RAVENSBOURNE AWARD PROJECT BRIEF

Project Title	Advertising in the Interaction Age	Credit Value and Weighting	100% of 15 credits
Unit Title	Digital Advertising	Unit Code	WEB14304
Level/Term	Year 3, Term 1	Date of Issue	1st October 2018
Submission Date	**Formative Assessment Parts 1 and 2: Monday 19th November 2018 before 4pm.** **Summative Assessment Parts 1 and 2: Monday 10th December 2018 before 4pm**		
Unit Leader	Amy Jackson-Bruce		
Project Leader and Other Staff	Amy Jackson-Bruce, Nick Rothwell.		
Project Brief	In this unit, you will produce and pitch an integrated advertising/marketing campaign for your portfolio that showcases your ideas, intelligence, communication skills and web media skills to a potential employer. Think and work to impress a potential employer. Your unit deliverable will be a portfolio of project work comprising of 3 parts, A,B and C, further detail to be found in the assessable elements section. **The project** This year you will have a choice of working on one of four briefs set in collaboration with industry to create an advertising campaign where: ● You will work individually or in teams of two emulating a copywriter/art-director team. ● After briefing, you will research the target market around the client and product. ● You will think about art-direction, concept and copywriting and produce a number solutions for your brief. ● You will develop the solution that best address the brief and the target demographic. ● You will pitch your research, ideation, chosen concept and branding direction at formative stage for tutor and peer comment. ● You will deliver a cross-media campaign solution for summative stage comprising of a) campaign visuals, b) campaign touchpoints and c) at least one web enabled touchpoint/solution. **The Idea is King** The currency of advertising is ideas and the key to success is the ability to generate ideas and solutions that sell products whilst reaching out to a		

specific, identified consumer. As a result you will need to generate ideas and solutions whilst demonstrating how these ideas have been:

- Targeted – produced for a specific target audience (concepts cannot be for a general audience).

- Editorialised - developed so that the most appropriate angles to the market/product/client have been exploited.

- Optimised – researched and delivered through the most effective touch points for the targeted audience.

- Integrated – delivered with a clear strategy about how all touch points work together to create an integrated advertising campaign.

Integrating digital into the campaign

As web media specialists, your solutions to the brief need to integrate at least one sophisticated digital touch point to impress employers. For this you will need to research digital innovation within the advertising industry (chatbots, snapchat, geolocation filters, virtual reality and interactive billboards) and consider:

- Innovation in the web connected industries and how this could be unitised to create "news" stories.
- Viral marketing and social media and how this can be used to propel advertising campaigns to audiences.
- How to enhance brand identity through web enabled products and services.
- Making use of traditional online advertising (i.e. banner ads, bespoke apps, and videos)
- Using your web-skills to make the WHOLE campaign work with one message.
- Using prototyping and mockups to support any web based solutions put forward.

Learning Outcomes	**Marking Criteria**	
Build on initial knowledge of advertising and marketing to create ideas, concepts, conventional media and new media applications.	X Research	☐ Technical Competence
	X Analysis	☐ Communication & Presentation
	X Subject Knowledge	☐ Personal & Professional Development
	☐ Experimentation	☐ Collaborative and / or Independent Professional working

The leftmost column of this table reads: **Learning Outcomes and marking criteria**

	Show self-initiative and develop good judgement in the presentation of work to a high professional standard that balances academic and competition requirements.	☐Research	☐ Technical Competence
		☐ Analysis	X Communication & Presentation
		X Subject Knowledge	X Personal & Professional Development
		☐ Experimentation	☐ Collaborative and / or Independent Professional working
	Develop editorial judgement on the selection of ideas, platform and approach for commercial use.	X Research	☐ Technical Competence
		X Analysis	☐ Communication & Presentation
		X Subject Knowledge	☐ Personal & Professional Development
		☐ Experimentation	☐ Collaborative and / or Independent Professional working

	Ability to design an integrated solution that combines ideas with cross-media strategies, Web 2.0 and traditional technologies in a compelling integrated campaign.	☐ Research	X Technical Competence
		☐ Analysis	☐ Communication & Presentation
		X Subject Knowledge	☐ Personal & Professional Development
		X Experimentation	☐ Collaborative and / or Independent Professional working
	Acquire art-direction and copywriting skills associated with advertising and marketing.	☐ Research	X Technical Competence
		☐ Analysis	X Communication & Presentation
		X Subject Knowledge	☐ Personal & Professional Development
		X Experimentation	☐ Collaborative and / or Independent Professional working
	Application of entrepreneurial attributes and behaviour in project work, skills development and own personal promotion.	☐ Research	☐ Technical Competence
		☐ Analysis	X Communication & Presentation
		☐ Subject Knowledge	X Personal & Professional

			Development
		☐ Experimentation	☐ Collaborative and / or Independent Professional working

Assessable Elements	Percentage of Project Grade
Part A: Research Record File	
Part B: A Campaign Branding Booklet	100%
Part C: A Pitch Presentation	

Throughout the unit you will build up a portfolio of project work consisting of:

Part A: Research Record Folder (where the bibliography is 4 x A4 PDF Max and Harvard Referenced and videos are supplied as stand alone files).

You will upload a research pack consisting of an annotated bibliography showing a minimum of 6 research sources. Each source must be accompanied by **EITHER** a 100min - 200max word summary OR a video explanation (max 1min) detailing the sources contribution to current advertising practice or the value taken from the piece for the students project development. Of the 6 research sources:

- 1 must be chosen from the unit reading list.

- 2 must address current digital trends within the advertising industry.

- 2 must address insight into the briefs target audience, their motivations, habits, behaviours and drivers.

- 1 must be selected from a fellow students annotated bibliography.

In the case of submitting video explanations, the research source title must be clearly stated at the start of each video explainer. All videos must also be accompanied by a Harvard referenced bibliography.

Part B: A Campaign Branding Booklet (12 x A4 PDF Max and supporting files):

The campaign branding booklet will document your campaigns development in terms of the creative idea, campaign touchpoints as well as the campaign brand aesthetic and should be delivered to a high visual design standard. This should include:

- Detail of the three remarkable advertising campaigns chosen as part of your holiday research.

- Detail of your initial 12 concepts for your campaign.

The leftmost column of the table contains the label:

Assessable Elements and Submission Requirements

- Detail of the concepts you chose to develop further and why (clear editorial decision making should be shown here).

- Campaign mood boarding.

- A finished campaign one pager.

- Detail of your campaign touch point development, both physical and digital and why these are appropriate for your target audience and campaign.

- Detail of the web media solutions/touch points chosen to support your campaign including functionality & any prototyping. (prototyping source files may be supplied separately to the booklet)

- Campaign branding experimentation.

- Final campaign brand guidelines including: font, colour pallets, image moods, choice of models/images, logo size & restrictions etc.

Part C: A Pitch Presentation (Supplied as both PDF and PPT/KEYNOTE/GOOGLE SLIDES Etc:

The pitch presentation should sell your final campaign idea pitch style to your brand or briefing company and as a result should be clear in concept, creative execution, research and purpose. Presentations should also be branded to a high standard as outlined in your campaign branding booklet. This presentation should include:

- The finished client-brief: A condensed slide outlining the problem that you are being asked to solve. No copies of full briefs please.

- Your campaign proposal: What is the creative idea/solution to the problem.

- Justification of creative concept: How does your campaign idea appeal to or address your target market?

- An overview of all campaign touchpoints suggested to launch your campaign, both physical and digital (at least one web media solution).

- Technical specifications/prototypes of an innovative web based touch point and how it integrates with the whole campaign: Answer: Why are you using this web solution? What does it bring to your campaign? How have you integrated the web technologies into your campaign? What is the functionality of your web based solution?

- Justification of touch point choice. How have you identified the most suitable platforms for your campaign in order for it to be effective?

- A visual campaign plan detailing how your touch points work together to create an integrated advertising campaign: Answer: What media/experience will go out in which channel? How will this work over time? How does your approach to multiple channels make sense as a whole campaign?

Assessments:

Formative Parts 1: Pitch Presentation in Lecture hours: Monday 19th November.

You/your team will present your work to date on your digital advertising campaign for tutor and peer review including:

- A condensed chosen client-brief outlining the problem to be solved.

- A research record summary detailing how reading resources have contributed to project based work.

- 12 initial concepts and a justification for the idea chosen to take forward.

- An elevator pitch for your chosen concept.

- A pitch one pager for your chosen concept.

- Creative mood boards.

- An initial idea of campaign brand.

- An online of creative outputs for the campaign and a justification of why they are appropriate for the brief and target audience.

- An outline campaign plan.

Formative Part 2: An online upload on Monday 19th November before 4pm of:

Part A: Research Record Folder (where the bibliography is 4 x A4 PDF Max and Ravensbourne Referenced and videos are supplied as stand alone files).

Work to date on Part B: A Campaign Branding Booklet (12 x A4 PDF Max and supporting files).

These hand ins must be accompanied by a self assessment sheet as this

will be the basis for tutor formative feedback.

Summative Assessment Part 1: Part C Pitch Presentation in Lecture hours: Monday 10th December 2018.

Summative presentation should sell your final campaign idea pitch style to your brand or briefing company and as a result should be clear in concept, creative execution, research and purpose. Presentations should also be branded to a high standard as outlined in your campaign branding booklet. This presentation should include:

- The finished client-brief: A condensed slide outlining the problem that you are being asked to solve.

- Your campaign proposal: What is the creative idea/solution to the problem.

- Concept visuals: How will you communicate your campaign with images/typography.

- Justification of creative concept: How does your campaign idea appeal to or address your target market?

- An overview of all campaign touchpoints suggested to launch your campaign, both physical and digital (at least one web media solution).

- Technical specifications/prototypes of an innovative web based touch point and how it integrates with the whole campaign: Answer: How have you integrated the web technologies into your campaign? What is the functionality of your web based solution?

- Justification of touch point choice. How have you identified the most suitable platforms for your campaign in order for it to be effective?

- A visual campaign plan detailing how your touch points work together to create an integrated advertising campaign: Answer: What media/experience will go out in which channel? How will this work over time? How does your approach to multiple channels make sense as a whole campaign?

Summative Assessment Parts 2: An online upload on Monday 10th December before 4pm of:

Part A: Research Record Folder (where the bibliography is 4 x A4 PDF Max and Ravensbourne Referenced and videos are supplied as stand alone files).

Part B: A Campaign Branding Booklet (12 x A4 PDF Max and supporting files).

	Part C: A Pitch Presentation (Supplied as both PDF and PPT/KEYNOTE/GOOGLE SLIDES Etc). Please remember to supply versions of your presentations/hand ins that are easily opened for unit assessment. It is a student responsibility to make sure that markers can see your work.
Reading List	Anderson, C. (2009). Free: The Future of a Radical Price: The Economics of Abundance and Why Zero Pricing Is Changing the Face of Business, London: Random House Books. Maex, D. and Brown, P. (2012). Sexy Little Numbers, Crown Publishing Group. Marketing Teacher: About Marketing Teacher Hackley, C. E. (2010). 3rd Edition. Advertising and promotion. London: SAGE. Creative Review magazine Computer Arts magazine (online and in print in the library) The Drum magazine (online and in print in the library) MIT technology review. (in print in the library) Wired Magazine Find resources on the Intranet here: https://intranet.rave.ac.uk/display/LRSC/Online+Resources
Re-Submission Requirements	Students who miss the deadline or fail this project will be required to complete a retrieval project which demonstrates that the learning outcomes have been achieved. Students should be aware that retrieval submissions are capped at a bare pass grade (D-) unless the extenuating circumstances panel uphold an evidenced application. The deadline for retrieval submissions will be determined at an Assessment Board.