

# Integrated Brand Communications

Advanced Diploma in Marketing

## Group Project – Brand Likes a Story, Tell a Brand Story

### Part I - The Story

Your position is a Brand Specialist in a local business. The focus of this project is to create brand equity through storytelling and branded contents. You are therefore required to propose and develop a branded content strategy, designing and writing its content within the online environment. The proposed strategy should primarily target audience in Hong Kong and overseas, if appropriate.

#### A. The Brief

##### 1. Objectives

Raise awareness and buzz of a coming campaign of your brand, product or service.

##### 2. Target Audience Groups

Please define the desirable segment(s) supported by your rationale.

##### 3. Duration

No more than 3 months.

##### 4. The Big Idea

**BE CREATIVE!!!** How to promote your brand/product/service? Awareness? Preferences?

**5. Budget estimate** – HKD300,000 during the campaign period.

##### 6. Required Tasks

You are required to design a full brand story and to complete a brand promotional video with supplementary online content. The submission should include the following elements:

- The creative brief – The direction of this project
- Brand's tagline, slogan, storyline, keywords, hashtags
- The full brand story illustrated with video (or storyboard), you might choose 3 more outcomes on top of the brand video, e.g. still images (i.e. photos) with scripts / copywriting and sound tracks (if any), music, animation, motion graphics, banner ad, product photo, etc.
- Explains brand differentiation, personification, characterisation and rationales of the story
- Total: at least 1,000 words.

##### 7. Channels

You might consider deploying various communication channels to promote the brand, products and services, or to build a site as content hub, plus the followings:

- Storefront

- Transportation vehicle / stops
- Mobile app / site
- KOL / Celebrities
- Social media : Facebook, Instagram, LINE, LinkedIn, YouTube, etc.
- Other owned channels : e-newsletter, membership system, etc.

## **Part II - Group Presentation**

Groups will be required to present their answers during final lesson. Each group has 20 minutes to present.

### **The following should be covered:**

- An Introduction of the Campaign.
- Table of Contents
- Situation Analysis & Problem Statement
- Audience Profile & Touchpoints Analysis
- Brand Contents Analysis
- Creative Brief
- Branding Strategy
- The detailed brand storyboards and explanation of rationales. Describe why your creative treatment would have impact and differentiate your client from competitors
- The Story / Plot
- Supporting Media Plans
- Budget and Schedule

### ***Hand in instructions***

The softcopy of the project must be handed in before the presentation through SOUL.

### ***Notes***

- You are required to work in groups of no more than 4 students for the group assignment.
- While some background on specific technology or media may be necessary to aid understanding of the managers, it should be kept to a sensible length, say 10-15 minutes depends on whether you are engaging enough.
- Do not rely on connection to the Internet connection during your demonstration session. All functions and features should be mentioned in slides or demonstrated locally on the local computer.
- During your presentation session, you can use your own notebook computer or use the lecturer-provided notebook computer.
- Please indicate clearly the names of the group member together with a group photo in the cover of the PowerPoint.

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