Assignment Description

Media Brief – Part 01
Group Assignment (3-4/Group)
Due: 2 Weeks / Check SLATE for Specific Dates
Value: 20%
Submission: Dropbox on SLATE – no hardcopy required.
File Name: *LastName_LastName_LastName_MediaBrief01*.pdf
Please convert the report to a PDF. This ensures that regardless of what software is used to view the report, the formatting will be consistent with what you created. Include all other required elements (i.e. VIVIDATA reports) using Microsoft Excel – do not convert these to PDFs.

Media Brief Overview

A Media Brief is a document that outlines the marketing problem and provides an overview of the media plan requirements. This assignment will focus on brand and category research, and the analysis of current users.

In the industry, some of the information you will be researching in this assignment would be completed by the client, and other portions are completed by the Media Planner. Please note that this document should **NOT** recommend any media.

Group Sign Up

This assignment is completed in teams of three or four. Group sign up will be online on SLATE – available one hour after class is completed. Each product may be chosen by only one team, and it's on a first-come, first-serve basis. You will be in the same groups for the second assignment of this semester.

Communications

Any communication between the instructor and students regarding your assignment MUST include all group members.

If you are e-mailing the instructor a question, you must "CC" your group members so they are aware the question has been asked and will be able to read the answer when your instructor responds. If your group members are not copied on the question, your instructor may choose not to respond.

Any in-person meetings between the instructor and students must include the majority of group members. The instructor will not meet with students individually. This is a group assignment, which doesn't mean the group divides up the assignment and then works on each part by themselves.

Class Information
Students are required to complete this assignment based on the assignment description, mark sheet and information provided in class that may not be included in this document.

File Loss
Each member of the group should have up to date copies of the assignment. Print out copies occasionally so that if you lose all your files, you'll only have to re-type and not re-think.

Group Members
A group member may be fired from the group – however, proper documentation must be presented. It should be evident from status reports, meeting minutes, and meetings with the instructor that there is a problem with a group member. All group members must meet with the instructor together before anyone can be fired.

Advertising Program Information
Group/individual assignments are not to be shared with other students in your program. Collaboration on joint projects is to be conducted with your group members only; sharing material from other groups/individuals is considered cheating. This includes the sharing of digital files. If you require clarification regarding any assignment, please ask your Professor.

Assignment Guidelines
You are expected to follow the guidelines and format for assignments outlined in this document. Attention to detail is critical in the industry – the client (instructor) has asked you to follow some simple rules – if you don't follow these guidelines the client loses faith in your abilities (and you'll lose a lot of marks on your assignment).

Format
Follow the format outlined below. Make sure you take special note of the following points:

- Do not use personal pronouns in business reports (I, we, you, your, their, its). Phrase the sentences to use the brand name, and refer to yourself as 'the Agency.'
- Percentages (%) should have one decimal place (i.e. 45.7%), indices should be a whole number (i.e. 124), and currency should have two decimal places (i.e. $34,546.34).
- There should be no "quotes" in the report – use your own words for everything.
- Do not copy and paste tables from online sources – you can use the information, but you need to create table yourself.
- Company and brand names (including your competitors), publications, the name of shows, titles, events, etc. should all be underlined.
- Numbers in tables should all be right-aligned.
- Please number your pages.
- You must use APA Style for your sourcing. If you are unsure how to use APA Style, please go to Library Services for instructions.
- Do not use Wikipedia as a source anywhere in this assignment

Student Information

Provide information on your group – this should not be on a separate page:

- Client Name
- Product/Brand
- Group Members (Full Names)
- Instructor's Name

Category/Brand Research

Provide information on the product and the product category.

Category

This section includes research about the category as a whole. It includes both your brand and your competitors. Topics can include (but are not limited to) the following:

- Category issues – consumer concerns about the product, low/high loyalty, trends, etc.
- Market size and forecasted growth/decline.
- Recent (past 5 years) innovations in the industry.
- Prospects for the category – what is expected to happen in the near future.
- Online – use of online by the category (sales, communication, etc.)
- Major industry news – competitor expansion, government regulations, etc.

Company/Brand

This section focuses on research about your company and brand. Topics can include (but are not limited to) the following:

- Analysis of social media uses by the company/brand.
- Recent (past five years) advertising activity by the company/brand.
- Recent (past five years) launch of new products/line extensions.
- Recent (past five years) sponsorships or promotions.
- Community involvement.

Although not part of a traditional media brief, to show your understanding of concepts talked about in class include implications for the media strategy for four different topics [in square brackets].

Example: *Coca-Cola has sponsored the Rogers Cup tennis tournament since 2016. [Time ads during the Rogers Cup to leverage the sponsorship. Include ads during the television broadcast of the Rogers Cup to leverage the sponsorship.]*

Although the above example includes two implications, it counts as one topic (Rogers Cup).

Not stating your sources in this section is a critical error – and will result in 0 for the section overall. Make sure you list your sources using standard APA style which includes in-text citations.

Current Users – Demographics

Using Clear Decisions and brand-specific data provided by your instructor determine who currently uses the product/brand.

In this VIVIDATA run, the client is trying to find out information on the *current users* of the product. You **must include** age, gender, household income, education and HH structure.

There should be two tables for each demographic information (age, HHI, gender, education, HH structure). One table that looks at the **category information** (Clear Decisions) and another that looks at **brand-specific information** (VIVIDATA Product Data provided by your instructor). There will be a total of 10 tables in this section.

For the category and brand tables, you **must** have the following breakdowns:

Age	HHI	Gender	Education (Summary)	HH Status - HH Structure
13/14-17	<$25M	Male	No Certificate of Diploma	Couple with Children Living at Home
18-24	$25-$34.9M	Female	Secondary/High School Graduate	Couple – No Children Living at Home
25-29	$35-$49.9M		University/Other Non-University Cert.	Adult with Children Living at Home
30-34	$50-$59.9M		Bachelor's Degree	Adult Living Alone
35-39	$60-$74.9M		Post Graduate+ Degree	Adult Sharing Accommodation
40-44	$75-$99.9M			Empty Nesters
45-49	$100-$124.9M			Other
50-54	$125-$149.9M			
55-59	$150-$199.9M			
60-64	$200.0M+			
65-69				
70+				

Take a look at Chart A for an example of what your table should look like.

Age/HHI

Highlight the current users using the criteria discussed in class. Your vertical **must add up to at least 51%** and follow the guidelines discussed in class. Remember, the 51% rule is used to help you understand the concepts discussed in class, and if it is not used in this assignment, you will lose marks. It applies only to this class and only age and HHI. In the industry and future classes, identifying current users and the target market also relies on logic and common sense.

Gender/Education/HH Structure

Highlight the current users using the criteria discussed in class. You do NOT use the 51% rule in this section. Look at both the index and vertical %. You may highlight multiple segments. Use logic and common sense when identifying current users.

*Please note: The population data for both the brand and category tables should come from the **Vert % in the Totals Column of the Category run.***

Chart A

The population data for both the brand and category tables should come from the **Vert % in the Totals Column of the Category run.**

Users % is the *Vert%*

Soft Drinks – Medium/Heavy Past 7 Days			
Age	**CDN POP %**	**Users %**	**Index**
13-17	7.0	3.2	58
18-24	10.6	13.0	121
25-29	6.2	6.6	101
30-34	9.8	13.3	136
35-39	7.0	7.6	106
40-44	7.8	9.2	113
45-49	8.0	9.3	116
50-54	8.2	8.6	106
55-59	8.4	8.0	94
60-64	7.7	7.1	88
65-69	8.8	6.5	73
70+	10.2	7.6	72

Source: VIVIDATA 2018 2-Year Readership Study. Soft Drinks/Coca-Cola

If you add the User % numbers up – they are more than the 51% minimum. (Only applies to Age and HH Income)

You should have five tables for category information and five tables for brand information – two each for Age, HHI, Gender Education, HH Structure. If you have less than 10 tables in total you've done something wrong.

Under **each table**, the client needs to highlight (in sentence format) the important/key elements of the chart. Don't re-state everything the table tells the reader (that's what the table is for) but make sure the agency is aware of key information. **Use numbers from the table** to identify key elements.

VIVIDATA (both category and brand-specific) is required. Also, you are required to use at least one other source that can help provide information on the current users.

The source must not be based on what the company is advertising/promoting/sponsoring or the design of the website.

At the end of this section, include a summary paragraph stating the current users. Base this information on the brand-specific data.

Attachments/Other

Make sure to include your *VIVIDATA* runs with your report – the runs you created using Clear Decisions. You should submit only one Microsoft Excel file – with multiple tabs for the various runs you've completed.

Also, remember to source all your information. Not sourcing correctly could have severe consequences. Please review APA Style through Library Services.

Please note that every group member is responsible for the content of any submitted work – so please proofread each other's work.

Marksheet

Please review the marksheet carefully as it is how the assignment will be graded. Some mistakes are considered much more severe than others and will be graded accordingly. Despite only one mistake in a section – if that mistake falls under the "0" column, you will receive 0/4 for that section.

Usually (but not always) severe mistakes are considered "severe" if they impact the instructor's ability to gauge your understanding of the material or you've not included critical components of the assignment. There are no parts that should be skipped – there are no optional elements. Be aware of what the impact may be before submitting an assignment and if you have any questions, please contact your instructor.

For example, if you do not state any sources in the Category/Brand Research section using APA Style – you will automatically receive 0 for the section regardless of what other work has been completed. If you do not submit the necessary *Vividata* Runs – you will automatically receive 0 in the Target Definition Section regardless of what other work has been completed.

Media Brief Part 01

		Poor	Fair	Good	Great
	0	1	2	3	4
Category Research (30%)	No sources stated. Missing 4+ elements requested in the assignment. 7+ points or insights are not relevant / missing / not logical. Section not completed. No key points included. Not every group member proof read the report. Copied sections from other sources. Copied tables from other sources.	Only 1-2 sources used. Missing 3 elements requested in the assignment. 3-6 points or insights are not relevant / missing / not logical. Limited details provided on 3 elements. Only 1 or no topics include implications for media strategy. Recommends media that the agency should use.	Only 3 sources used. Missing 2 elements requested in the assignment. 2 points or insights are not relevant / missing /not logical. Limited details provided on 2 elements. Only 2 topics include implications for media strategy.	Only 4 sources used. Missing 1 element requested in the assignment. 1 point or insight is not relevant / missing / not logical. Limited details provided on 1 element. Only 3 topics include implications for media strategy. Did not use Euromonitor as a source.	Minimum 5 sources used. Euromonitor one of the sources used. Social media use analyzed. Key points are logical. 4+ topics include implications for media strategy.
Demographics Age / Gender / HHI (30%)	VIVIDATA not used. Missing tables for two of the following - either brand or category information: Age, Gender, HHI. VIVIDATA runs not submitted or not submitted as an Excel spreadsheet. Section not completed. Not every group member proof read the report. Copied sections from other sources. Copied tables from other sources. Missing summaries for 2+ tables.	Missing tables for one of the following - either brand or category information: Age, Gender, HHI. Table(s) missing information. 3+ points or insights in table summaries are not relevant / missing / not logical. Missing summary for 1 table. Segments other than the ones outlined in the assignment used and 1 VIVIDATA not run correctly.	Current users are not highlighted in 2+ tables. Segments other than the ones outlined in assignment used. Numbers input incorrectly. 2 points or insights in table summaries are not relevant / missing / not logical. Current users is not logical / not based on class discussion. 1 VIVIDATA Run not completed correctly. 2 required elements missing.	Current users are not highlighted in 1 table. 1 point or insight in table summary is not relevant / missing / not logical. 1 required element missing.	VIVIDATA used as primary source. 6 tables for demographics created. Current users anlaysis is logical and based on sources used. Table summary logical, highlights key elements.
Demographics Education / HH Structure / Summary (20%)	VIVIDATA not used. Missing tables for two of the following - either brand or category information: Education, HH Structure. VIVIDATA runs not submitted or not submitted as an Excel spreadsheet. Section not completed. Not every group member proof read the report. Copied sections from other sources. Copied tables from other sources. Missing summaries for 1+ tables.	Missing tables for one of the following - either brand or category information: Education, HH Structure. Table(s) missing information. 3+ points or insights in table summaries are not relevant / missing / not logical. Segments other than the ones outlined in the assignment used and 1 VIVIDATA not run correctly. Missing section summary.	Current users are not highlighted in 1+ table(s). Segments other than the ones outlined in assignment used. Numbers input incorrectly. 2 points or insights in table summaries are not relevant / missing / not logical. Current users is not logical / not based on class discussion. 1 VIVIDATA Run not completed correctly. 2 required elements missing.	1 point or insight in table summary is not relevant / missing / not logical. 1 required element missing. Section summary not based on brand specific data. No additional source used to provide information about current users.	VIVIDATA used as primary source. Additional source used to provide information about current users. 4 tables for demographics created. Current users anlaysis is logical and based on sources used. Table summary logical, highlights key elements. Section summary logical and based on brand specific data.
Grammar / Comprehension / Spelling (10%)	8+ mistakes. Not proof read. One formatting requirement not followed consistently throughout report. Marksheet ignored. Not every group member proof read the report.	6-7 mistakes. Very poor use of English. Several examples where slang instead of business language is used.	3-5 mistakes. Poor comprehension. Business language not used.	1-2 mistakes. Comprehension is strong, but there are parts that are confusing. Some sentences do not use business language.	No mistakes. Overall comprehension is strong. Uses business language.
Research / Content / Relevancy / Organization / Layout / Sourcing (10%)	One formatting requirement not followed consistently throughout report. Marksheet ignored. No sources stated. 4+ sources not referenced correctly or missing. Not every group member proof read the report.	Latest VIVIDATA not used. VIVIDATA runs not included in the submission. 3+ tables not neat/uniform. Unable to re-create the VIVIDATA runs. 5+ statements made that are repetitive / not relevant. Layout poor - no logical flow. 3 sources not referenced correctly or missing.	3-4 statements are repetitive or not relevant. Some sources used are not relevant to the report. 2 tables not neat/uniform. Only parts of the AD layout is used. 2 sources not referenced correctly or missing.	1-2 statements are not relevant or repetitive - either to the section or to the subject overall. 1 table not neat/uniform. Tables in the report are not consistent. Some parts of the organization is not logical. 1 source not referenced correctly or missing.	Overall research is strong and adds to the report. Multiple sources used. All parts are relevant to each section. Clearly written - straight to the point. Sources referenced correctly. Follows assignment layout.

Completed Individually or Groups of 2 = (-30%) - It is the student's responsibility to find group members.
Completed in Groups of 5 or more = (-40%) - Additional 10% deduction for each additional group member.

100	0	100
Original Mark	Bonus/Deductions	Final Mark