

Advertising

campaign project

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**Planning Your Campaign**

**THE TASK:**

1. What **product** did you choose?

*Toyota Corolla Cross.*

1. What is the **name** of the **company** that produces that product (this will be your client)?

*Toyota Motor Corporation.*

1. What is the company’s mission statement?

*Toyota's mission is to provide safe, reliable, and innovative transportation solutions that enhance mobility and enrich lives.*

# **Advertising Campaign Objective**

1. Create **one objective** for your advertising campaign.

*Achieve a 20% increase in website traffic and a 15% increase in hybrid model sales within six months.*

# **Primary and Secondary Markets**

1. Define who the **primary target market** is for your product. (You must include **AT LEAST ONE demographic**, **psychographic**, and **geographic**. **BE SPECIFIC!!**

**- Primary Target Market:**

**- Demographic:** Adults aged 25-45

**- Psychographic:** Eco-conscious, tech-savvy individuals who value reliability and sustainability.

**- Geographic:** Urban areas with high population density, such as Karachi, and Lahore

1. Define who the **secondary target market** is for your product. (You must include **AT LEAST ONE** **demographic**, **psychographic**, and **geographic**. **BE SPECIFIC!!**

**- Secondary Target Market:**

**- Demographic:** Families with children aged 5-18

**- Psychographic:** Safety-conscious, practical individuals who prioritize comfort and fuel efficiency.

**- Geographic:** Suburban areas surrounding major urban centers, such as Hyderabad, and Gujranwala

# **Advertising Budget**

1. You will have **$5,000-$7000** to run your advertising campaign.
2. Using the Internet, research the ***average*** cost of the following advertising mediums:

* 1. How much on average does it cost to run a **print ad in a local magazine versus a national magazine**?

Local Magazine (Karachi) **Average Range: 5000-30,000 PKR** vs National Magazine **Average Range: 20,000-100,000 PKR**

* 1. Use the research how much a company would pay to run a radio ad.

* + 1. What type of radio advertising did you choose (traditional or streaming)?

We have selected Streaming advertising as this is a growing market and targets a younger demographic who listens to music and podcasts online.

* + 1. If you chose traditional advertising:
       1. What city did you choose?
       2. What is the potential reach?
       3. How much will it cost for 30 seconds of air time?
    2. If you chose streaming advertising:
       1. Which outlet did you choose?

**Outlet:** Patari (popular Pakistani music streaming platform).

* + - 1. What is the circulation?

**Circulation:** Over 5 million monthly active users.

* + - 1. How much is the minimum cost?

**Minimum Cost:** Rates can vary depending on campaign targeting and duration, but minimum spends can be around $100-$200.

* 1. Use the research to determine the average cost of a billboard and record your answers below.

* + 1. What city did you choose?

Karachi

* + 1. What type of billboard did you choose (physical or digital)?

We'll consider both static and digital billboards:

* + - * 1. **Static Billboard:** A physical billboard with a printed advertisement.
        2. **Digital Billboard:** An electronic billboard that can display changing advertisements.
    1. What is the cost?
* **Static Billboard (medium size):** PKR 80,000 - PKR 350,000 per month (<https://billboardspakistan.com/rates/>)
* **Digital Billboard (prime location):** PKR 550,000 - PKR 1,000,000 per month (<https://billboardspakistan.com/rates/>)
  + 1. Taking your budget into consideration, would you be able to include a billboard as a medium of advertising in the campaign you are creating for your client? Why or Why not?
    2. Explain your answer.

**We Will be able to Include Billboards as a medium for advertising because**

* We have a good budget we’ll be using large billboards considering the reach and impact, a digital billboard in a prime location can be a good option.
* Billboards offer high visibility and can create a strong brand impression, especially in a city like Karachi.

* 1. Research the going rate for **30 second television commercials** in primetime on network TV.

Going rate for 30-second television commercials in Prime Time are **80,000-200,000 PKR**

* + 1. What is **one television show** that your **primary** target market would most likely watch?

Jeeto Pakistan or Capital Talk (Geo News)

1. How much does a 30-second spot costto air during that show?

195,000 PKR

* + 1. With the budget you were given, would running a television ad be an option for you to include in your campaign? Why or why not?

Don’t think that running a TV campaign will be a good option because:

1. **Limited Reach:** While a single commercial might be affordable, the impact would be limited. Reaching a significant audience requires multiple placements, which would quickly push your budget.
2. **Targeting:** Targeting specific demographics with TV commercials can be expensive.
   * 1. Would you use social media as a part of your advertising campaign? Why or why not?

**We should use social media because:**

* **Cost-Effective:** Social media platforms offer a variety of advertising options that can be tailored to your budget. You can start with a smaller investment and scale up as needed.
* **Targeting:** Social media platforms allow you to target your ideal customer by demographics, interests, and online behavior. This ensures your message reaches the most relevant audience.
* **Engagement:** Social media allows for two-way communication with your audience. You can respond to comments, answer questions, and build brand loyalty.

* + 1. What social media platform most closely matches your **primary** market? Why?
       - **Families:** **Facebook** and **Instagram** are popular choices for families in Pakistan. You can use engaging visuals and storytelling to showcase the car's features and benefits for families.
       - **Professionals:** **LinkedIn** can be a good option to reach professionals who might be interested in a car for commuting or business purposes. We can focus on features like safety, reliability, and technology.

Capstone Project: Task #2

**PART 1: BRAINSTORMING & SKETCHING**

**PRIMARY MARKET AD SKETCH**

# Project: Task #2

**Part 2: Creating The Print Ad**

Now that you have chosen your client, it is time to begin working on the advertising mediums your campaign will consist of. The first medium you will use is print advertising.

* You will need to produce **one** print ad that is targeted toward your **primary target market**,

That’s 1 print ads.

**SAVE A DIGITAL COPY OF YOUR ADS. YOU’LL NEED THEM FOR YOUR FINAL PITCH.**

* Each ad must include the following elements:
  + **Company logo**
  + **Headline**
  + **Copy**
  + **Contact Information**

* To create your ads, you may use the following digital resources:
  + **www.canva.com**

■ Choose the magazine cover templates

* + **www.postermywall.com**

■ Choose the magazine cover templates ➢ **Photoshop**

■ You may use photoshop **IF** you are familiar with it.

* **Before** you begin creating on the computer, sketch your ideas for each ad on the worksheet given to you by your instructor.

* You will print your final ads in color on magazine paper and turn them in **WITH** the worksheet you sketched on. (optional) or Present PDF Copy in the project file you will submit to your instructor.

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# Project: Task #3

**Creating Digital & Social Media Content**

As you have learned, digital and social media advertising are necessary in today’s world for companies to be successful. The next piece of your advertising campaign will consist of creating digital/social media content for your client to use on their website and social media pages.

* Choose digital/social media content from the list below that you will create for your client. When choosing among social media options, keep in mind who your client’s primary target market is and what platforms they use most often.

* + - **Digital Advertising**

■ Banner Ad

■ Promotional Video

* + - **Social Media Advertising (Choose any 1 platform)**

■ Facebook Post (Use Facebook Post Template in Canva) or ■ Instagram Post (Use Instagram Post Template in Canva) or ■ Twitter Post (Use Twitter Post Template in Canva)

* Create your digital/social media content using the following online resources:

* + - **Digital Advertising**

■ Banner Ad (**Canva-Postcard Templates**) (Use free images only or upload your own) ■ Promotional Video (**WeVideo**)(Use free images/video only or upload your own)

* + - **Social Media Advertising** ■ Posts (**Canva**).

■ Select the template that corresponds to the names above.

● **EX: If you’re choosing the Facebook Post, use the Facebook Post template.**

* Put ALL of your social media content into one Google doc and submit it to your instructor. ➢ If you created a promotional video, copy the link and paste it into your Google doc.

**SAVE YOUR CONTENT. YOU’LL NEED THEM FOR YOUR FINAL PITCH.**

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As you’ve seen through your work on previous projects and the notes you’ve taken, radio is still a very popular way for businesses to advertise. In this assignment, you’ll be creating an ad for your client using the radio medium.

* **Create** a concept and script for a 30 second radio advertisement for your client.

* + Using the template below, identify your primary target market and write a radio ad script that includes the following elements:

■ Attention grabbing opener

■ Major content

■ Call to action

* + Once you have identified your target market and written your script, answer the questions below your script template.

* **Share your template with your instructor for grading.**

**REMEMBER!! YOUR RADIO AD MUST ATTRACT YOUR PRIMARY MARKET!**

**PROJECT TEMPLATE**

**Campaign Objective:**

**Give the campaign objective(s) you created in Task #1.**

|  |
| --- |
| Achieve a 20% increase in website traffic and a 15% increase in hybrid model sales within six months. |

**Client’s Primary Target Market:**

**Give the details of the client’s primary target market you identified in Task#1.**

|  |  |
| --- | --- |
| **Item** | **Description** |
| **Target Market Demographics:** | Adults aged 25-45 |
| **Target Market Psychographics:** | Eco-conscious, tech-savvy individuals who value reliability and sustainability. |
| **Target Market Geographics:** | Urban areas with high population density, such as Karachi, and Lahore |

**What will you be trying to communicate to your listener through this ad?**

|  |
| --- |
| Through this ad, we aim to convey Toyota's commitment to innovation, sustainability, and reliability. We want to emphasize the benefits of our new hybrid Corolla Cross tailored to an eco-conscious urban population who appreciates advanced technology and environmental responsibility. |

**Radio Ad Description:**

|  |  |
| --- | --- |
| **Item** | **Description** |
| **Gender of Narrator:** | **Male** |
| **Character Narrator is Playing:** | **An informed and enthusiastic advocate for car’s hybrid technology** |
| **Vocal Direction:** | **Confident, friendly, and informative** |
| **Suggested Background Music:** | **-** |
| **Suggested Sound Effects:** | **-** |

**Radio Script:**

**Type your script into the table below.**

|  |
| --- |
| **Attention Grabbing Opener** |
| Are you ready to embrace the future of mobility? |
| **Major Content** |
| Introducing Toyota's Corolla Cross, where innovation meets sustainability.  Experience the thrill of driving while reducing your carbon footprint.  Our hybrid technology delivers the reliability and efficiency you expect from Toyota, without compromising on performance. |
| **Call To Action** |
| Efficiency Meets Performance: Drive Our Toyota Corolla Cross Now! |

**Choose at least 3 local radio stations you could put your ad on and list them below as well as *WHY* you chose each one.**

|  |  |
| --- | --- |
| **Radio Station** | **Why You Chose It** |
| FM91 (Radio 1) | FM91 is popular in urban areas like Karachi and Lahore, making it ideal to reach our primary target market of adults aged 25-45. |
| FM100 Pakistan (Radio 2) | FM100 Pakistan has a wide audience across the country and appeals to both adults and families, making it suitable for reaching our primary and secondary target markets. |
| City FM89 | City FM89 is popular among urban youth in Karachi and Lahore, aligning with our primary target market interested in technology and lifestyle trends. |

# PROJECT: TASK # 5

THE FINAL PITCH

**Directions:**

Congratulations! You have completed the main components of your ad campaign!

Now it is time to pitch your ad campaign to your client (your instructor and a judges panel). Complete the following to prepare for your pitch.

1. **Name Your Ad Agency** 
   1. As a group, come up with a name for your business, the advertising company.

1. **Create Your Pitch Deck (Google Slides Presentation):**

For your pitch presentation, it is important for you to have a visual of all components of your campaign.

* 1. **Create** a Google Slides presentation including all information listed below.

* 1. Be creative with your slides presentation while also being professional.

* 1. You may download a background from www.slidescarnival.com to use if you like.

**Put your slides in the following order:**

**Slide 1**: Name of Your Ad Agency and Names of Team Members

**Slide 2**: Name of Your Client and The Product You’re Campaign Is About

**Slide 3**: Your Ad Campaign Objective and Description of Your Primary and Secondary Markets

**Slide 4**: Print Ad For Primary Market

**Slide 5**: Banner Ad or Promotional Video

Include an explanation of why you chose to create this digital content.

**Slide 6**: First piece of Social Media Content

Include an explanation of why you chose this social media platform.

**Slide 7**: Radio Ad and Additional Information

* + 1. Upload your radio ad
    2. What were you trying to communicate?
    3. What 3 local stations you would air the ad on and why you chose them.

**Slide 8**: Closing Slide

**Your Pitch:**

Your pitch must last a minimum of 10 minutes, but not go over 10 minutes.

Each team will be asked two questions regarding the project. Be prepared.

# PROJECT: TASK # 5

## THE FINAL PITCH

**Grading Rubric**

|  |  |  |  |
| --- | --- | --- | --- |
| **CATEGORY** | **Good** | **Average** | **Worst** |
| Speaks clearly | Speaks clearly and distinctly all of the time and mispronounces no words. | Speaks clearly and distinctly most of the time and mispronounces no words. | Does NOT speak clearly and  distinctly most of  the time AND/OR  mispronounces more than 1 word. |
| Enthusiasm | Voice shows a strong interest and enthusiasm about the topic throughout the  pitch, but it is not overdone. | Voice shows some interest and enthusiasm about the topic throughout the pitch. | Voice depicts apathy or boredom with the topic. |
| Awareness of  Audience | Pitch was constructed to fit their intended audience and would entice them to listen. | Pitch was somewhat  constructed to fit the intended audience but they would not be enticed to listen. | Pitch was not constructed to fit the intended audience. |
| Inclusion of  Elements | All required elements were included in the pitch | 1/2 of the required elements were included in  the pitch | None of the required elements were included in  the pitch |
| 2 Questions | The team was confident in answering their questions and gave good explanations. | The team was not able to confidently answer one of the two questions asked. | The team was not able to confidently answer both questions asked. |