

Guidelines for a New Ad Campaign Proposal

OBJECTIVES AND DESCRIPTIONS:

This advertising campaign proposal is meant to provide you with a practical orientation of the activities for developing an advertising campaign through consumer/market/competitor analyses (e.g., STP, SWOT), creative arts, and media planning. You will act as an advertising agency charged with developing a new advertising campaign strategy for your client.

You choose your potential client, identify their problem(s), set the campaign goal(s), and present an advertising campaign that includes sample advertisements.

Please note that your final report **SHOULD** include the following components at least, but you may want to include some other components as exemplified below:

1. **Problem identification: What's the goal(s) of your ad campaign? Why is the goal(s) important?**
2. **Creative work: How can your ad campaign achieve the goal(s)?**

OTHER COMPONENTS YOU MAY WANT TO INCLUDE IN YOUR ADVERTISING PROPOSAL

1. Background, purpose, focus

Note the issue/problems the advertising plan will be addressing (e.g., a lack of awareness). Summarize factors that led to the development of the plan. Then develop a purpose statement that reflects the benefit of a successful campaign (e.g., closer relationship with potential customers) and a focus that narrows the scope of the plan's purpose to one the plan will address (e.g., POP in retail stores).

2. Situation analysis

Relative to the purpose and focus of the plan, describe the factors and forces in the internal and external environment that are anticipated to have some impact on planning decisions.

- Micro environmental factors (strengths & weaknesses), such as resources, past performance, current alliances and partners, and the public.
- Macro environmental factors (opportunities & threats), such as demographic forces, economic forces, cultural forces, technological forces, political/legal forces, and natural forces.

3. Target market

The bull's-eye target market for your marketing efforts is selected and described. A marketing plan ideally focuses on a primary target market, although additional secondary markets are often identified and strategies are developed for them as well. This is a three-step process:

- 1) Segment the market.
- 2) Evaluate segments.
- 3) Choose one or more as a focal point.

To do so, explain all criteria (e.g., patterns and commitment levels, demographics, geo-demographics, psychographics, lifestyles, benefits sought) you used to select the target audience and why.

4. Campaign objectives

Good advertising plans clarify a behavior objective – something you want to influence the target market *to do*. Knowledge objectives include information or facts you want the market to be aware of – ones that might make them more likely to perform the desired behavior. Belief objectives relate more to feelings and attitudes.

5. Barriers, benefits, competition

Barriers are reasons your target audience cannot (easily) or does not want to follow what you ask of them. Benefits are reasons your target audience might be interested in following and what might motivate them to do so. Competitors are behaviors/beliefs/perceptions your target audience prefers to what your company offers.

6. Positioning statement

Positioning is the act of designing the organization's actual and perceived offering in such a way that it lands on and occupies a distinctive place in the mind of the target market – where you want it to be.

7. Value proposition

A value proposition is a statement of the desired behavior's or various benefits (functional, emotional, and self-expressive) that create value for the customer.

Formulate the value proposition for the desired behavior (i.e., what value can potential/existing consumers get from your campaign?).

Overall, there is no specific requirement for what you must include in your ad proposal, but your proposal should include sufficient details, such as a sharp analysis and strong and creative ideas, that can help your client in achieving their goal(s).

BASIC, REQUIRED COMPONENTS IN YOUR ADVERTISING CAMPAIGN

Principle 1:

"Your advertising proposal should be reader-friendly."

Principle 2:

"Your advertising plan should have a strong logical flow."

Principle 3:

"Your idea should be reasonable and creative enough to achieve the goal(s) you set."

FORMAT & LENGTH

Your advertising campaign proposal can be created in MS PowerPoint, MS Word, Pages, or another platform. Choose the best software that enables you to make a reader-friendly proposal. There is no specific limit to the number of pages for your advertising plan, but please make it a document with ***single space lines***. The quality of the work is most important!

Here are some tips for you to achieve the goals:

1. Minimize the amount of text info, but reasonably.
2. Maximize the amount of visual info, but reasonably.
(i.e., use infographics & data visualizations – table, chart, graph)

GRADING POLICY

I'll grade your proposal based on three basic criteria:

1. Logical flow:
Is there enough evidence/research to support your ideas?
2. Creative idea(s):
Is your ad campaign based on creative ideas enough to achieve the goal?
3. Effort & Enthusiasm:
How much effort did you put into this project? – Is there thorough research?

For more detailed grading criteria, refer to the very last page that shows the details. Please keep the grading criteria in mind when preparing your proposal.

OTHER ISSUES

- a. **NO plagiarism!** In other words, do not copy others' ideas from the Internet or anywhere else. If this is the case, the team/person who commits such unethical behavior will receive an 'F' in this class. This is not to be taken lightly as I am very strict about this rule.
- b. Please do not wax eloquently in textbook fashion. Your job is to provide your client with an elaborate analysis and proficient descriptions regarding new advertising campaign.

ASSIGNMENT FEEDBACK FORM

Format (10pts = 2 x 5pts): _____ (Organization, layout, and design)

- a) ____ Reader-friendly? (e.g., indents, headings, subheadings, etc.)
- b) ____ Attention-gathering? (e.g., entertainment factors – images, layout)

Content (90pts): _____

- a) ____ Multiple research approaches – More research is always better! (20pts)
- b) ____ Detailed? – Don't scratch the surface only! (20pts)
- c) ____ Confusing reasoning or logic – Does it make sense? (20pts)
- d) ____ Creative? – How effective & acceptable are your advertising ideas? (30pts)

Total Score (out of 100): _____