



THE UNIVERSITY
OF QUEENSLAND
AUSTRALIA

CREATE CHANGE

Assessment #1

Consumer Insight Analysis Brief

Assessment #1 Task

- **YOUR TASK:** Imagine you are an advertising strategist working for an advertising agency who is invited to pitch for the client's business (chance to be appointed as the client's main advertising agency).
 - As part of your pitch submission you will need to undertake ***secondary*** and ***primary*** research and as a result - identify the ***key consumer insight*** and develop a ***strategy statement*** for an advertising campaign, to help sell the brand to a clearly identified target audience.
 - You can then continue with this same brand for Assessment #2 (Advertising Campaign Project) and continue from this research and consumer insight to develop further advertising and creative and media strategies for the ad campaign pitch.
-
- **Assessment #1 Due Date:** 2pm Friday 24th April (Week 7)
 - **Weight:** 30%
 - **Submission:** Individual submission, online via Turnitin



Your Assessment topics:

students are to work individually and select a client/brand from the following four options...

**You cannot select any other brand than has been provided here.

1

Youfoodz – pre made meals



2

Qld Govt Recycling Campaign



Kombucha Drinks (by Remedy)

3



4

The Sanctuary @ Sirromet Winery ('Glamping' experience)



1) Youfoodz – fresh food delivered or in store



Our menu

Weight loss

About us

Find a store

Delivery areas

Log in

Sign up



Next-day delivery available now!

Check your address



7 FOR \$55*

CHOOSE 7 MEALS

USE CODE **BUNDLE-SAVER**

*Min spend \$55 (after discount). \$14.65 code valid for use online (not the YF App) until March 11, 2020.

Search the menu



Everyday

Weight loss

Dietary



Buy Youfoodz In Store

Wondering where to buy Youfoodz when you need your YF fix quick? We're located in 3,000+ stores across Australia!

Find in store

Recommended

Chat

Website: <https://youfoodz.com/>

2) Qld Govt Recycling campaign

- Reduce, Reuse, Recycle message
- Check out the Qld Government's plan:

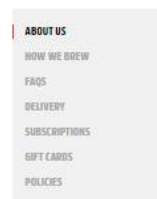
https://www.qld.gov.au/data/assets/pdf_file/0020/56360/PSC-Waste-Reduction-and-Recycling-Plan-2018-2021.pdf

- You can select the category for the campaign idea/problem.



3) Kombucha (by Remedy Drinks)

- About Us web link: <https://www.remedydrinks.com/au/about-us>
- Select one product type or promote the whole brand (line).



THE REMEDY RADICALS

We could tell you that when Sarah and Emmet Condon started Remedy in their kitchen they had no idea what lay ahead. But we'd be lying. They had an inkling. They'd been making

4) The Sanctuary @ Sirromet Winery ('Glamping' experience)

- Website: <https://sanctuarybysirromet.com/>
- Sirromet Winery: <https://www.sirromet.com/>



What to do now?

- **Research** these brands – which one interests you the most?
- Check out their **websites**.
- **Pick one:** Select the brand you want to work on.
- **Remember** – you can use the *same brand* for the **Ad Campaign Project assessment** (and if in a group – as a group you can agree on which of the 4 brands you base your campaign on).



Get Started Now!

Your Primary Research tasks:

- For the ***primary research component*** students will need to conduct their own research with current/potential consumers of their selected client/brand. Students can either choose to undertake:
- **Qualitative research** – conduct and analyse **3-4 interviews**; OR
- **Quantitative research** –complete a **minimum of 10 surveys** (students need to craft their own survey questions).
- ** Undertaking your own primary research is a mandatory for this assessment item.
- This research will assist students in understanding why consumers purchase X brand, their thoughts and feelings and possible barriers to purchase etc.
- It is only from this primary research that students will be able to identify the key consumer insight (covered in both weeks 2 and 3 workshops, with a Guest Presentation by Gay Chinchon, Strategist recorded as part of the Week 3 workshop).

5-Step approach – to help you get started:

- **Step One – Immersion in the research process:** Start the research process.
 - What research on the topic currently exists?
 - Where are the gaps in the research?
 - What additional information do you need on this topic?
 - Where will you obtain this data from?
 - What forms of research will you utilise.
 - Also consider what is happening in the market (consider a mini-SWOT).
 - Are there any internal/external forces to be addressed?
 - Who are the competitors to this campaign?
 - Once the research process is completed, summarise your research findings.
- **Step Two – Articulate clear, measurable objectives for the campaign** (think KPIs, think S.M.A.R.T.): Define 2-3 specific advertising focused objectives that you would you set for this campaign? Remember to consider how would you plan on proving these objectives worked (post-campaign) (Forms of measurement, evaluation process etc, as you will need to comment on this in your Ad Campaign Project).

5-Step approach – to help you get started:

- **Step Three – Target Audience definition & analysis:** now that you have intensively exhausted all necessary forms of research and clearly defined the desired campaign objectives, WHO is the target audience for this campaign? There could be a broad market for brand, but a specific target segment you suggest we try to reach for this specific campaign. What are their characteristics? Think Geo-Demographic and Psychographic profiles. What are their likes and dislikes, how do they spend their spare time, what type of media consumption do they have? Create a concise profile of who (the individual) you want to connect and communicate with. Remember to justify why you think these individuals are the ideal target audience for this campaign?
- **Step Four – Discover & define the Consumer Insight:** the most important outcome from your research undertaken and your definition of the target audience will be the outline of the key consumer insight. Ask yourself - is it an insight?
 - *Does it explain why people behave and think as they do, not just how?*
 - *Is there an 'a-ha' when the significance of what you have discovered is realised?*
 - *Does it tap into underlying consumer motivations and needs?*
 - *Does it have clear implications?*

5-Step approach – to help you get started:

- **Step Five – Outline your Advertising Strategy:** following your outline of the consumer insight, discuss the advertising strategy you would recommend to implement for such a campaign by crafting an advertising strategy statement. This will be built on further in Assessment #2 – the Advertising Campaign project.



Suggested Report Structure

1. **Background:** What's happening in the market. Think in terms of the 3Cs: Company (brand), Competitor and Consumer
2. **Objectives:** What are the communication objectives for the ad campaign?
3. **Research:** What have you learnt from your research – especially your primary research? Explain what research was conducted, some of the key findings and the value of the research undertaken?
4. **Target Audience:** who is the target audience? Provide a brief profile, including their demographics, geographics and psychographics etc.
5. **Insight:** Define and discuss the key consumer insight which emerged from your research?
6. **Advertising Strategy Statement:** Translate the Consumer Insight into the advertising strategy statement and provide support/justification.
7. **Reference list**
8. **Appendix** (if needed)

Advertising Strategy Statement template

- **Advertising will** (verb)
 - (Target Consumer) **that** (Product/Brand)
 - **is/will/provide**
 - (Statement of Feature/Benefit).
- **Be sure your strategy statement relates to your objectives.**

Advertising Strategy Statement, cont'd

- **Advertising will (verb) (Target Consumer) that (Product/ Brand) is/will/provide (Statement of Feature/ Benefit).**
 - Convince
 - Persuade
 - Communicate
 - Remind
- **Advertising will (verb) (Target Consumer) that (Product/ Brand) is/will/provide (Statement of Feature/ Benefit).**
 - Describe the person
 - Demographics
 - Psychographics
 - Product Usage
 - Give the person dimension

Grading criteria (page 1)

ADVT7506 Strategic Advertising Management – Assessment #1

Consumer Insight Analysis Grading Rubric

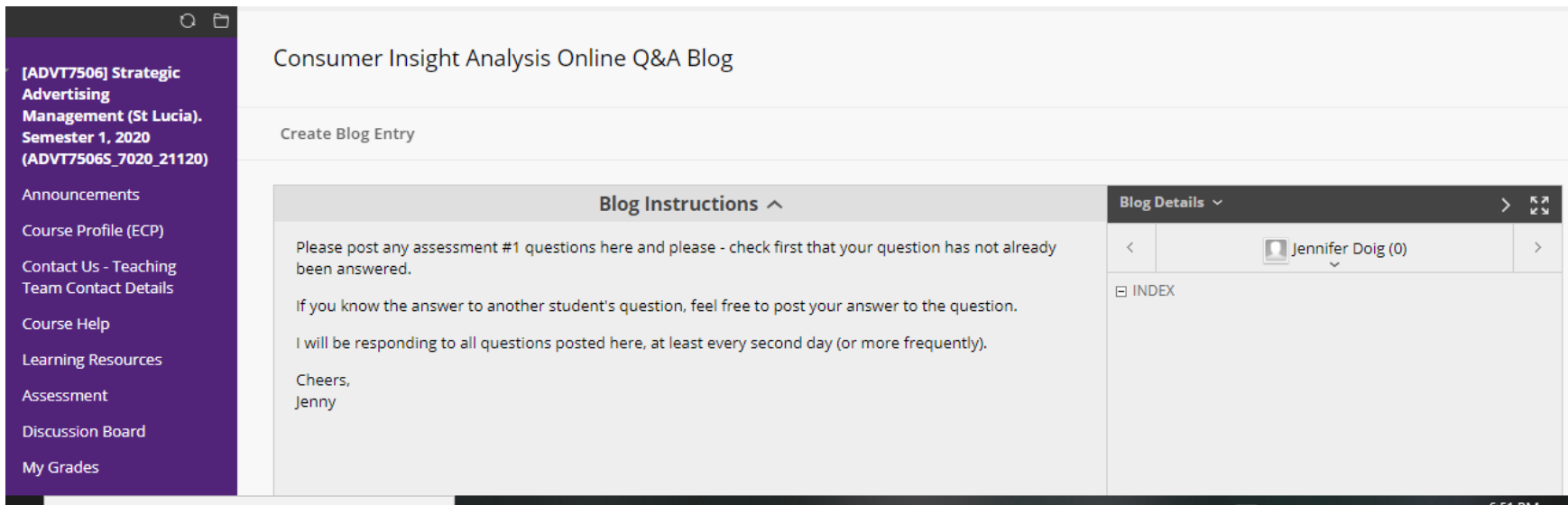
Criterion	Requires major improvement [49 and lower] <i>Fail</i>	Requires Improvement [50-64] <i>Pass (Grade 4)</i>	Satisfactory Standard [65-74] <i>Credit (Grade 5)</i>	Good Standard [75-84] <i>Distinction (Grade 6)</i>	Excellent Standard [85-100] <i>High Distinction (Grade 7)</i>	Score
	0-5	5-6.5	6.6-7.5	7.6-8.5	8.6 -10	
Background (Situation Analysis) 10%	Your completed research is not enough to identify key aspect of the consumer, product (company) and/or competition and advertising activities.	You have conducted some research on the consumer, product (company) and/or competition and advertising activities.	You have conducted sufficient research on the consumer, product (company) and/or competition and advertising activities.	You have demonstrated a depth and breadth of research which includes analysis of the consumer, product (company) and/or competition and advertising activities.	You have conducted a significant depth and breadth of research which includes critical analysis of the consumer, product (company) and/or competition and advertising activities.	/10
	0-2.45	2.5-3.2	3.25-3.7	3.75-4.2	4.25-5	
Campaign objectives 5%	Your campaign objectives are vague or missing.	Your campaign objectives are present, but unclear and do not meet all SMART criteria.	Your campaign objectives are stated and appear to align with specific advertising campaign goals. The objectives mostly/all meet SMART criteria.	Your campaign objectives are clearly stated and align well with specific advertising campaign goals. The objectives all meet SMART criteria.	Your campaign objectives are very clearly stated and align strongly with specific advertising campaign goals. The objectives all meet SMART criteria.	/5
	0-5	5-6.5	6.6-7.5	7.6-8.5	8.6 -10	
Research findings and discussion of the value of conducting research 10%	You have provided little / no evidence of research to support your identification of the consumer insight and strategy statement.	You use some research to support your identification of the consumer insight and strategy.	You demonstrate a sound understanding of both primary and secondary research and present some implications of this.	You demonstrate a good understanding of both primary and secondary research. You present the key findings and implications of those findings.	You demonstrate an excellent understanding of research and its application to the advertising problem. The key research findings are well summarised and clearly explained. You identify the main implications of these findings for the consumer insight and the advertising strategy.	/10

Grading criteria (page 2)

	0-9.8	10-12.8	13-14.8	15-16.8	17-20	
Target Audience 20%	You fail to adequately describe the target audience and/or only a partial consumer profile is provided. You appear to have a poor understanding of the target audience.	You describe the relevant target audience in some detail. You illustrate some understanding of the market, however much more analysis was needed.	You describe the relevant target audience in sufficient detail, however further analysis and discussion would have added more value, or there is a lack of connection to the identified consumer insight.	You describe the relevant target audience in detail, including an example/ partial example of a typical consumer profile (demographic, geographic & psychographics etc). There is a good connection to the identified consumer insight.	You provide a very detailed and well researched target audience analysis and you have provided a full consumer profile (demographic, geographic & psychographics etc) including an example of a typical target audience member. There is a strong connection to the identified consumer insight.	/20
Identification of consumer insight 25%	0 - 12	12.5- 16	16.25 - 18.5	18.75 - 21	21.25 - 25	/25
	You have failed to go beyond the research to make a statement or insight about the consumer, product (company) and/or competition.	You have made a basic summary statement about the consumer, product (company) and/or competition, however you have not attempted to define the consumer insight.	You have drawn from the preceding research to develop a statement about the consumer, product (company) and/or competition, however you have not (or partly) attempted to define the consumer insight.	You have drawn from the preceding research, interpreted its meaning for the consumer, product (company) or competition, and developed an appropriate insight.	You have drawn from the preceding research, interpreted its meaning for the consumer, product (company) and/or competition, and then articulated a compelling fact, "hot button" or insight. The insight is clear, concise and compelling.	
Advertising Strategy Statement and Justification 20%	0-9.8	10-12.8	13-14.8	15-16.8	17-20	/20
	You fail to present an appropriate advertising strategy statement.	You present an advertising strategy statement, which has some link to the research and consumer insight, however, has little justification/support.	You develop a sound advertising strategy statement, which is appropriate and relates to the consumer insight, however further justification / support was needed.	You build on the research and consumer insight to present an advertising strategy statement that is clear, appropriate and logically explained, with some justification.	You build on your understanding of the research and your consumer insight to present an advertising strategy statement that is clear, persuasive and logically explained (justified).	
Presentation - Report professionalism, structure and quality 10%	0-5	5-6.5	6.6-7.5	7.6-8.5	8.6 -10	/10
	You present content in an incoherent way and make frequent technical errors throughout the report.	You organise content in a manner that be difficult for the reader to follow at times. A number of technical and grammatical errors have been noted throughout.	You organise content clearly and make some/few technical, referencing, format, grammatical and/or spelling errors.	You organise content clearly. Few technical errors. Generally, appropriate referencing. Mostly follow the suggested format. Mostly free of grammar and spelling errors.	You organise content clearly, make no technical errors. Appropriate referencing. Follow the suggested format precisely. Free of grammar and spelling errors.	
FINAL RESULT:						/100
FINAL GRADE:						/30%

Any Questions?

- Check out and use the Q&A Online blog – if you have any questions.
- The blog can be found via the [link here](#) or on Blackboard under the Assessment folder – Assessment #1.



The screenshot shows a Blackboard interface for a Q&A blog. On the left is a purple sidebar with navigation links: [ADVT7506] Strategic Advertising Management (St Lucia). Semester 1, 2020 (ADVT7506S_7020_21120), Announcements, Course Profile (ECP), Contact Us - Teaching Team Contact Details, Course Help, Learning Resources, Assessment, Discussion Board, and My Grades. The main content area is titled "Consumer Insight Analysis Online Q&A Blog" and includes a "Create Blog Entry" button. Below this is a "Blog Instructions" section with the following text: "Please post any assessment #1 questions here and please - check first that your question has not already been answered.", "If you know the answer to another student's question, feel free to post your answer to the question.", "I will be responding to all questions posted here, at least every second day (or more frequently).", and "Cheers, Jenny". To the right of the instructions is a "Blog Details" section showing the user "Jennifer Doig (0)" and an "INDEX" link. The bottom of the screen shows a taskbar with various application icons and a system clock displaying "6:51 PM".