

## **INDIVIDUAL ASSIGNMENTS FEED INTO THE GROUP ASSIGNMENT**

### CAP 210 Individual Campaign Assignments - 75 points total

Each individual will work toward creating the best IMC campaign possible for the client. Here's the idea:

- Everyone is responsible for completing the assignment alone (original work).
- Individual work is shared in group.
- The agency has multiple ideas to draw from when creating the overall plan.
- The client gets a strong campaign and you get a strong portfolio piece.

There are 7 assignments, averaging 10 points each. In addition, client feedback is worth 10 points. I will post details in "campaign assignments" on Black Board. Individual assignments are meant to keep the project moving and get everyone involved and learning. Assignments take the form of "status reports." That is, you are reporting out what you know at the moment – realizing that could change as we move forward.

Reports should be 1-2 typed pages, with the exception of #5, which includes some rough draft sample tactics. Be succinct, not wordy. Synthesize information. Bullet points are acceptable.

<u>Teamwork Assessment</u>	5 pt.
Read the online tutorial on group dynamics	
Take online assessment	
Write ½ page assessment of what you learned	
<u>#1 Situation Analysis</u>	10 pt.
Identify and define client problem/issue to resolve	
SWOT Analysis	
Competitor Analysis	
Note any trends in the marketplace etc.	
<u>#2 Target Audience</u>	10 pt.
Segments	
Buyer Analysis	
Touch points	
<u>#3 Communication Objectives/Budget</u>	10 pt.
Define Problem	
Communication	
Budget Considerations	
<u>#4 Strategy Statement/Creative Brief (CB as a team)</u>	10 pt.
Brand Promise	
Brand Story	
Brand Personality	
The One Thing/Big Idea-Campaign Slogan	

#5 Media Plan/ IMC Mix 10 pt.

What tools will you pull from the toolbox?  
Mix of traditional and non-traditional media channels  
Explanation & Justification  
*Include some rough draft executions of ad ideas*

#6 Campaign Evaluation 10 pt.

How you will measure the campaign impact

#7 Client Feedback 10 pt.

Client gives feedback on your plan and presentation

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