

Advertising Agency Project

Each team works for a different advertising agency that is trying to land the same huge client. You will need to decide on a team agency name. As a team, you will be pitching your ideas to the prospective client on _____. 20th, and one team will be selected to represent this new client.

Each team has a *creative director* who is responsible for assigning tasks within the team, and ultimately accountable for all output that will be presented to the client.

On a weekly basis (Fridays), the creative director will need to meet with me to outline the team's progress and discuss individual contribution. Each team member will also submit a rating sheet weekly on how well the creative director is leading the team to success.
(teamwork/leadership grade)

The following tasks will need to be completed for the client prior to the _____. 20th presentation.

Product Name	10 points
Logo Designed	15 points
Slogan	15 points
Target Mkt. Analysis & Test Mkt. Location	40 points
Jingle	30 points
Billboard	40 points
Press Release	30 points
Radio Commercial	40 points
Website Design	40 points
TV Commercial	50 points
Promotional Item of Choice	40 points
Presentation to Company	75 points
Teamwork/Leadership Skills	50 points
Grand Total	475 points

You will receive some outside help to record the **jingles (choir)**, **complete the press releases (journalism)**, **design the billboards (art)**, and also with the **television commercials (media productions)**, however, all of the ideas must come from your team collectively!

TASK #1 (product name, logo, & slogan)

Creative Directors, please make sure to complete the pre-task assignment first, and then assign tasks to complete this first customer requirement.

- ✗ You must commit to a ***product name***. You may not change the name after today! (Remember the product name should be descriptive of the client's product, easy to say and read, and also memorable)
- ✗ Design a ***logo*** for the product. The logo should symbolize the image of the product, be unique, and be easily identified (**make sure to always keep the target market in mind**)
- ✗ Come up with a catchy ***slogan*** that will be remembered
- ✗ The product name, logo, and slogan should be represented on the poster board provided so that it may be displayed to the client

Name	Daily Task
Creative Director	
Ad Executive #1	
Ad Executive #2	
Ad Executive #3	
Ad Executive #4	

Task #2 - Determining the Target and Test Market Location

You must determine who you believe the main target for this product will be. Make sure to use **demographics** and **psychographics** to describe the target, and have justification for choosing this target. Now that you have keyed in on whom the **target market** should be for this new product you need to assist Smith-Klein in determining where they should first **test market** their product to project the products success nationwide.

Based on the target market, determine the city that you would recommend that Smith-Klein does their **market test** in. You will need to do research and find demographics that support the city you choose. Make sure the city is large enough to support the launch and that the demographics match that of the target market. (The city should have at least 1 million in population)

You will need to include at least 4 points of justification for choosing the test market city! Go back to the target market description to match up with the appropriate city.

Divide the task up between the group members and then type up your response and turn it in with your folders. This assignment is worth 40 points, and future decisions will be based on your choice for the test market location so make sure to put some thought into it and have strong justifications for your choice!

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Task #3 - Billboard

As a team you will need to design a billboard for the client, highlighting their new product. The billboard should be designed to catch attention quickly. Make sure that the wording is short and to the point. Remember, billboards should have 9 words or less! Graphics should not be too detailed, as they will need to be seen from far away!

You will need to think about and answer the following questions and type up your response and turn this information into me.

- The billboard should go in the test market city. Specifically, where will you place it? Why will you put it in that particular location? Make sure to justify your answer, including information about the target market.
- Discuss if the billboard will be used primarily to *inform*, *persuade* or *remind*. Explain exactly how this will be done.
- Which buying motive will be targeted? (*emotional*, *rational*, *patronage*) Explain.
- Discuss how you believe this billboard will catch the attention of the target market.

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Information for the Art Department

Be very specific in describing exactly what you are looking for!!!!!!!!!!!!!!

Product Name, Slogan & Logo - (you may want to include colored samples)

Explain who you are trying to target and your theme-

Copy for billboard - (make sure to include font style and color)

Background color -

Pictures/Graphics/Placement -

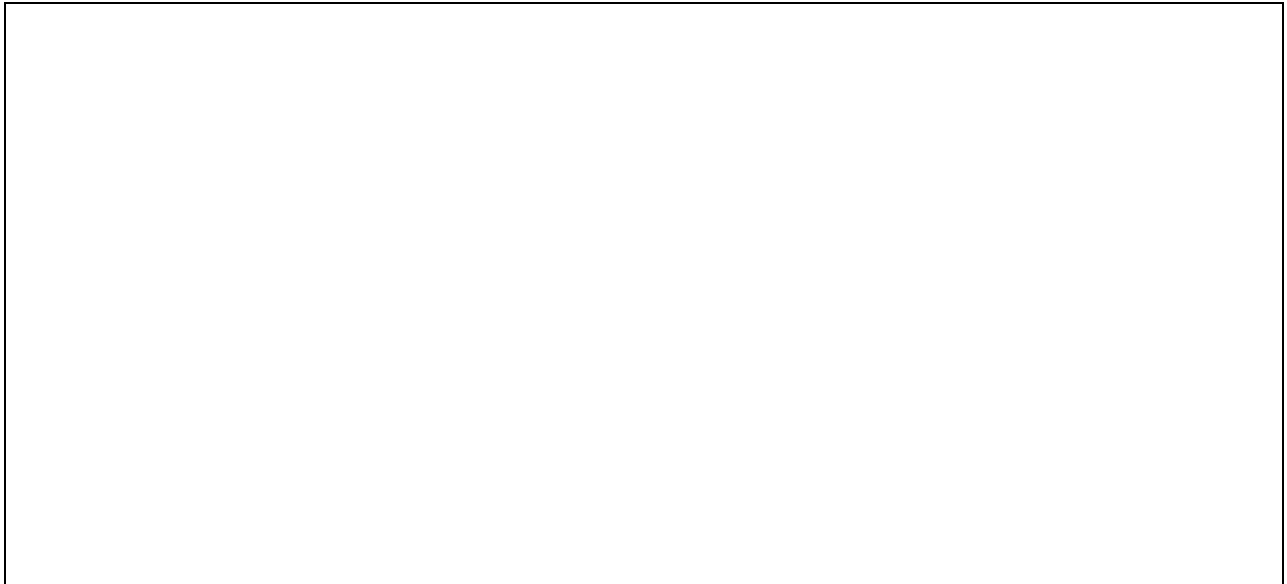
Creative Director Contact Information: _____
(name & class period)

Art Dept. Correspondence #1

Artist Contact Information: (name & e-mail) _____

Based on the initial request, what questions or clarifications do you have? Please be as specific as possible.

Include a sketch based on the initial request.

A large empty rectangular box with a thin black border, intended for a sketch based on the initial request.

Task #4 – Radio Commercial

The client would like you to put a radio commercial together for them. They would like the ad to be between 30 and 60 seconds in length (NO SHORTER/NO LONGER). **Time the commercial to make sure that you fall within the appropriate timeframes.**

The name of the product should be mentioned **AT LEAST 3 times** to help with branding the new offering.

You will need to create the commercial and then record it for the clients to hear and approve before having it professionally taped.

Please make sure that the audio is clear! You can enhance with sound effects, or background music, but the voice(s) must be what stands out.

You will need to turn in a written copy of the commercial as well as a recording to me for my approval.

Also, please type a memo including the following information:

- ✗ You will need to determine the radio station to advertise on based on the target market, again this should be in your **test market city**.
- ✗ Make sure to include why you chose this radio station and discuss which type of radio advertising (network radio, national spot radio, local station).
- ✗ Additionally, you will need to decide when the commercial should be run and how often? **Make sure to justify your recommendation.**
- ✗ Discuss how you believe this radio advertisement will catch the attention of the listeners and help Smith-Klein to gain name recognition and sell their product.

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Task #5 – Public Relations

The client has asked you to help them create some “hype” about their new product offering. Luckily, the public relations department has agreed to work with you on this campaign. Since you know the client best, you will need to provide public relations with the following information:

- Product description & price
- Product name
- Slogan & logo
- 2 main **features** and **benefits** of the product
- Target market (at least 3 descriptors)
- Test market location that was chosen (explain why)
- Theme of the advertising campaign for the client

You will need to include this information in a memo to public relations. Type up the memo from your advertising team, to the PR department and e-mail it to me today.

Public relations will prepare a press release for a local newspaper in the test market location to be printed in Jan. 2006, and also for a national magazine that fits the target market, to be printed in March 2005. The press release will include a quote from president of Smith-Klein.

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Task #6 - Jingle

The client has asked you to put together a jingle for their business and product offering. They are looking for a jingle with ***at least 8 lines*** that is upbeat and catchy.

The jingle should promote the brand and image, and should be appealing to the target market.

You should use the beat of an existing tune to assist.

Type up the following information to be shared with our vocal department:

- Do you prefer a **male or female voice or a combination of both**; explain why
- Discuss how the jingle is promoting the product, the image, and why it will appeal to the target market
- The 8 or more lines to be included in the jingle should be typed out
- The beat should follow an existing tune, make sure to include that information (BE VERY SPECIFIC!!!!)

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Task # 7 - Website Design

The client would like you to create a website for them. They do not have a website address yet, so you will need to choose one for them that is not already in use today. Since this is the client's first product offering, the entire website should be focused on this new product. **The website address should be as short as possible and MUST NOT be in circulation today.**

They have asked that the following information be included on the website:

- Homepage should have the product name, logo and slogan, it should be colorful and use appealing font styles and size
- Homepage should have a description of the product, highlighting at least 2 features & benefits of the product
- Homepage should have a minimum of 2 links to more information on other pages
- Each page behind the homepage must have at least one graphic and information appropriate for the link

Other than this, you have free reign to include whatever information you think is appropriate. I suggest looking at some competitor's websites before starting to get some ideas of what you think should be included for the client. **You can create this in whatever program you feel most comfortable in!**

Please print the homepage and the linked pages in COLOR. Also, provide me with the website address.

Name	Task
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Television Advertising Design Worksheet Task #8

1. What features/benefits are you going to try and highlight/demonstrate in the television advertisement?
2. What advertising format do you think will work best to reach the target market? (musical, testimonial, etc.)
3. What characters are needed for the commercial? How many people, and what person's will they need to take on.
4. What props will be needed? What background scenario will work at school?
5. Will the TV commercial be primarily used to inform, persuade or remind? How will you get your message across?

**Answer these questions and place this sheet into your folder.
Begin preparing for your taping with Media Productions.**

Storyboard

A technique for reviewing a particular story or scene before it is expensively filmed.

The commercial is broken down into key frames or moments, and sketched in varying detail onto boards with accompanying text outlining the plot's progress.

Copy

Illustration

Task #9 - Specialty Item

As part of the initial launch in the *test location*, the client would like to have some type of specialty media to hand out at a local event(s).

The initial launch will be in January, and if all goes well, the client plans to roll the product out nationally in March. *Event(s) chosen will have to be a real activity in the test market location in the month of January.*

Directions:

- ✗ Determine a *type of specialty media* that will help to promote the new product for the client.
- ✗ Develop a *prototype* of the item to be shared with the client on _____. 20th. You can make up a phone #, web address and/or address if needed.
- ✗ The item should clearly state the *product name* and be helpful in building awareness of this new product.
- ✗ You will need to make a suggestion as to how the specialty item be distributed. (*i.e. - lip balm on a rope with the product name of a new snowboard manufacturer on it handed out at the Extreme Snowboarding Competition at Lake Tahoe in January.*)

Type up a memo entitled "Specialty Item" and make sure to have the advertising agency name on it. Include the following information:

- ✓ Description of the specialty item
- ✓ Why it is a practical advertising tool for this product
- ✓ Discuss how the item will be distributed (when, where & to whom)

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Advertising Campaign Presentations

Everyone on the team must present **equally**. Decide in advance who will cover what material. Each member should be **dressed professionally**, and be prepared for their part!

Presentation Guidelines: (Must have a Power point or Prezi presentation to follow)

- The **creative director** should begin by **introducing** his or herself and then their advertising team.
- Begin by discussing the 2 or 3 main **features** and **benefits** of the **client's product** that the teams feels will best help to promote the product, and based on that information who you believe **their target market** is. Make sure to describe the target market by using **demographic/psychographic** descriptors.
- Discuss the **launch city** recommended and make sure to **justify** this choice by referring back to the target market.
- Begin discussing the **theme** of the advertising campaign that you put together for the client and introduce the **product name** that you came up with along with the **slogan** and the **logo**. *(Refer to the poster board for a visual display)*
- *(Show the client the billboard concept that you came up with)*. Discuss the **purpose** of the billboard (inform, persuade or remind) and then discuss what **buying motive** you are trying to influence (emotional, rational or patronage). Talk about **where** you believe the billboard should be located and **why** the team recommends that location.
- *(Share with the client the specialty item that you created)*. Discuss why you recommend this particular item, and how you think it will help to **spread the word** about his product. Share with the client where the specialty item can be **distributed**. Make sure to **justify this location** by discussing how it will reach the target market, and how many people they can get to.
- Discuss the **jingle** that the team created for the client and discuss why you believe this jingle will be **successful in promoting the client's product**. *(Then play the jingle for them)*.
- Share with the client the **quote** from the **press release** that the team was able to get for them for the **test location** and then for the **national role out** of the product. Make sure to discuss **why** that particular **newspaper** and **magazine** are recommended.
- Discuss the **radio commercial** that was created for the client. Talk about the **radio station recommended** and **when** you believe it should be **aired** based on the target market. *(Play the radio commercial for the client)*
- Now present the **television commercial**. Discuss the **advertising format** chosen and **why** you think this will **work best** with their target market. Present the main **purpose** of the commercial. *(Play the TV commercial for the client)*
- The creative director should end by asking the client if he has any questions, and then thanking him for his time.

Advertising Campaign Rubric

Team Name

Name:

Professionalism:

Professional appearance/demeanor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Good eye contact	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Good volume/pitch	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Clearly knew the material	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Appropriate amount of time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Strong
Evidence**

**Some
Evidence**

**Little
Evidence**

**No
Evidence**

Comments:

Campaign Content:

Clearly articulated the main product features & benefits	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Accurate (believable) descriptors for the target market	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Clear justification for launch city chosen (makes sense)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Appropriate product name, logo, slogan & theme for product	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Clear purpose with billboard (makes sense for the product)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Appropriate billboard placement based on launch & target	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Specialty media concept is consistent with theme & target	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Specialty media distribution fits with launch & target	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Jingle is catchy & appropriate for the product	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PR – quote is appropriate & media outlet works for message	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fitting radio commercial, product name mentioned 3 times	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Choice of radio station justified clearly based on target

☐☐☐☐

Appropriate format for TV commercial based on target

☐☐☐☐

Proper closing

☐☐☐☐