

Course Handout Packet

ADV 4800

Advertising Campaigns

Mr. David Wilson

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Spring 2015

ADV 4800- Advertising Campaigns

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"Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the Instructor when requesting accommodation."

ADVERTISING CAMPAIGNS

ADV 4800
A course in
Strategic Advertising Planning

By Jon D. Morris, Ph.D.
Instructor: Mr. Dave Wilson

Spring 2015

Theoretically, this course is intended to assist students in acquiring the intellectual skills needed in the development of well-planned and effective advertising strategies. In practice, this course is designed to focus on application. Teams of five-to-eight students prepare advertising campaign plans for a client that has been selected by the instructor. The client selection will be discussed in another section; however, the product or service may be actual or fictitious. Actual clients seem to give the students more realistic, challenging and rewarding experiences although there are some benefits to the case study approach.

The purpose of this course is to provide students with a hands on opportunity to develop an advertising campaign. The learning objectives of the course are:

- 1) To further develop the skills used in creating advertising and marketing communications, focusing on:
 - a. research,
 - b. strategies
 - c. copy and design
 - d. media selection and
 - e. promotion and public relations.
- 2) To allow students to apply the terminology, techniques and procedures used in the business of marketing communications and advertising.
- 3) To provide the students with an actual advertising problem and guide them through the development of a campaign and proposal presentation.

Pre-requisites

Senior standing is required. If you are not a senior, please let Mr. Wilson know.

Requirements for the course

The requirements for the course have been designed to provide the students with concepts and experiences needed to meet the above-stated objectives and to measure the amount of success toward reaching these objectives. Students are required to:

- 1) Attend class meetings; first as a unified group, then as part of a competing team.

- 2) Read the suggested supplemental material.
- 3) As a team, evaluate one campaigns book from a previous class. The team will lead the class in a discussion about the make-up and quality of the plan. The value of this assignment is 5% of the final grade. The team must also complete a written summary of the analysis. (see page 53-54)
- 4) As part of a team, complete one campaign; a strategic plan designed to recommend advertising and marketing communications techniques that will be used for the promotion of a product or service.
- 5) Provide the instructor with weekly call reports; and required sections of the plan book.
- 6) Make one formal presentation to the instructor and client.
- 7) Complete one peer evaluation.

Texts

No text is required for this class. Material may be assigned from textbooks and placed on reserve in the library or given to students in the form of handouts. Also, you will find that material from your strategy class will be helpful.

Good reference textbooks are:
Donald Parente, Advertising Campaign Strategy
Don E. Schultz, (4th edition), Crain Books.

Class Organization

The campaign plans are developed using the "Agency Team" approach. Students are divided into a number of competing teams, with four-to-eight persons per team. Students may be allowed to select their own colleagues with some guidance from the instructor, or the instructor may assemble the teams. No "totally correct" way has been established; however, the best method seems to be to allow the students themselves to be responsible for the final selection of colleagues on their team.

Students are encouraged to choose colleagues who would like to earn similar grades in the course. This will assist in matching students with similar ambitions. Moreover, students should be chosen by matching complimentary skills and interest. Best results occur when students are matched with others who have interest and experience, both classroom and practical, in each of the following areas:

- 1) Account Planning (Campaign Strategy)
- 2) Media Planning (Media Strategy and Recommended Implementation)
- 3) Creative Strategy/Copy writing
- 4) Creative Strategy/Art Direction
- 5) Advertising Research
- 6 Sales Promotion, Public Relations, Interactive Media
- 7) Management/Marketing/ This is the Account Executive

One (or two) students should be responsible for each of the above areas; however, all students on the team should be involved in the preparation of each area at least to some degree. The person responsible for the section should direct the development of the material, edit or re-write a good proportion of the section and be responsible for at least one section of the presentation.

Having someone on the team with art proficiency is most helpful; however, teams **are permitted to purchase finished art**. The team should develop the visual concepts and rough layouts, but the finished or comprehensive artwork may be done by someone outside the team.

To give students time to become acquainted with each other as co-workers on an extensive project, teams are selected as early in the school term as possible. The instructor will keep a record of the persons on each team and their local telephone numbers. This will assist in disseminating information on short notice.

Once the basic lectures in the course have been completed, each agency team will with the instructor, once a week during class time, and once outside of class. These team meetings serve to involve the instructor in the development of the campaign plans. The instructor will be an integral part of the team and serve as the agency director. It is appropriate for him to offer suggestions, correct errors of fact or grammar, assist students in developing strategies for solving the problem that has been presented, or check the teams' progress at completing the exercise. One assistant director leader will be chosen by the instructor. These assistant directors will coordinate team efforts and report to the director.

The Client

The client is real. Experience has shown that actual clients seem to give students more realistic, challenging, and rewarding experiences although they also may be more troublesome for the instructor to manage effectively. It requires more time to secure and work effectively with a company that has an advertising problem compared to a case study that has been created for simulation. An actual "real world" client will be used in this class. The following protocol was used in matching the client to the student teams and will be helpful in determining the expectations and limits of the project:

1) The client was matched to the school and class by contacting those business or other organizations that appear to be large enough to provide a sizable marketing and advertising communications problem and small enough so as not to overpower the course..

2) An assignment that is large enough to allow the students real choices in the selection of media and perhaps even in geographic segmentation. Our "lowest possible budget" that we are willing to work with is \$50,000 in proposed media expenditures. We would much prefer significantly larger possibilities. From a geographical standpoint, a regional account is better than a national one. This is because more attention must be paid to individual cities and media scheduling possibilities. Recent clients working with us have given us advertising budgets in the \$100,000 to \$800,000 range for a year's period of time.

3) A fee is contributed by the client for the assignment. This is helpful to defray some of the costs for conducting the course and other school expenses. Some of the fee will be awarded to the students at the end of the campaign to help cover some of the costs. Student teams are awarded varying amounts depending on how the client evaluates their plans book and final presentation. The fee is used to help pay student expenses and it is an added incentive to spur students to do the best possible work. **COMPETITION!**

5) The client will visit the class sometime during the first three weeks of the term (or as soon as possible) in order to make the official assignment to the class and to answer questions. During this visit, each student team should be prepared to ask questions about the product or service to be advertised. The client should provide the class with information about the product or service before the meeting; however, students will need to prepare themselves by conducting additional secondary (library) research.

6) The client should be available to answer questions throughout the term. Student teams should be required either to select one member to initiate all team/client contact or all questions should be presented to the instructor who will make the contact. Regardless of the method that is chosen, contact should be limited to once or twice a week in order to minimize interruption of the client's normal business activity.

7) In some cases, visits to the client's business may be helpful. If students would benefit from seeing the manufacturing process, the service, or any aspect of the business assigned, then the instructor may arrange a group trip. Some products or services can not be portrayed clearly without some observation by those preparing the advertisements. Amusement parks or housing developments are good examples of the need for on-site visits.

8) The client should be prepared for at least one more visit to the class. Although it may be helpful for the client to return midway through the course to evaluate progress or answer questions, it is essential that the client return at the end of the course to view the students' final presentations. Although each team will present the client with an advertising plans book, the

campaign can not be clearly understood by the client without a verbal-and-visual presentation. This also gives the client an opportunity to ask questions and to question rationale.

The Campaign Plans Book

A great deal of time and effort is needed to prepare a well thought-out, eclectic campaign. Each team should prepare a campaign plans book, which is a permanent record of the analyses and proposed solutions to the assigned advertising problem.

There is a minimum prescribed length (100 pages) for these campaign books; recent books produced for this class at the University of Florida have ranged between 100 and 150 pages in length. Once the course is established, copies of previous campaigns books will be available to be checked out from Mr. Wilson. The instructor will monitor carefully the manner in which these books are handled and used. Students will not be permitted to abuse the books or copy directly from them.

This packet contains a general outline for preparing an advertising campaign. Few campaigns follow this outline to the letter. Moreover, each campaign plan has its strengths and weaknesses. The students' task is to determine the good and bad points of each preceding campaign and apply the good ones in the preparation of their own plans book. Some of the books contain critique sheets. Use them to guide you through the strengths and weaknesses of the books. Students should bring any questions to the team/instructor meetings. Students should help each other improve by continually reviewing and critiquing each other's work.

Each Team will prepare **two complete identical copies of the Plans Book**. An outline of a typical advertising campaign book is included in this packet. This outline will vary, somewhat, from case to case depending on the needs of the client.

Expense Money.

Note: This is expected but subject to final approval by the client. In return for the completed books, the client will contribute expense money, to be split among the winning teams in the class this term.

Assuming that there are no ties, the money should be awarded, with receipts, as follows:

Each team will receive		\$ 300
------------------------	--	--------

Special Expense Awards

Team with the best Strategic Plan	additional	\$ 100
Team with the best Creative	additional	\$ 100

The same team may win both Special Awards.

The second plans book will become the property of the instructor and serve as a record of the team's work. The best books will be used as guidelines for future campaigns classes.

Absolute due dates will be assigned. Completing a project on time is an essential component of advertising planning; students take note: PLANS BOOKS MUST BE HANDED IN ON TIME. The date for handing in the books will be approximately two weeks before the date of the presentation; check the schedule. This will allow the instructor and client personnel adequate time to review the plans prior to viewing the final presentations.

The Presentation

Each team will make a presentation of the essential elements, particularly their recommendations, to the instructor and the client. The presentation will be as close to the end of the term as possible. Each team member will participate in the presentation although it is not essential that the amount of time allocated to each student be the same. THE IDEA IS TO SELL THE CLIENT ON YOUR THOROUGHNESS OF YOUR RESEARCH AND THE STRENGTH OF YOU PROPOSED CAMPAIGN.

Immediately following the presentation to the client, a question/answer and critique (or discussion) will be held. The session should last from 10 to 30 minutes. The first portion (Q&A) is for the benefit of the client to clarify any ambiguities and to discuss rationale. The second portion (critique or discussion) is held for the benefit of the students and should be handled appropriately. Students often learn the most if the client is candid but supportive.

Students should view their team's individual presentation as an opportunity to present their proposal in a favorable light. It is a time to convince the client that they have the best solution to the problem. The approach should include a significant amount of rationale to help persuade the client to select their team's proposal. It is an excellent opportunity for the team to present its ideas to a group of interested, knowledgeable persons who make their livelihood by working for the client's organization. STUDENTS MUST ATTEND AT LEAST ONE OTHER PRESENTATIONS.

The Weekly Call Report

As soon as **individual agency teams begin meeting with the instructor(s), each person will turn in a weekly call report.** These reports assist the instructor in determining how the team and the individual are progressing. In addition, these reports serve as a valuable tool in evaluating the student's work by: a) offering a tool for determining what the student contributed to the team's campaign, and b) serving as other graded assignments. Failure to produce well written call reports following the guidelines listed below WILL be an indication of students' inability to write business reports effectively and to follow directions.

Here are guidelines for students for writing call reports (PLEASE FOLLOW CAREFULLY).

1. Each call report must be submitted at weekly session with instructor. Double space your report. .
2. Each full report must be a minimum of one full page in length. This is loosely defined as 250 words. A page and one half to two pages is the maximum.

3. Each report should be divided into THREE sections;

(A) Team Activities

In the Team section include the following subsections:
DISCUSSIONS, AGREEMENTS, ACTIONS.

(B) Individual Activities.

(C) Meeting with consultants

Please report all significant activities that have been undertaken by your team and by yourself. This information assists the instructor in guiding and evaluating your work. Please be somewhat detailed in your descriptions. If you worked on some aspect, describe and report a brief summary of your findings or accomplishments

4. **Each Call Report must begin with five pieces of** information at the top right-hand or left-hand side of the page. These are, in order:

- A) Your name,
- B) Call Report #,
- C) Date of the meeting with the instructor,
- D) Agency team name, and
- E) Agency team number.

Single space this information in the following manner:

Your Name
Call Report #
Date
Your Team Name:
Team #:

5. Call reports are due at the weekly scheduled group meeting.

6. All call reports should be prepared as professionally as possible. They are designed to provide you with experience in organizing a report of activities. Recalling actions you and your team have undertaken should be helpful in deciding on your next steps. Additionally, it helps the instructor enormously in keeping track of your team's activities. Call reports are an individual activity and should not be done as a group

The following is an example of a call report.

Diane
Call Report # 5
Meeting Date: 3/20/08
Springboard Media
Group #6

A. Team Activities

1. Meeting Dates: March 4, 5, 16, 17

2. Attendance: March 4th and 5th everyone was in attendance. February 26th and March 2 everyone was in attendance. March 16th was a meeting with Melissa Jacobsen, Whitney Lawson, Cori Nowling, and me. March 17th was a small meeting between Melissa Jacobsen and me.

3. Topics:

- March 4th: Discussed creative strategy, public relations, sales promotions, media
- March 5th: Discussed agency philosophy, sales promotions, media, creative
- March 16th: Creative and media, sponsorships
- March 17th: Creative

4. Discussions:

On March 4th we met to have an overall discussion on our campaign strategy, and more specifically we discussed our fourth holiday ad and how exactly we wanted to execute the snow globe concept. We discussed how much money we had spent so far on media, and the mediums we decided to use are as follows: billboard, radio, mall directories, ads in regal cinemas, and print. We decided to not use TV because don't think we could get an effective frequency within our budget. We discussed how to execute one of our sales promotions (our contest for kids to submit pictures to be on the back cover of School Days magazine). We decided to make the deadline for submissions January 15th and to run the ad in March and April. On March 5th we brainstormed our agency philosophy. We decided that we liked the idea of using the definitions of Springboard media in our philosophy. We discussed possibly sending snow globes to educational groups in winter months as a means of non-traditional media, but we aren't sure if it is cost effective. We came up with a very simple campaign to reach our secondary market of 18-24 year olds: we want to play on the classic Andy Warhol paintings and create brightly colored ads and fliers to appeal to college students. We decided to make the ads really simple because we think the main focus for college

students is to increase their awareness of the Butterfly Rainforest in an eye-catching way. We also want to incorporate the price so they know how affordable it is. On March 16th we met to discuss the media plan and the current state of our budget. We are looking into sponsorships for the museum and came up with sponsoring a water table at a marathon and possibly the Gainesville Art Festival. We also edited ads, changed around copy and some layouts, and decided how to visually lay out the snow globe ads. On March 17th, Melissa J and I met to write the creative section.

5. Agreements: We decided how to run our sales promotion for North Florida School Days. We decided to run a radio spot to promote our contest. We decided on creating a Butterfly Montage campaign for the secondary market, and kept the slogan. Come explore our world on their ads. We decided to create a Frequent Flyer card that would be buy four admissions get one free.

6. Actions taken: We have completed our creative executions and written the creative sections. Most portions of the book are complete at this point, there is still some editing and writing that needs to be added. We have almost spent our entire media budget and we have factored in all of the main media outlets we plan on using.

B. Individual Activities

1. Delegated sections for everyone to write over spring break. I assigned myself to write the agency philosophy and marketing section.

2. Creative: Melissa Jacobsen and I met to write the creative section. I also took pictures of the children that are going to be portrayed in the ads and wrote the copy for the ads.

3. Marketing: edited and rewrote portions of the marketing section

4. Compiled all sections of the book for editing in preparation for the rough draft deadline

5. Sales promotions: Contacted the coordinator for the Gainesville Art Festival to see if it is feasible



Handouts

There will be a number of handouts in this course. Most of them have been included in this packet. However, there will be new information throughout the semester, particularly in the last few weeks. This process is similar to the many directives that emanate from company management and is an important part of the information flow in this class and in the world of advertising. Read all handouts thoroughly. Complete all forms promptly. They are vital to your success.

Peer Evaluation

The **Peer Evaluation** is a major component of all students' final grades. Each person on a team must determine a confidential numerical score and write at least one paragraph of description about each other team member's activities throughout the assignment period. The instructor then averages the several scores received for each student and applies them to the overall grade sheet. A midterm peer evaluation may be conducted to determine each student's performance level.

Grading Policy

Although the client may determine which team(s) have done the best job of solving the advertising problem, the instructor should assign the grades. The instructor may take into account the client's judgments; however, the grades should be assigned independently of these findings. Below is an example of a typical campaigns class grading policy.

Old Plan Evaluation	5% presentation
Final Plansbook	40% based on the overall quality of the book.
Instructor Evaluation	10% This is an evaluation of your performance in class and timeliness
Presentation	15% all team members receive the same score
Call Reports	10% based on quality , quantity and timeliness
Peer Evaluations	<u>20%</u>
Total	100%

Average Grade

100-90	A
89-80	B
79-70	C
69-60	D
Below 60	Failing

NOTE: 1/2 OF A LETTER GRADE WILL BE ASSESSED FOR MISSING A MEETING OR CLASS. Emergencies must be approved by the instructor. Excuses for school related business will be accepted only with prior approval. ONE FULL LETTER GRADE WILL BE DEDUCTED FOR NOT COMPLETING A ROUGH DRAFT OF THE BOOK ON TIME, AND FOR NOT TURNING IN THE PLANS BOOK ON TIME.

POLICY FOR REMOVING A NON-PRODUCTIVE TEAM MEMBER

Due to the current size of the campaigns' classes, and similar to the policy in other campaigns' classes, a student on any team may be fired or removed from the team by a 1) unanimous vote of the team, or 2) at the discretion of the instructor. This vote by the team must take place at least 1 week before the official university drop date and be reported to me and the affected student in written form. The affected student must then either, find another student group to accept him or her, complete the project on their own, or remove themselves from the class.

CAMPAIGN BOOK PROPERTY FORM

TURN IN by group at first group
meeting

CAMPAIGN PLANS BOOK PROPERTY ACKNOWLEDGMENT FORM

I, _____ hereby acknowledge that in the process of participating in ADV 4800, Advertising Campaigns, I will be part of a team which will prepare a minimum of two complete, identical plans books. One book will be given to the client personnel to use at their discretion. I _____relinquish all rights, including copyrights, to the material in the book. I understand that I am free to use the material as part of my resume. All recommendations will become the property of the client, unless otherwise specified, and students are hereby informed of this arrangement in writing.

Signature of Student _____

Date _____

CLASS SCHEDULE

ADVERTISING CAMPAIGNS

A course in Strategic Advertising Planning

Instructor: Mr. David Wilson
Spring 2015 , Tuesday, Period 5 through 7, 11:45 – 2:45 pm

Meeting Room Weimer G 030
Office: by Appointment
407 256-3066 or e-mail woodyone@cfl.rr.com

CLASS SCHEDULE

This class meets first as a lecture section, then in agency groups with the instructor. In the lecture section we will discuss the case, consider the problem, review previous campaigns, talk about procedure and responsibilities and meet with the client. Near the end of the semester we will meet again as a lecture section to discuss presentation techniques. Following this meeting we will meet again in groups to review your group's presentation plans.

Lecture Schedule

January 6 First Class

Orientation, Review Process/**Student Fact Sheet** Assignment for next class READ
PACKET AND BE PREPARED TO ANSWER QUESTIONS ON CONTENT
GET OLD CAMPAIGNS BOOKS FOR EVALUATION

Form Class Agency groups. Fill out team form.

January 13

Visiting agency presentation. Group presentations of old books**. (10 min per agency).

January 20 **Client Presentation *****

Client Meetings (Each group will meet with client for 20 mins.)

January 27 Individual group meetings begin

Research questionnaires

****Review of Books.** These reviews will start on time and last 10 min.. At the end of the reviews, each group will turn in a summary critique of their book (3 pages). (See Last two pages of this packet for guidelines).

*****Client Presentation*****

Meet the client in class. After the class presentation **20 min sessions will be** scheduled for representatives from each group and the client. This is a one-on-one meeting for each group.

Team Meetings

Each group will attend group meetings once a week during class time and possibly one additional time to be arranged with the instructor. **The class time group meetings are required of everyone.** Arrangements for excused absences from the outside of class meetings may be made with the instructor. The class group meetings are as follows:

Group Schedule	Group	Group Meetings	
	1	Tuesday	11:45 pm
	2	“	12:15
	3	“	12:45
	4	“	1:15
	5	“	1:45
	6	“	2:15

WORKING AGENDA

The following outline is designed to assist students in establishing an order to the task of working on the campaign. Each group must have completed the work and be ready to discuss it by the date listed below.

This is **NOT** the format for the plans book. It is simply the method you used to solve the client's problem and construct the advertising, sales promotion, and public relations. The material will be presented to the client in the form of a finished plans book and a group presentation.

Datres and topics are a a guideline and not cut in stone

February 3 Research plan review

February 10	Evaluating Data Know the results of research Review data with instructor. Position the product and Test for acceptability with audience
February 17	Adv and Mktg plan Discuss with Mr. Wilson Turn in objectives, strategies And positioning –both Marketing and advertising
February 24	CREATIVE PLAN Divide into advertising and Sales promotion Execute the *Positioning - use research data to support Work with Mr. Wilson Devise the Creative Strategy including storyline, spokespersons, theme, slogan, appeals media to be used, special effects or qualities Construct executions: layouts, storyboards Show Mr. Wilson
March 3	SPRING BREAK
March 10	MEDIA PLAN Discuss media alternatives Compute optimum schedule Construct plan including: Objectives, Strategies, (GRP's, Impressions, CPM
March 17	Discuss PR & measurement
March 24	ROUGH DRAFT DUE

March 31

Final agency group meetings

April 7

FULL CLASS MEETS FINAL BOOKS DUE
Will select rehearsal and presentation times.

April 14

Dress Rehearsal... Begin at 9:00

April 21

PRESENTATIONS

Student Fact Sheet

**Turn in by
Tuesday, January 6, 2015**

STUDENT FACT SHEET - ADV 4800
ADVERTISING CAMPAIGNS –SPRING 2015

NAME _____

E-MAIL ADDRESS _____

HOME ADDRESS

HOME PHONE _____

WORK PHONE _____

WORK LOCATION (name of firm) _____

WORK SCHEDULE (hrs & days) _____

TOTAL NUMBER OF COURSE HOURS _____

OTHER COURSES THIS SEMESTER _____

1. “If I wanted to work in advertising, specifically, or marketing communications in general, I would most likely want to work in the area of _____.”

Please rank areas from 1 to 8 with 1 being your first preference.

Account Management	_____
Media Planning	_____
Research	_____
Copywriting	_____
Art Direction	_____
Public Relations	_____
Interactive Media	_____
Sales Promotion	_____

2. Class members who you **would like** to work with on this campaign project?
Please list names in order of preference.
(7 maximum)

3. Are there any class members, for whatever reasons, you **DO NOT** wish to work with? Please list their names below. This is confidential information.

4. What computer software programs do you know?

5. Do you own or have access to a computer? Where and what type?

6. What has been your favorite course in college? Why?

7. What has been your favorite advertising course? Why?

8. What "real world" or internship experiences have you had that will be useful in this course?

9. What is currently your favorite campaign or commercial? Why?

10. What is currently your least favorite campaign or commercial? Why?

11. Is there any other personal information or schedule conflicts that I should know about you before placing you in a campaign group?

12. Please complete the following statements.

I do my best work when I am _____

_____.

I am most creative when I _____

_____.

I am most organized when I _____

_____.

I like to work with people who are _____

_____.

My expectations for this class are to _____

_____.

The greatest strength that I bring to a group is _____

The greatest weakness that I bring to a group is _____

TEAM INFORMATION SHEET

**Please complete one copy for Mr. Wilson and
Indicate Team Leader.**

**Also, Team Leader needs to send email to Mr.
Wilson with a list of each team member's
email address. Please put every team
member's email address in the cc line of your
email.**

TEAM INFORMATION SHEET FOR ADV 4800 ADVERTISING CAMPAIGNS

Term: _____ Client: _____

List **the names** of your team members in **alphabetical order**, last name first. his or her local telephone numbers(including work numbers) and E-Mail address,

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____
- 6. _____
- 7. _____
- 8. _____

Team No.

Listed below are several important areas in your campaign effort for our client this term. The instructor needs to know what person (or persons) is expected to be mainly responsible for each of these areas.

In addition, please indicate whether each person on the team has completed or is currently taking the courses listed below.

Media Area	Sales/Dir Mkt	Media	Research	Copy/Art	Strategy
1. _____	_____	_____	_____	_____	_____
2. _____	_____	_____	_____	_____	_____
Creative Area					
1. _____	_____	_____	_____	_____	_____
2. _____	_____	_____	_____	_____	_____
Research Area					
1. _____	_____	_____	_____	_____	_____
2. _____	_____	_____	_____	_____	_____
Planning					
1. _____	_____	_____	_____	_____	_____
2. _____	_____	_____	_____	_____	_____
Sales / Promo					
1. _____	_____	_____	_____	_____	_____
2. _____	_____	_____	_____	_____	_____
Campaign Management Account Exec					
1. _____	_____	_____	_____	_____	_____
2. _____	_____	_____	_____	_____	_____

CAMPAIGNS PLANS BOOK OUTLINE

Campaigns Book Length Minimum 100 Pages

OUTLINE FOR YOUR PLANS BOOK

Item	Required?	# of Pages
1.	Title Page.....Yes.....	1
2.	Table of Contents.....Yes.....	1+
3.	Agency Philosophy.....Optional.....	1-2
4.	Executive Summary.....Yes.....	1-4
5.	Situation Analysis Critical examination of the facts relevant to your product's within the industry. Use pie charts, graphs and growth curves liberally to Help facilitate understanding for the reader.	
	Industry Review.....Yes.....	1-4 FOCUS ON TRENDS
	Product/Service EvaluationYes.....	8+
	Product Characteristics, Performances, and Benefits	
	Pricing-detail all relevant prices and pricing strategies	
	Distribution - including trade	
	Relevant History of Product/Company	
	Current and past Promotion (Media & Creative) - (this should be a thorough review of Marketing and advertising strategies, sales promotion strategies, examples of ads and promotion, media review: including expenditure and placement)	
	Strengths & Weaknesses	
	Prospect EvaluationYes.....	1-5
	Who are the current/potential consumers/users	
	Product Usage (When, Where, How Much, How Often)	
	Potential	
	Increase Use	
	Increase Frequency	
	Change Buying Habits	
	Continue Present Level of Use	
	Competition AnalysisYes.....	6+
	This is a very important section. Clients are interested in accurate information about the competition. Students should evaluate the situation and construct a thorough report including <u>an evaluation of all advertising and promotion.</u>	
	The report should include and evaluation of the Product <u>Characteristics, Performances, and Benefits</u>	
	Pricing-detail all relevant prices and pricing strategies	
	Distribution - including trade	
	Relevant History of Product/Company	
	Current and past Promotion (Media & Creative) - (this should be a thorough review of advertising strategies, sales promotion strategies, examples of ads and promotion, media review: including expenditure and placement	
	The product's Strengths & Weaknesses in the marketplace	

Item	Required?	# of Pages
6.	ResearchYes.....	6+
	This should be a thorough review of your primary research. Highlights from this research should be used in the previous sections, Industry, Prospects, Product, Competition. You may also include secondary information that does not fit in the previous sections.	
7.	SWOT -Strengths, Weakness, Opportunities, Threats	
8.	MarketingYes.....	3+
	Target Market (LIST)-include a rationale for selecting the target market Objectives Positioning Strategies-product, price, place, promotion, prospects (see handout) Rationale	
9.	<u>INTEGRATED MARKETING COMMUNICATIONS</u>	
	Target Audience(s)-list and support all target audiences, including trade audience Positioning (repeated from marketing)	
	<u>Advertising</u>Yes.....	2+
	Objectives Strategies (Electronic, Print or Direct Media) Rationale	
	<u>Sales Promotion</u> Recommendations	
	Objective.....Yes.....	1/4-1
	Strategies.....Yes.....	1-2
	Plan.....Yes.....	1-4
	Rationale.....Yes.....	1
	<u>Public Relations</u> / Recommendations	
	Objectives.....Yes.....	1
	Strategies.....Yes.....	1-2
	Rationale.....Yes.....	1

Item	Required?	# of Pages
<u>Creative</u> Recommendations		
Target Audiences...Yes.....	Yes.....	1/4-1/2
Objectives (include position)....Yes.....	Yes.....	1/2
Strategies (Include theme)Yes.....	Yes.....	1-4
Slogan, logo and other visual/verbal devices.....Yes.....	Yes.....	1-4
Advertising Executions.....Yes.....	Yes.....	Whatever
Layouts & Mock-Ups		
Storyboards		
Copy sheets		
Explanations and Rationales		
Sales Promotion Materials Pictures/Drawings of Awards, premiums, etc.		
<u>Media Plan</u> Recommendations		
Key Media Problem(s) Talk about/explain difficulty in reaching audience...Yes.....	Yes.....	1/2
Objective(s).....Yes.....	Yes.....	1/2-1
Strategies.....Yes.....	Yes.....	1-3
Rationale.....Yes.....	Yes.....	1
Tactics Plan.....Yes.....	Yes.....	3-6
Flow Chart Yes.....	Yes.....	1
10. Budget.....Yes.....	Yes.....	1
11. Evaluation of All Plans.....Yes.....	Yes.....	1-2
Methods for determining success of advertising, promotion, and public relations efforts		
12. Additional Recommendations....Optional.....	Optional.....	1-3
13. Appendix.....Optional.....	Optional.....	Whatever

NOTE: Put, copies of questionnaires etc.
in the appendix.

Each team will prepare a minimum of two complete, identical plans books. One book will be given to the client personnel to use at their discretion. All recommendations will become the property of the client, unless otherwise specified, and students are hereby informed of this arrangement in writing.

GUIDE FOR WRITING OBJECTIVES

Strategy Development Guidelines

USE THIS TO HELP WRITE OBJECTIVES

Marketing Objectives

Sales goals, most likely for one year, in quantifiable term (\$ and Share)

Target Market

Specify a target market (taken from Situation Analysis) in terms of:

Demographics

Psychographics

Behaviors

Marketing Strategies

Focus on the advantages of the product using strategically, salient points, and identify niches that should be created. Address each ('P') as it relates to your proposal

PRODUCT (product concept from strategy class)

PLACE Locations of stores and layout of each

PRICE (competitve pricing policy excluding promotions)

PROMOTION (General Image of Store)

PROSPECTS (Where will they come from)

Using the USP identified above or created from lack of differentiation identified in the Situation Analysis develop:

PRODUCT POSITIONING

Integrated Marketing Communications

Identify those consumers and trade representative that need to have knowledge of the product and develop:

Target Audience(s)

Use the Grid below to establish:

- 1) the involvement of the consumer
- 2) the feelings or interests in the product
- 3) the order of the promotional emphasis

IMC OBJECTIVES

The following are potential IMC objectives

To convey or sell (to _____% of the audience) the product strategy (list strategy)
SEE PRODUCT CONCEPT

To convey or sell (to _____% of the audience) the pricing strategy (list strategy)

To convey or sell (to _____% of the audience) the place strategy (list strategy)

To convey or sell (to _____% of the audience) the promotion strategy (list strategy)

IMC STRATEGIES

First, set the priorities; where will the effort be concentrated and at what level

Priority-Advertising, Sales Promotion, Public Relations

What will support the primary emphasis

Primary Support-Advertising, Sales Promotion, Public Relations

Second, write the strategies:

Use advertising (consumer/and/or trade) to communicate

_____ to ____% of the target audience.

Use public relations to create an environment to feature

Use sales promotion to feature/offer to the target audience the opportunity to have contact with the product.

Use direct sell/indirect sell to offer the product/service to _____ target audience.

Advertising Objectives

These should be quantifiable, come from the marketing strategies, begin with “TO” and focus on each of the following:

Action

Usage and Trial
(Direct and Indirect)

Desire

Cognition
Affect

Features-Performances-Benefits

Awareness
Learning-Knowing-Understanding
Conviction
Feeling
Effectiveness

Advertising Strategies

Select below one or more communications approaches to the product:

Advertising Strategy Alternatives:

<i>Strategy</i>	<i>Description</i>	<i>Most suitable Conditions</i>	<i>Competitive Implications</i>
Generic	Straight product or benefit claim with no assertion of superiority	Monopoly or extreme dominance of product category	Serves to make advertiser's brand synonymous with product category; may be combated through higher order strategies
Preemptive	Generic claim with assertion of superiority	Most useful in growing or awakening market where competitive advertising is generic or nonexistent	May be successful in convincing consumer of superiority of advertiser's product; limited response options for competitors
Unique Selling Proposition	Superiority claim based on unique physical feature or benefit	Most useful when point of difference cannot be readily matched by competitors	Advertiser obtains strong persuasive advantage; may force competitors to imitate or choose more aggressive strategy (e.g. - positioning)
Brand Image	Claim based on psychological differentiation; usually symbolic association	Best suited to homogeneous goods where physical differences are difficult to develop or may be quickly matched; requires sufficient understanding of consumers to develop meaningful symbols/associations	Most often involves prestige claims that rarely challenge competitors directly
Positioning	Attempt to build or occupy mental niche in relation to identified competitor	Best strategy for attacking a market leader; requires relatively long-term commitment to aggressive advertising efforts and understanding consumers	Direct comparison severely limits options for named competitor; counterattacks seem to offer little chance of success
Resonance	Attempt to evoke stored experiences of prospects to endow product with relevant meaning or significance	Best suited to socially visible goods; requires considerable consumer understanding to design response message patterns	Few direct limitations on competitor's options; most likely competitive response is imitation
Affective	Attempt to provoke involvement or emotion through ambiguity, humor or the like, without strong selling emphasis	Best suited to discretionary items; effective use depends upon conventional approach by competitors to maximize difference; greatest commitment is to aesthetics or intuition rather than research	Competitors may imitate to undermine strategy or difference or pursue other alternatives

Creative Objectives

Develop them from the advertising strategies

Creative Strategy

Format

i.e.: Stop Action for TV
or
Picture Window for Print

Style

i.e. Single Spokesperson
Dialogue
Scenario
Slice of Life
Fantasy

Mandatories

Legal

Promise

Support

Tactics

Appeals

<i><u>Appeal</u></i>	<i><u>Headline of Advertisement</u></i>	<i><u>Product/Service</u></i>	<i><u>Advertiser</u></i>
Acquisitiveness	How to enjoy your salary long after you've stopped working.	Personal Finance Planning	IDS Financial Services
	"I'm an easy guy to satisfy. I only want the best."	GMC truck	General Motors
	Life insurance that helps you keep up with the Dow Joneses.	Variable appreciable Life Plan	Prudential Co.
	Your dream of owning a Jaguar just came a little closer to reality.	Jaguar Automobile	Jaguar Cars, Inc.
Comfort	Keep warmer in winter, cooler in summer, with money saving Window Quilt.	Insulating Shades	Appropriate Tech. Corp.
	Relaxation is a matter of perspective.	Caribbean cruises	Holland American lines
	Think comfortable thoughts.	Shoes	Tretorn
	The Lane Recliner. Comfort to enjoy for a lifetime.	Easy Chair	Action Industries
Convenience	All your beauty needs in one bottle.	Baby Oil	Johnson & Johnson
	How to buy a gift from Cartier, when your plane leaves in 50 minutes from Kennedy.	Package Magazine	Conde' Nast Publications, Inc.
	First, there was the 2-minute egg. Now meet the 2-minute turkey.	Butterball Turkey	Swift/Eckrich
	Introducing the gas self-cleaning oven.	Gas Oven	Modern Maid Co.
Curiosity	A new world awaits you in a new travel magazine.	Traveler Magazine	Conde' Nast Publications, Inc.
	This is only the cover...you should see the rest.	Caribbean Cruises	Windjammer Barefoot Cruises, Ltd
	Get valuable information on collecting fine wines including which wines to buy and how much to pay.	Magazine	Wine Spectator
	Expand your natural horizons.	Books	Nature Book Society
<i><u>Appeal</u></i>	<i><u>Headline of Advertisement</u></i>	<i><u>Product/Service</u></i>	<i><u>Advertiser</u></i>

Egotism	The crystal is exclusive to us. The porcelain could be exclusive to you.	Baccarat Crystal	Garrard Jewelers
	What does it take to be the best?	University Enrollment	Hofstra Univ.
	Exquisite. The diamonds, the classic designs and the woman who wears them.	Diamond Jewelry	BEST Jewelry Co
Egotism	Small colleges can help you make it big.	College Enrollment	Council of Independent Colleges
Family Affection, Togetherness, and Happy Home Life	The family is more important than the family room.	Furniture	Ethan Allen Galleries
	Patent 2,823,421 has changed the way you look at your children.	Mylar polyester film	Du Pont
	Listen to your mother.	AT& T Phone	Sears Roebuck & Co
	Family affair.	Vacationer's Guide	Lee Island Coast
	Nuclear energy helps keep us from reliving a nightmare.	Booklet on energy independence	U.S. Committee for Energy Awareness
	Why be gray when you can be yourself?	Haircolor Lotion	Loreal
	One less thing to worry about.	Automobile	Hyundai
	"I don't intend to grow old gracefully... I intend to fight it every step of the way."	Cosmetic	Oil of Olay
Health	Fight cavities with a stick.	Sugarless gum	Warner-Lambert Co
	Now you can put your hayfever to sleep while you stay awake.	Anti-allergy prod.	Merrell Dow Pharmaceuticals
	Finally: A sophisticated weapon in the war against plaque.	Plaque removal instrument	Dental Research Corp.
	Take control of your life.	Health center prog.	Palm-Aire Hotel & Spa
Hero Worship	In her own words, Teri Garr tells you why you should eat new thicker, creamier Yoplait.	Yogurt	Yoplait, U.S.A.
	Dennis Conner. Cardmember since 1983.	Charge card	American Express
	Give your favorite sports heroes a home.	Action posters	Sports Illustrated

Appeal ***Headline of Advertisement*** ***Product/Service*** ***Advertiser***

Hero Worship	When Grandma Moses was in her 70s, she wanted to keep busy. So she took up painting.	Restaurant	Denny's
	The most unforgettable women in the world wear Revlon.	Complexion makeup	Revlon
Kindness, Generosity Unselfishness	Commitment is supporting something you believe in.	Little League Program	CNA Insurance
	For the cost of a morning coffee break, you can break the cycle of poverty for one small child.	Foster child sponsorship	Foster Parents Plan
	Animals wouldn't burn your home. Don't burn theirs.	Smokey the Bear	Advertising Council
	Four reasons why Upjohn's commitment to improving the quality of life is greater than ever.	Medicine	Upjohn
Love/Sex	Love at First Sight.	Sun Glasses	Foster Grant
	"Laughter, Tears, Passion, Friendship, Love."	Diamonds	De Beer
	Romance on a Grand Scale.	Hotel	Grand Cypress Resort
	"I chose my crystal because of the way it came to life in the candlelight. The same reason he chose me."	Crystal	Towle
Mental Stimulation	The New Encyclopedia Britannica... it gives you something to talk about. And think about.	Books	Encyclopedia Britannica, Inc.
	How to become a Straight-A Student.	Book	Publishers Choice
	European Travel & Life. A Wealth of Uncommon Knowledge.	Magazine	European Travel & Life
	With this sophisticated equipment, you can monitor the world for just 31 cents a day.	Newspaper	Christian Science Monitor

<i><u>Appeal</u></i>	<i><u>Headline of Advertisement</u></i>	<i><u>Product/Service</u></i>	<i><u>Advertiser</u></i>
Pleasure	Pleasure on a Grand Scale.	Hotel	Grand Cypress Resort
	Great Tennis! Great Fun!	Tennis camp	All American Sports
	The Greatest Adventure of a Lifetime could be 22 cents away.	Travel	Govt. of India Tourist Office
	When you're on top, you should enjoy the view.	Luxury Apt	Buckingham Towers
Sensory Appeals	Fragrances for the mind, body, and soul.	Perfume	Princess Marcella Borghese
	A.1 makes stuffed peppers taste even peppier.	Steak sauce	Nabisco Brands
	Why buy a limp excuse for a pickle when you can crunch a Claussen pickle?	Pickles	Claussen Pickle Co.
	Turn an innocent salad into a sinful Salad dressing indulgence.	Marie's Specialty Brands	
	The taste is warm. The feeling is delicious.	Cognac	Courvoisier

Media Objectives

Reach

Frequency

Qualitative Needs

Strategies

Examples are as follows:

Use Magazines to reach_____

Use Television to reach_____

Use Trade Publications to reach_____

Use point of purchase to_____

Use direct mail to_____

Use internet-on-line services to_____

Tactics

Campaigns Plansbook

What you need to do to have a successful campaigns book submission:

- 1. Turn in two complete identical copies of the plans book.**
- 2. Simply fill out the attached form and slide a copy into each book before handing it in. Do not bind this form into book**
- 3. Books are due Noon, Tuesday, April 7**
- 4. Question please e-mail or call**

PLANS BOOK RECAPITULATION REPORT / SPRING 2015

(Turn in completed form with final book)

Team Number & Name

Product or Service

Client Corp Name:

Names of Team Members, Listed Alphabetically:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

How Many Plans Books Did Your Team Prepare in Total?

Cost to Prepare 2 Plans Books:

Cost PER TEAM MEMBER to Prepare These Books:

Expenses (not including book)

Total Cost PER TEAM MEMBER for Campaigns Class:

Computer Resources used for Campaign (List type of Equipment, Ownership):

Final Artwork for Campaign prepared by:

If Your Artist WAS NOT a Member of Your Team, List His/Her
Address and Telephone Number:

Cost of Art: \$

ADDITIONAL BASIC PLANS BOOK INFORMATION/

Repeat Team Number & Name:

Campaign Theme/Slogan:

Campaign Dates:

Total Budget Availabe

In the Space Remaining on This Page, List Any Features of Your Plans Book Which Your Team Feels Are Especially Worthy of Careful Attention By the Judges and Indicate Why:

**Campaigns Book
ADV 4800
Project Participation**

Please list below the team members that worked on each section of the campaigns book. If several people worked on a section, please list all participants in the order of their contribution.

GROUP # _____

Section

Team Members

Situation Analysis

- Industry Review**
- Product Evaluation**
- Prospect Evaluation**
- Competition**
- Research**

Marketing

- Objectives**
- Strategy**
- Other**

Advertising

- Objectives**
- Strategy**
- Other**

Creative

- Objectives**
- Strategy**
- Other**
- Art Direction**
- Art Work**
- Copywriting**

Sales Promotion and PR

- Objectives**
- Strategy**
- Materials**

Media

- Objectives**
- Strategy**
- Other**

Other (Web Development, Video, etc)

CAMPAIGNS BOOK

GRADING CRITERIA

SALES PROMOTION

Objectives

Strategies

Materials

COMMENTS

OVERALL

Appearance Information

General quality of Campaign Book _____

Overall writing/style _____

Grammar, Spelling, etc. _____

COMMENTS:

CRITERIA

Old CAMPAIGNS BOOK

EVALUATION

The following outline should be used to guide your group in preparing the necessary materials and understanding of the Old Campaigns Book. Prepare a **10 min** (no longer) Power Point Presentation and a written summary. Include your built points of the positive and negative aspects of the book by section in your words. Also, include examples of book highlights. **Please prepare a two page summary** of the strengths and weakness of the book. All members of the group should be familiar with the book but all do not have to present.

<u>Book Section</u>	<u>Overhead</u>	<u>Discussion Leader Responsibility</u>
Situation Analysis	Overhead listing Each sub section Examples of Typical Pages in each section	Know what each section contains/offer insights
Research	Objectives Strategies Report tables & graphs	Comment on Appropriateness Useful objectives? Comment on write-up Did you understand it?
Marketing	Objectives Strategies Positioning	4 P's Thoughtful? Format/Innovative
Advertising	Objectives Strategies	Come from Mktg Follow Packet Guidelines Creative, Clearly Written
Sales Promotion/PR	Objectives Strategies Tactics, Examples	Appropriate Useful, Clever, Achievable Comments
Creative	Objectives Strategies Examples	Related to ADV Strategy Follow Packet Guidelines Descriptive, Innovative Cohesive, Innovative, Look

Media	Objectives	Good, Error Free, Involving
	Strategies	Goals in Numbers, Match Marketing/ ADV Strategies
	Tactics, Flow Chart	Format, Feasible
	Tables	Evaluation Methods
	Other Info	

Please provide a handout of dos and don'ts based on your evaluation.