to keep their work confidential until the end of the term. However, that is up to each group individually. If groups choose to collaborate with the others assigned to their client, there will be no penalty. I have asked the clients to keep your work confidential unless you instruct them otherwise. Additionally, the client will be allowed to pick and choose amongst ideas presented by all three groups for actual implementation.

**Individual Component:** Each member of the group will fulfill a functional responsibility on which **100** of the 500 points will be based for a final grade. This functional responsibility will be spelled out in a written "project contract." In most groups I would recommend the following positions be assigned: creative/art director, account manager, media planner, copywriter. This set of positions mirrors the structure at most advertising agencies. Peer evaluations at mid-term (25 pts.) and the end of the term (75 pts.), as well as, my evaluation of your functional performance will determine the individual portion of your grade. I reserve the right to "fire" any group member who is not cooperating and/or meeting with their group. This would result in 0/500 points for the project.

**Group Component:** Group members will share responsibility for research, final strategic decisions, and writing of the papers. The group as a whole will be evaluated on the overall creativity, coordination and consistency of the campaign, as well as, its appropriateness for the client. **400** points will be assigned across the various aspects of the project (see below) and all members will receive the same points on those elements.

**NOTE:** Your executions will be based on your group's assessment of your client's situation analysis and strategic vision. Your work will be a combination of overall recommendations as expressed in the final campaign plan paper, and actual creative work in the form of four or more executions/promotional approaches. Recommendations and executions must reflect a balanced and diversified approach - in other words, not all newspaper ads. You will be competing against two other groups who will also be working on behalf of the same client. Your goal is to create the most effective campaign possible for your client.

In some cases, you may choose to recommend an execution that challenges your client to consider a new approach or direction. A trade show or special event execution should include all elements connected to the event, not just a single element for the event.

Projects will be evaluated at the group level as follows: See grading templates at end of syllabus

Situation Analysis 50 pts (can be rewritten for 10% increase in final grade up to a maximum of 50 pts.)

Detailed Campaign Plan Outline – does NOT include Situation Analysis 35 pts.

Four ad/promotion executions/promotional pieces and accompanying creative brief/rationales 140 pts. (35 pts. each)

Optional – one extra credit execution for 35 pts.

Final Presentation and Summary Brochure 35 pts.

Final Campaign Plan 50 pts. (See outline at end of syllabus)

Quality of Final Client Portfolio – Situation analysis, final paper and all creative work 10 pts.

Overall Campaign Effectiveness/Impact 30 pts.

Final Client Evaluation of Campaign 50 pts.

### **Project Process Outline - Dates may be subject to change with advance notice**

1. Form groups, exchange contact information with one another and client, and set a regular meeting time with group members. **Due Jan. 12 and 14.**
2. Assign functional responsibilities within the group – see earlier info on job descriptions and project contracts. **Due Jan. 21.**
3. Complete Situation Analysis referring to client fact finder and other client input. (50 pts.) Can be rewritten for 10% increase in final grade up to a maximum of 50 pts. **Due Jan. 26.**
4. Complete a detailed Campaign Plan Outline – does not include situation analysis. (35 pts.) **Due Feb. 9.**
5. Meet with your client as needed throughout the term, and then once **before the end of Week 8 (by Feb. 27)** to present an update on your campaign progress. Your client will complete a mid-term evaluation of your work and return it directly to me. Complete your own mid-term evaluations of your group's work in class **Feb. 25**. I will provide feedback to your group from your client and your group members.
6. Prepare four or five executions of elements as recommended in your campaign plan.
  - a. For each execution due date, prepare the execution and an execution creative brief/rationale (see format at end of syllabus), referring to its role in the campaign plan, and the media and creative considerations that went into its development. (140 pts./35 pts. each) One additional execution (35 pts.) can be submitted for "extra credit." **Due Feb. 25, Mar. 13, 25, and Apr. 1.** Each execution can be revised once for a potential 20% increase not to exceed 35 points total. Any re-grading requests must be submitted by Apr. 4.
7. Prepare a rough draft of your Campaign Plan Paper. This narrative plan should be based on your detailed Campaign Plan Outline – see #4 above – does NOT include Situation Analysis. 8-10 pgs., double-spaced. **Due Mar. 16.**
8. Prepare your final written campaign plan (50 pts.), final presentation and summary brochure (35 pts.), and client campaign portfolio (10 pts.). The client's portfolio is turned in to me for approval prior to your final presentation. The final portfolio turned into me for grading and my files should be submitted on a CD, along with all hard copy rough drafts.  
(See below for elements to include in each portfolio.)
9. You will have 15-18 minutes to present your campaign plan to your client and the class.  
**Present April 3, 6 or 8.** In your final presentation you will:
  - a. Present the creative and media strategy, rationale, and priorities that went into the campaign plan.
  - b. Present your four or five executions and their creative briefs/rationales (see format at end of syllabus).
  - c. Provide a summary brochure to each member of the class and the client that summarizes key aspects of your campaign. This brochure should give an overview of your campaign plan and your proposed executions, and should include group members' names and email addresses. I will share examples in class later in the term.

- d. Conclude the presentation by reflecting on the issues raised in the conclusion of your campaign plan.

**NOTES:**

You are **NOT** to present your situation analysis during the client presentation.

Your presentation should be polished and professional and reflect feedback received throughout the term on rough drafts and executions.

10. Complete final project evaluations and vote for best campaign elements in class

**Apr. 11.**

**Final Project Portfolios:**

**Folkers Project Portfolio – all groups due Apr. 8 – submit on CD**

Final Paper – Comprehensive, narrative coverage of the Campaign Plan Outline, including:

- Situation Analysis
- Media and Creative Plan
- Communication Plan
- Conclusions
- Bibliography if you have used outside references

Four or five executions and their creative briefs/rationales

Presentation materials to be considered in grade – i.e., PPT slides

Copy of summary brochure – see details above

All rough drafts on which I provided feedback should be turned in hard copy– paper and execution creative briefs

NOTE: Campaign papers should be double-spaced and 8-10 pages in length.

**Client Portfolio – due to me before you present – Apr. 1, 2, or 6, and then given to client on the day you present– Apr. 3, 6, or 8:**

Final Paper – Comprehensive, narrative coverage of the Campaign Plan Outline, including:

- Situation Analysis
- Media and Creative Plan
- Communication Plan
- Conclusions
- Bibliography if you have used outside references

Creative Work – hard copies and disk/CD ROM versions of your executions; creative briefs/rationales

Summary Brochure – see details above

**Note:** Portfolio materials should be presented to the client in a professional binder of your choosing.

**IMPORTANT:** Be sure that each group member has a final copy of the campaign portfolio for their permanent files.

**EXAMS:** The format will be a combination of multiple choice and short essay. No make-up exams will be given unless you can provide a written excuse from your doctor, or in the case of a documented family emergency. No hats or electronic devices are allowed during exams and you must not leave the room during a test-taking period.

**ADVERTISING TARGET PRACTICE:** ATP is a set of three on-line, interactive case studies accessible through the Arens text website – Rocksmith, Factoblurb, and Castergo. Each case study will require that you move through five sections of analysis and decision making regarding an advertising campaign. Your decisions will culminate in the designing of a new ad for each company based on your newly expanded understanding of their situation, needs and objectives. See the Advertising Target Practice directions on my.wartburg for additional information. If you have any problems with the functioning of ATP, be sure to let me know as soon as possible. I have noticed some challenges with the replaying of video segments after they have been viewed the first time. Rocksmith 20 pts.; Factoblurb 40 pts.; Castergo 40 pts. We will

work through parts of Roxsmith together prior to its due date so that you are familiar with how the case studies function.

**EXERCISES:** Periodically, I may assign exercises, cases, and article write-ups that complement the material we are covering. The assignment and due date will be given in class and then posted to my website. Advertising Age and Adweek are great source for articles, found in our library, as well as on the Internet ([www.adage.com](http://www.adage.com)/[adweek.com](http://adweek.com)). The Internet also offers many other relevant web sites for advertising information, including A.C. Nielsen (T.V.) and Arbitron (radio) ratings.

**PARTICIPATION & ATTENDANCE:** Class participation will be evaluated on your willingness to enter into discussions in class and to bring relevant material into the class. Attendance is required. After three unexcused absences any further absences will be deducted from your overall course grade at the rate of one third of a letter grade from your final grade per absence. **IT IS YOUR RESPONSIBILITY TO CONTACT ME AND TO CHECK MY WARTBURG IF YOU MUST MISS A CLASS TO ACCESS HANDOUTS OR ANNOUNCEMENTS.** Please let me know in advance, whenever possible, if you must be gone for any reason. There is no make-up for any exercises, group work or quizzes that may be given during a class period. Attendance at all project presentations is required.

Because I will periodically give some class time for group work, it is important that you are in class and available to the rest of your group members on a regular basis.

**COURSE CONDUCT:** Students are expected to conduct themselves in a professional manner throughout this course. This includes contact with clients, interactions in the classroom, and work with your group members. Client confidentiality must be maintained at all times. Cell phones and other electronic devices must be turned off when you enter the classroom. Sidebar conversations should be avoided. Treating your classmates and clients with respect and tolerance will result in a positive working environment for everyone. Anyone not upholding this level of professionalism will be asked to leave the classroom, or to meet with me outside of class if it involves group or client interactions.

**LATE PENALTIES:** Any late assignment will be subject to a 25% per day penalty, starting at the beginning of the class period when it was due.

**ACADEMIC INTEGRITY:** Any breach in academic integrity will result in a failing grade for the course, assignment or exam, depending on the circumstances. This includes, in particular, cheating or collaboration on exams and/or assignments, and plagiarism. Be aware that helping someone else inappropriately implicates you as much as the person receiving the help. Remember that as a Wartburg student you are bound by the Honor Code, which states “The Honor Code reminds students of their responsibility to promote academic honesty by opposing cheating and plagiarism and reporting dishonest work.”

**The Wartburg College Honor Code:**

As a matter of personal commitment, students, faculty, and staff of Wartburg College are expected to demonstrate three simple principles:

- (1) All work submitted be your own
- (2) When using the work or ideas of others, including fellow students, give full credit through accurate citations.
- (3) If you are uncertain about the ground rules on a particular assignment, ask for clarification.

All are responsible for abiding by these guidelines and opposing academic dishonesty by reporting any act that goes against these guidelines.

**Special Needs:** The Americans with Disabilities Act of 1990 (ADA) provides protection from illegal discrimination for qualified individuals with disabilities. Students requesting instructional accommodations due to disabilities must arrange for such accommodations by contacting Pathways Associate for Testing and Advising Carla Coates. She can be reached at the Pathways

Center, 314 Vogel Library, Wartburg College, Waverly, IA 50677, 352-8230,  
<Carla.coates@wartburg.edu>. Presenting documentation of a student's disability early (before  
the beginning of classes) is helpful and often necessary to secure needed materials in a timely  
way. Accommodations should be requested PRIOR to affected assignment due dates. For more  
detailed information, please see  
<http://www.wartburg.edu/pathways/testing/AccommodationProcessStudents.pdf>

**VIDEOS:** Videos we view in class may be put on reserve at the Library Circulation Desk after we are  
done with them for your further use.

**Professional Associations:**

Links to professional marketing and advertising associations in the Midwest are available under  
"Bookmarks" on my.wartburg for our course. Also, I have included some of the professional meetings and  
conferences offered by these groups during our term in the syllabus schedule. If you have an interest in  
attending any of these meetings, let me know.

## Tentative Class Schedule

NOTE: This syllabus is subject to change with adequate notice.

### WEEK 1

Mon., 1-5 Introduction to course  
Syllabus and my.wartburg  
“Day One” handouts

Wed., 1-7 Ch. 1 What is Advertising Today?  
Project Materials

Fri., 1-9 Ch. 1  
**Super Bowl Exercise given**  
Video-Sell and Spin: A History of Advertising

### WEEK 2

Mon., 1-12 Ch. 2 Evolution of Advertising  
Review Project handout – What don’t you understand?  
**Project groups formed; Info Sheets due**

Wed., 1-14 Groups meet with clients during class – fact-finding interview  
Each group schedule visit to business outside of class time

Fri., 1-16 Ch. 3 Economic, Social & Regulatory Aspects of Advertising  
Legal Aspects  
Regulatory issues – specific issues in regulatory environment

### WEEK 3

Mon., 1-19 9:45-10:35 - Shortened Class – MLK, Jr. Holiday  
Ethical Aspects/Cases  
Video – The Ad and the Id  
Readings

Wed., 1-21 Ethical Aspects/Cases  
Video – The Ad and the Ego  
**Project Contracts due**

Fri., 1-23 Concluding Ethical/Legal Issues  
**Bring an ethical issue/article to class for discussion – one page typed, proofread summary of the issue/article. APA citation. 25 pts. due at beginning of class.**  
**Project Contracts Returned**  
**Work through Rocksmith in class**

### WEEK 4

Mon., 1-26 Ch. 4 Scope of Advertising  
**Situation Analysis due – final narrative version of your client’s current situation 50 pts. (can be rewritten for 10% increase at end of term)**

Wed., 1-28 Ch. 7 Research: Gathering Info for Ad Planning  
Video: Goodbye Guesswork and Sell & Spin  
NOTE: Read Ch. 5 and Ch. 6 on your own – we will only cover in class the concepts about which you raise questions in class  
**Advertising Target Practice – Rocksmith due 20 pts.**

Thurs., 1-29 Ad Fed Education Day 8:30-2:30, Cedar Rapids, Clarion Hotel and Convention Center, \$35 includes luncheon  
[www.adfedcr.com](http://www.adfedcr.com) to register on-line

Fri., 1-30 **Exam 1 Ch. 1-7**

Sun., 2-1 Super Bowl Game

**WEEK 5**

Mon., 2-2 Ch. 8 Marketing & Advertising Planning

Wed., 2-4 Ch. 9 Planning Media Strategy

Fri., 2-6 Ch. 9  
**Super Bowl Exercise due – see my.wartburg 25 pts.**

**WEEK 6**

Mon., 2-9 Ch. 10 Creative Strategy & the Creative Process  
Ch. 11 Creative Execution: Art and Copy  
Video – Behind the Scenes: The Ad Process at Work  
Ch. 12 – Producing Ads - Please review on your own  
**Detailed Outline of Campaign Plan due – 35 pts.**  
**Note: This does NOT include the situation analysis**

Wed., 2-11 Creative Strategy – Print Ads  
**Advertising Target Practice – Factoblurb due 40 pts.**

Fri., 2-13 Project Work Day

**WEEK 7**

Mon., 2-16 Creative Strategy – Electronic/TV Ads

Wed., 2-18 Creative Strategy – Electronic/Radio Ads  
**Advertising Target Practice – Castergo due 40 pts.**

Thurs., 2-19 MAC Addy Awards  
Waterloo Elks Club  
Time: 5:00-9:00 p.m.  
Price:  
MAC Member: \$27 per person  
Non-Member: \$30 per person  
Students: \$12 per person  
[www.aafcedarvalley.com](http://www.aafcedarvalley.com)

AND

2008 AAF Mosaic Career Fair (for minority students)

Educational Event/Seminar  
8:00-2:00 p.m.  
DePaul University at Lincoln Park - Student Center  
2250 N. Sheffield Avenue, Chicago, IL USA  
The 2008 Mosaic Career Fair gives you access to some of today's top employers.  
At the Mosaic Career Fair, you can participate in:  
- Career Development Workshops  
- One-on-one Resume and Portfolio Critiques  
- Onsite Interviewing  
- Recruiting Expo  
<http://www.aaf.org/mosaicfair>

Fri., 2-20

Creative Strategy – Other Ads

Sat., 2-21

Des Moines Advertising Professionals Addy Awards  
For more info: [www.adprodsdm.com](http://www.adprodsdm.com)  
Hy-Vee Conference Center

## WEEK 8

Mon., 2-23

**Exam 2 Ch. 8-12**

Wed., 2-25

Ch. 13 Using Print Media  
**1st Ad Execution/Promotional Piece, including creative brief/rationale due - 35 pts.**  
**Mid-Term Evaluations of groups**  
**Mid-Term Individual Contributions Assessed (25 pts.)**

Fri., 2-27

Group Work Day  
**Mid-Term meeting with client must be completed before break**  
**Client Mid-Term Evaluations returned to me**

Chicago Ad Fed AAF 26th Annual Career Day  
Educational Event/Seminar  
7:15 a.m. - 4:00 p.m.  
Renaissance Hotel Chicago  
One West Wacker Drive, Chicago, IL  
Join nearly 400 Midwest college and university students in Chicago for CAF's annual Career Day program to learn about the advertising industry and network with top advertising professionals. Students will listen to 4-5 General Session speakers, participate in 2-3 panel discussions on a variety of topics relevant to advertising today, network with industry professionals at lunch, and may elect to take a tour of an actual agency in the afternoon.  
[http://www.chicagoadfed.org/career\\_day/CareerDay2009.html](http://www.chicagoadfed.org/career_day/CareerDay2009.html)  
Chicago Advertising Federation  
Phone 847-375-4728 email: info@chicagoadfed.org

## WEEK 9

**WINTER BREAK**

## WEEK 10

Mon., 3-9

Ch. 13 Using Print Media

Wed., 3-11

Ch. 13  
Print Media Rates

AAF Cedar Valley Meet the Pros  
5:00-8:00 p.m., Elks Club, Waterloo

This is your chance to take it from someone who knows. Meet the PROs is your chance to ask questions from some of those seasoned pros as well as some recent graduates to get a wide range of perspective. Bring your portfolio if you want and get a critique from someone in the biz. As well as network with some of those people to whom you might be sending your resume in a few months or years.

Fri., 3-13

Ch. 14 Using Electronic Media: TV and Radio  
**2nd Ad Execution/Promotional Piece, including creative brief/rationale due - 35 pts. – turn in at my office by end of class time.**

## WEEK 11

Mon., 3-16

Ch. 14  
Arbitron/Nielsen reports  
**Rough draft of Campaign Plan paper due.**

Wed., 3-18

Ch. 15 Using Digital Interactive Media  
Project Work Time

Fri., 3-20

Project Work Day  
**3<sup>rd</sup> Ad Execution/Promotional Piece, including creative brief/rationale due - 35 pts. – turn in at KF's office**

## WEEK 12

Mon., 3-23

Ch. 15

Wed., 3-25

Ch. 16 Using Out of Home, Exhibit, and Supplemental Media  
Yellow Pages Advertising

Fri., 3-27

Ch. 16  
**4<sup>th</sup> Ad Execution/Promotional Piece, including creative brief/rationale due - 35 pts.**  
**Optional 5<sup>th</sup> Execution due, including creative brief/rationale**

## WEEK 13

Mon., 3-30

IMC:  
Ch. 17 Building Relationships: Direct Marketing, Direct Mail, Personal Selling and Sales Promotion (especially S.P. section)  
Ch. 18 Building Relationships: P.R., Sponsorship, and Corporate Advertising

Wed., 4-1                      Groups present Situation Analyses to class  
**Final day to submit executions for regrading (optional)**  
**Client 1 portfolios due to KF at beginning of class – pick up Thursday from my office after 1:00 p.m.**

Thurs., 4-2                    **Client 2 Portfolios due to KF by 4:00 p.m. at my office - pick up Friday in class**

PLEASE NOTE:                **Attendance is required for all group presentations. Remember, this is the point in the term where you have the opportunity to learn about the campaigns for the other two clients. Failure to attend will result in a reduction of your own project grade by 10% per absence.**

Fri., 4-3                      Client 1 Presentations 1-3 (Peer and client evaluations of campaigns)  
**Client 1 Portfolios given to client – Groups 1-3**  
NOTE: Class will run from 10:15-12:00 for client presentations

**WEEK 14**

Mon., 4-6                      Client 2 Presentations 4-6 (Peer and client evaluations of campaigns)  
**Client 2 Portfolios given to client – Groups 4-6**  
**Client 3 Client Portfolios due to KF at beginning of class – pick up Tuesday from my office after 1:00 p.m.**  
NOTE: Class will run from 10:15-12:00 for client presentations

Wed., 4-8                      Client 3 Presentations 7-9 (Peer and client evaluations of campaigns)  
**Client 3 Portfolios given to client – Groups 7-9**  
NOTE: Class will run from 10:15-12:00 for client presentations

Peer Evaluations of campaigns – Vote for campaign awards  
Peer Evaluations of group work  
Course Evaluations  
**All Project Portfolios due to me – CD with rough drafts**  
**Campaign Awards announced by email**

**WEEK 15**

Wed., 4-16                    Des Moines AAF Student Event  
Guerilla Marketing and Effective Street Campaigns

Thurs., 4-17                   **Final Session:** Thursday, April 17 8:30-10:30 a.m.  
Exam 3 Ch. 13-18, plus comprehensive component (Day One questions, reflections on campaign process and components)

## IMC/Promotion Campaign Outline 2009

**NOTE:** Section I will be completed based on your review of the client's fact finder. Some aspects of this outline may need to be adjusted or expanded to fit the context of their particular business.

- I. Situation Analysis (must be in narrative format for paper)**
  - A. The marketplace – Waverly/Cedar Valley
  - B. Industry description, including trends
  - C. The competition
    1. Overall nature of competition in the industry/category
    2. How do we compare in market position?
    3. What are the specific features/benefits of competing brands?
    4. What are competitors' marketing strategies?
    5. What types of promotion are used by the competition?
  - D. The company/business
    1. Brief background on company/business
    2. Marketing Strategy
      - a. Marketing objectives
      - b. Product/service portfolio of company
      - c. Product/service concept
        - Features/benefit, product differentiation, product name
        - Package design, labeling (if applicable)
        - Store location, atmospherics, signage, outside appearance
        - Life cycle stage of business
        - Brand and positioning status, personality of product/service/store
        - Kim-Lord grid position
      - d. Pricing strategy
      - e. Distribution channels
      - f. Promotion history, including a rough idea of client's promotion budget over past five years and your sense of their philosophy on investing in promotion/advertising
  - E. Target Market - The customer/prospect
    1. Who buys/will buy our product/service?
      - a. More than one target market for our product/service?  
For each target market:
    2. Demographic characteristics
    3. Psychographic/lifestyle characteristics
    4. Their product category behavior/attitudes
      - a. What are their perceptions of product/service? Brand? Competition?
      - b. How do they buy and use the product/service?
      - c. Primary motivation for buying our brand?
      - d. Where are customers when they need the product?
      - e. Where are they most likely to receive and accept messages about the brand/product/service?
      - f. When can the brand/product/service be of greatest benefit to them?

F. Strategic Vision

What does your client envision for this business over the next 3-5 years?  
What does your client articulate as promotion/communication objectives and priorities?

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**Campaign Plan**

**NOTE:** Sections II-VI will be based on your group’s assessment of your client’s situation analysis and strategic vision. Your work will be a combination of overall recommendations as expressed in the final campaign plan paper, and actual creative work in the form of four or more executions/promotional approaches. Recommendations and executions must reflect a balanced and diversified approach - in other words, not all newspaper ads. You will be competing against three other groups who will also be working on behalf of the same client. Your goal is to create the most effective campaign possible for your client.

**II. Campaign Objectives**

- A. Building primary or selective demand?
- B. Overall strategy of the campaign
- C. Objectives stated in terms of:
  - 1. Advertising Pyramid
  - 2. Purchase Behavior
  - 3. IMC Philosophy – outside-in vs. inside-out?
- D. Quantification of Objectives
  - 1. Can we put numbers to our advertising objectives?
  - 2. What is the estimated length of time to achieve?
  - 3. How will we measure achievement of our objectives? How will client know if plan is working?
    - a. Based on sales?
    - b. Based on inquiries?
    - c. Based on image building?
    - d. Measured against other objectives?

**III. The Creative Plan**

- A. Advertising Message
  - 1. Copy Elements
    - a. Advertising appeals
    - b. Copy platform
    - c. Key consumer benefits
    - d. Key selling idea - USP
    - e. Support of promise
    - f. Tone and manner
    - g. Desired consumer response
    - h. Justification for strategy
    - i. Mandatory elements

- B. Art Elements
  - 1. Visual Appeals
    - a. In ads and commercials
    - b. In packaging
    - c. In point of purchase and sales materials
  - 2. Art Platform
    - a. Layout, Design, Illustration style
  - 3. Production Considerations
    - a. Color, size, style, color reproduction, typography, photography, paper, electronic effects, animation, sound effects, music
- C. Summary – How does our creative strategy support the overall strategy, direction of the campaign?

#### IV. The Media Plan

- A. Definition of Media Objectives
  - 1. Reach
  - 2. Frequency
  - 3. Gross ratings points
  - 4. Media Schedule
    - a. Continuity/flighting/pulsing, seasonal considerations  
-Flowcharts
    - b. When and where will your ads be placed? (Hour of day? Which channels? Which magazines? During which programs? Next to which articles? Placement of billboards?)
    - c. Your plan should be a detailed one-year plan, with some consideration given to what you would recommend more broadly for the next five years for your client.
- B. Media Mix
  - 1. Determination of which media/promotional approaches reach our target audience(s) best. Must provide a rationale/brief for each choice/execution that becomes part of the media mix. Be sure to consider creative strategy in your media choices.
  - 2. Traditional mass media vehicles
    - a. Radio
    - b. T.V.
    - c. Newspapers
    - d. Magazines
    - e. Outdoor
  - 3. Other media vehicles
    - a. Direct Mail
    - b. Interactive media
    - c. Supplemental media
      - Directories – Yellow Pages, Professional publications
      - Cinema/on-screen
      - Specialty advertising items (keychains, calendars, pens, magnets, etc.)
    - d. Miscellaneous media alternatives

4. Budget
  - a. What weight and priority will each vehicle/promotional approach chosen have within the plan? Which are absolutely essential to the campaign vs. those that would be “nice to do?”
  - b. Prepare a reasonably accurate budget for implementation of your plan’s recommendations. This should take into consideration what your client feels is reasonable to invest in promotion for the coming year.  
NOTE: Your plan and budget should be based primarily on recommendations that would be feasible, strategically and financially, for your client to implement. However, each group is encouraged to recommend one “sky’s the limit” execution or idea for the client to consider – in other words, what if money were no object?
- C. Summary – How does our media strategy support the overall strategy, direction of the campaign?

## V. The Communication Plan

### A. Communication Objectives

What will be the mix of elements in the communication plan? How do the elements of the communication plan complement, support the media plan? What weight/priority will each element have within the plan. Must provide a rationale for each choice that becomes part of the communications mix.

### B. Sales Promotion

1. Trade Promotions (Push Promotion) *Most likely will not apply to your client.*
  - a. Objectives
  - b. Tactics
    - Trade shows/conferences
    - Co-op advertising
    - Dealer premiums
    - Dealer contests/sweepstakes
2. Consumer promotions (Pull Promotion)
  - a. Premiums
  - b. Coupons
  - c. Continuity programs
  - d. Contests
  - e. Sweepstakes
  - f. Price-offs

### C. Public Relations

1. P.R. Objectives
2. PR Tactics
  - a. Publicity – press releases, media kits, PSA’s
  - b. Event marketing-special events, sponsorships
  - c. Corporate communications-annual report, newsletter, website
  - d. Collateral Pieces-brochures, catalogs

### E. Personal Selling

- F. Direct Marketing
  - 1. Objectives
  - 2. Tactics
    - a. Database marketing
    - b. Direct response-magazine ad, infomercial, web site
- G. Point-of-purchase promotion-P.O.P. displays, in-store promotions
- H. Miscellaneous Promotions

**VI. Conclusion – should address the following:**

Summary of the philosophy and strategy of the total campaign and how the creative, media, and communications strategies support this overall direction. How do all of the elements recommended work together to meet the campaign objectives?

Are you satisfied with the proposed mix of elements, their respective weight/priority within the campaign?

To what extent do you believe your campaign reflects an IMC philosophy? How would you evaluate the degree to which your campaign uses an “inside-out” vs. an “outside-in” approach?

**Execution Creative Brief/Rationale Format**

Each execution/promotional element submitted must be accompanied by a typed 1-2 page narrative creative brief and rationale that addresses the following:

**Format:**

Marketing Objective

Advertising Objective/What do we want the advertising/promotion/communication to do?

Who is the target (who are we talking to?) and what do we know about them?

How would they describe the brand/store/business? How do we want them to describe it?

Key Message/What is the single most important thing we want the target audience to take away from this advertising/promotion? How can we make this believable?

Is there anything else worth thinking about that can help get us to great work?

Any executional mandates?

What is our justification for recommending this element to the client?

What media strategy considerations went into the recommendation of this element?

Media schedule considerations?

Overall, how does this proposed element fit with our overall campaign philosophy, strategy, direction?

**(Drawn from Leo Burnett, Chicago, by way of Christopher Warmanen, Wartburg alum)**

**Evaluation of Executions 35 pts. each**

Strategic Relevance to Overall Campaign: 10 pts.

Very Relevant 10 pts.-----8-----6-----4-----2 Doesn't seem to connect to campaign strategy at all

Quality of Rationale/Justification for Execution: 5 pts.

Clear Justification 5 pts.-----4-----3-----2-----1 Justification completely unclear

Degree of Creativity Reflected in Execution: 5 pts.

High level of creativity 5 pts.-----4-----3-----2-----1 Very little creativity

Understanding of "medium" proposed and its unique considerations, including scheduling: 5 pts.

Very well understood 5 pts.-----4-----3-----2-----1 Not understood at all

Execution's Overall Effectiveness: 10 pts.

Very effective 10 pts.-----8-----6-----4-----2 Not effective at all

## Grading Guidelines for Other Project Elements:

### Situation Analysis 50 pts.

Clearly reflects the client's current situation.  
Outstanding 30 pts.-----25-----20-----15-----10-----5 Poor

Demonstrates the group's understanding of the client's promotion objectives, priorities, personal philosophies related to promotion/communication, and strategic vision for the future  
Outstanding 15 pts.-----12-----9-----6-----3 Poor

Writing quality of the situation analysis  
Outstanding 5 pts.-----4-----3-----2-----1 Poor

### Evaluation of Campaign Plan 50 pts.

Creative Plan:  
Outstanding 5 pts.-----4-----3-----2-----1 Poor

Media Plan:  
Outstanding 5 pts.-----4-----3-----2-----1 Poor

Communication Plan:  
Outstanding 5 pts.-----4-----3-----2-----1 Poor

Overall coordination and consistency of the campaign plan  
Outstanding 5 pts.-----4-----3-----2-----1 Poor

Overall creativity of the campaign plan  
Outstanding 5 pts.-----4-----3-----2-----1 Poor

Appropriateness of the campaign plan for the client  
Outstanding 10 pts.-----8-----6-----4-----2 Poor

Writing quality of the overall plan  
Outstanding 5 pts.-----4-----3-----2-----1 Poor

Overall effectiveness of the campaign plan  
Outstanding 10 pts.-----8-----6-----4-----2 Poor

### Final Presentation and Summary Brochure 35 pts.

Professionalism/Effectiveness of presentation  
Outstanding 20 pts.-----20-----15-----10-----5 Poor

Incorporation of project feedback into final presentation  
Outstanding 5 pts.-----4-----3-----2-----1 Poor

Quality/Effectiveness of Summary Brochure  
Outstanding 10 pts.-----8-----6-----4-----2 Poor