

ADMN 3706 Assignment 3: Esports Content Creation (20%)

Assignment Overview

In this group assignment (maximum two students), you will take on the role of an esports content creator. Your goal is to design and produce a multi-platform content campaign centred around a single, consistent theme, such as a team, player, game, or event and adapt it for different audiences across social media and digital platforms.

This project challenges you to think like a real esports marketer. You must use the same campaign concept but tailor it specifically for Instagram, TikTok, Facebook, Twitter/X, and a blog post, showing how messaging and tone change depending on the audience and platform.

The goal is to demonstrate creativity, originality, and an understanding of how digital strategy concepts, such as monetization, engagement, and exclusivity, apply in the esports industry.

Assignment Deliverables

Each group must create five connected content pieces under one campaign theme:

1. **Instagram/TikTok Video (1 minute):**
A short, visually engaging clip that introduces your campaign and captures attention.
2. **Blog Post (600–800 words):**
A well-written, in-depth article that expands on your theme, adding context and storytelling depth.
3. **Instagram Post:**
A high-quality image or graphic with a caption designed to build engagement and reflect your campaign's tone.
4. **Facebook Post:**
A longer, conversational post that focuses on storytelling, community, and interaction.

5. Twitter/X Post:

A concise, attention-grabbing message (maximum 280 characters) that highlights your campaign's Main hook or update.

All pieces must connect under the same campaign theme but demonstrate how your approach changes to fit the platform and audience.

Strategy Document (500–700 words)

Alongside your content, submit a short written document explaining your creative and strategic decisions. Include:

- **Chosen Topic:** Identify your team, player, event, or game focus.
- **Platform Strategy:** Explain how you tailored the same campaign for each platform's audience.
- **Target Audience:** Describe who you are trying to reach and why.
- **Use of Course Concepts:** Show how you applied ideas like monetization, engagement, sponsorship, or exclusivity.
- **Reflection:** Explain what you did well, what you could improve, and what you learned about adapting content across audiences.

Submission Instructions

You will upload **one single file** to Brightspace that contains:

1. A link to your 1-minute video (the best option is to upload your video to YouTube and set it to *Unlisted*, then paste the link).
2. A copied and pasted version of your written content (the blog, Instagram, Facebook, and Twitter/X posts).
3. Your strategy document (500–700 words) is included at the end of the same file.

This ensures your instructor can view and assess all materials in one place.

Format Requirements

Group size: Up to two students.

Content: 1 short video, 4 social media posts, and 1 blog post.

Strategy Document: 500–700 words (included in your submission file).

References: APA style for any cited sources.

Category	Marks	80–100% (Excellent)	61–80% (Good)	41–60% (Adequate)	0–40% (Limited/Poor)
Consistency Across Campaign	10	All five content pieces clearly connect to one unified campaign theme: strong cohesion and logical adaptation across platforms.	A consistent campaign with minor variations in tone or clarity.	Some connection between platforms, but weak adaptation or unclear theme.	No clear link between content pieces; fragmented or inconsistent campaign.
Platform Adaptation and Audience Fit	10	Excellent understanding of each platform's tone, audience, and purpose. Each post feels authentic and well-tailored to its platform.	Good awareness of audience and platform with minor mismatches.	Adequate adaptation with some generic or repetitive content.	Little or no adaptation; duplicate content copied across platforms.
Strategy and Application of Concepts	10	A clear and thoughtful strategy that connects to course concepts such as monetization, engagement, and exclusivity. Shows understanding of esports media and marketing.	A good explanation of strategy, although some connections to theory are missing.	Basic understanding of concepts with limited strategic depth.	Weak or missing strategy; minimal link between theory and content.
Originality and Personal Insight	5	Highly original and creative campaign. Shows strong personal insight, authentic voice, and unique thinking (non-AI generated).	Some originality and opinion are present, but not consistently.	Limited creativity or a generic approach.	No originality or personal engagement is evident.
Presentation and Professionalism	5	All materials were presented clearly and professionally in one file. The YouTube link works, the content is well-formatted, and proper APA referencing is used.	Good submission with minor technical or formatting issues.	Adequate presentation but disorganized layout or minor technical errors.	Poor presentation, missing pieces, or broken links.

Instructor Reminder

This project focuses on learning how to convey the same message effectively across different audiences and platforms. Every piece should connect to the same campaign idea but reflect the style and culture of its platform.

Be creative, authentic, and strategic. Think like a digital content manager, how would you promote the same story across TikTok, Instagram, and Facebook, while maintaining consistency and engagement for each audience?