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**Marketing: Creating an Advertisement - Use Case Narrative**

Description – This Use Case is concerned with the processes of creating an advertisement of a product and/or a service, in order to increase demand for and sales of that product or service, and thereby boost the overall profits of the company. In this Use Case the main stakeholders are the marketing agents (who act on behalf of the company and represent its advertising interests), and the advertising agency, which is tasked with bringing the company’s advertisements vision to fruition. In such operation structure, the company (represented by the marketing agents) is the customer. That is, it is the party that will be charged for receiving a service (i.e. advertising services provided by the advertising agency). Accordingly, the advertising agency is the party that will be compensated financially -as a result of being the provider of the service (i.e. advertising)-. However, since this process is elaborate and multi-faceted; the company will also play the role of the party that makes financial returns and profits by the time the process concludes. That is, after the advertisement is successfully created and effectively televised, demand for and sales of the product and/or service advertised will increase, which would in turn increase the profits of the company. In order for this Use Case to be successful, the following prerequisites should be met: (i) the marketing agents should have a clear vision of the nature of the advertisement they would like to create; (ii) the company and the advertising agency should reach a well-defined agreement on the criteria for creating the advertisement -including deadline for advertisement submission, and the financial compensation the advertising agency will receive for providing its services-.

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| **Scenario** | Whenever one wishes to sell a product or a service, one first promotes and advertises their service and/or product. In order to accomplish such task one meets with marketing agents and lays out the advertisement content. Thereafter, one enlists the help of advertisement creation professionals (e.g. video editors and screenwriters) in order to bring the project to fruition. Lastly, after the advertisement is fully-prepared and reviewed; it is then released to the public. | |
| **Triggering event** | Desire to promote a certain product or service in order to increase the demand for it or the profit that such product or service generates for the business or company in question. | |
| **Actors** | 1) The marketing agents: these are the individuals tasked with carrying out their company’s plan; which in this case would be to increase profit and demand for certain products by creating effective advertisements. 2) The advertising agency, this party will be in charge of creating an advertisement that accommodates the needs of the hiring company. | |
| **Related use cases** | Selling the advertised product and/or service, financially compensating the advertising agency; which created the advertisement, signing a contract with a broadcast television network to insure that the created advertisement receives sufficient screening and airing time. | |
| **Stakeholders** | 1. The company, which aims to increase the profit generated by a certain product or service through advertising. 2. The marketing agents, who have a vested interest in guarding the company’s advertising goals. That is, if they fail, they might be at risk of losing their job. 3. The advertising agency, which will take full responsibility for manifesting the company’s vision -for the advertisement-. 4. The broadcast television network, which will air and televise the advertisement. 5. The public viewers and audiences, who will either increase the demand for the product (i.e. the advertisement has fulfilled its purpose), or not cause any noticeable increase for the product’s popularity (i.e. in such case the advertisement would not fulfill the purpose for which it has been created. | |
| **Pre-condition** | 1) A clear vision for the advertisement: (i) its content; (ii) the product and/or service it will highlight; (iii) the duration of the advertisement. 2) The marketing agents (i.e. the company representatives) and the advertising should agency agree on of the technicalities of their partnership (e.g. the financial compensation the advertising agency will receive, the deadline for submitting the final version of the advertisement -by the advertising agency-). 3) A contract with the broadcast television network has been signed, and as a result they will provide adequate and sufficient screening for the advertisement, which should provide ample publicity for the company and thereby increase demand for its products. | |
| **Post-condition** | 1) If the objective of the Use Case has been achieved, then the advertisement has been screened (i.e. released to the public), and as a byproduct an increase in demand and sales for the advertised product and/or service will ultimately take place. Furthermore, such state of affairs entails that the advertising agency has been financially compensated for its services, the marketing agents have not lost their job, and the broadcast television network is under contract -with the company- and televising the advertisement sufficiently and in an effective manner. 2) If the objective of the Use Case has not been fulfilled -i.e. the business operation between the company and the advertising agency has not been finalized-; then the advertisement has not come to fruition –i.e. has not been fully created or produced-. As a result, the company’s product or service in question will not experience the desired demand and sales increase, the advertising agency will not be fully compensated for its services, and the marketing agents might lose their job. | |
| **Flow of events** | **Actor** | **System** |
| 1. The company has a desire to promote a certain product or service in order to increase the demand for it or the profit that such product or service generates. 2. Some of the company’s marketing agents are tasked with laying out the advertising content. 3. The marketing agent -on behalf of the company they represent-, meet with an advertising agency and discuss the vision they have for their advertisement. 4. The marketing agents and the advertising company agree on the terms of their partnership (i.e. the compensation the advertising agency will receive and the deadline for submitting the complete and final version of the advertisement). 5. The marketing agents receive the final version of the advertisement. 6. The company reviews the final copy, and decide whether to request any changes to be made (by the advertising agency). 7. The company contacts the broadcasting television network and they both reach an agreement on the approach that should be adopted concerning the airing and screening criteria for the advertisement. 8. The advertisement is screened and televised. 9. Sales and demand for the televised product or service have both increased. | 1. The advertising agency receives the advertisement proposal from the marketing agents. 2. The advertising agency creates the advertisement. 3. The advertising agency provides the marketing agents with a work-in-progress version for the advertisement. 4. Based on the feedback of the marketing agents, the advertising agency modifies the advertisement they have created. 5. The advertising agency provides the company with the final copy of the advertisement. 6. The broadcast television network receive a contract offer from the company. 7. The broadcast television network review the terms of the contract, and thereupon signs it. 8. The advertisement is released to the public. |
| **Exception** | 1. The company does not have sufficient financial capital to cover for its advertising needs. In such case, the company could cut its spending for the following quarter, and only thereafter initiate its new marketing ambitions. 2. An agreement between the company and the advertising agency could not be reached. Alternatively, the company could refer to a different advertising agency. 3. The marketing agents do not guard the company’s interests (i.e. they do not properly depict the advertisement vision -to the advertising company-). In such case, these employees should be fired and replaced with more responsible staff members. | |