Campaign Analysis Task

Purpose

Conduct deep-dive analysis of specific advertising campaigns to understand strategy, creative execution, media approach, and performance outcomes for competitive intelligence or learning purposes.

Inputs

- Campaign name or identifier
- Brand and company information
- Campaign time period
- Available campaign materials
- Research objectives

Process

1. Campaign Discovery and Context

Campaign Identification:
- Campaign name and tagline
- Brand and company
- Launch date and duration
- Geographic markets
- Campaign type (launch, seasonal, promotional, brand building, etc.)

Business Context:
- Business challenge or opportunity
- Market conditions at launch
- Competitive landscape
- Brand situation pre-campaign
- Strategic objectives

2. Strategic Foundation Analysis

Campaign Objectives:
- Business objectives
- Marketing objectives
- Communication objectives
- Specific KPIs and targets
- Success criteria

Target Audience:
- Primary target audience definition
- Secondary audiences
- Audience demographics
- Psychographics and behaviors
- Audience insights leveraged

Consumer Insights:
- Key consumer insights
- Research findings utilized
- Behavioral observations
- Emotional drivers
- Barriers and motivations

Strategic Positioning:
- Campaign positioning
- Key message and proposition
- Differentiation strategy
- Competitive response anticipated
- Brand role and relevance

3. Creative Strategy Analysis

Creative Brief Elements:
- Creative challenge
- Single-minded proposition
- Support points and reasons to believe
- Desired consumer response
- Tone and manner
- Mandatories and constraints

Big Idea:
- Core creative concept
- Idea articulation
- Idea strength and simplicity
- Idea flexibility and extensibility
- Idea originality

Creative Execution:
- Tagline and messaging
- Visual identity and design
- Storytelling approach
- Tone and style
- Production quality
- Talent and casting
- Music and sound design

4. Media Strategy Analysis

Media Objectives:
- Reach and frequency goals
- Target audience media consumption
- Media role in campaign
- Integration requirements

Channel Selection:
- Media channels used
- Channel rationale
- Channel mix and weighting

- New or innovative channels
- Channel integration approach

Media Tactics by Channel:

Television:
- Commercial lengths
- Dayparts and programming
- Network vs. cable vs. streaming
- Sponsorships or integrations

Digital:
- Display advertising
- Video advertising
- Social media advertising
- Search marketing
- Programmatic approach
- Targeting strategies

Social Media:
- Organic social strategy
- Paid social strategy
- Platform selection
- Content types and formats
- Influencer integration
- Community management

Print:
- Publications selected
- Ad sizes and formats
- Frequency and timing
- Creative adaptations

Out-of-Home:
- OOH formats (billboards, transit, etc.)
- Locations and markets
- Digital OOH usage
- Creative executions

Radio:
- Station selection
- Dayparts
- Commercial lengths
- Creative approach

Experiential:
- Event activations
- Pop-up experiences
- Sampling programs
- Stunts or PR events

Other Channels:
- Direct mail

- Email marketing
- Content marketing
- Partnerships and collaborations

Media Timing:
- Launch timing and rationale
- Flight patterns
- Seasonal considerations
- Competitive timing
- Event tie-ins

Budget Allocation:
- Budget by channel (if available)
- Budget strategy
- Efficiency considerations
- Investment priorities

5. Creative Asset Inventory

Asset Collection:
- TV commercials (all lengths)
- Print advertisements
- Digital display ads
- Social media content
- Out-of-home creative
- Radio scripts/audio
- Video content
- Website/microsite
- Mobile app (if applicable)
- Packaging (if relevant)
- Point-of-sale materials
- PR materials

Asset Analysis:
- Creative consistency across channels
- Channel-specific adaptations
- Message hierarchy
- Visual system
- Brand integration
- Call-to-action variations

6. Campaign Execution Analysis

Launch and Rollout:
- Launch sequence
- Geographic rollout
- Phasing strategy
- Teaser or pre-launch activity
- Launch events or PR

Campaign Evolution:
- Campaign phases or waves
- Creative refreshes

- Tactical adjustments
- Seasonal adaptations
- Response to market conditions

Integration and Coordination:
- Cross-channel integration
- Message consistency
- Timing coordination
- Shared creative elements
- Unified brand experience

7. Performance Analysis

Quantitative Metrics (when available):

Media Performance:
- Reach and frequency achieved
- Impressions delivered
- GRPs/TRPs
- Cost per thousand (CPM)
- Cost per point (CPP)

Digital Performance:
- Click-through rates
- Engagement rates
- Video completion rates
- Conversion rates
- Cost per click (CPC)
- Cost per acquisition (CPA)

Social Media Performance:
- Impressions and reach
- Engagement (likes, comments, shares)
- Follower growth
- Sentiment analysis
- Share of voice
- Earned media value

Business Impact:
- Sales lift
- Market share change
- Revenue impact
- ROI/ROAS
- Customer acquisition
- Customer retention

Brand Impact:
- Brand awareness lift
- Ad awareness
- Message recall
- Brand consideration
- Purchase intent

- Brand perception changes
- Net Promoter Score impact

Qualitative Impact:
- Media coverage and PR value
- Social media buzz and virality
- Cultural conversation
- Industry recognition
- Competitive response
- Long-term brand building

8. Awards and Recognition

Industry Awards:
- Awards won (Cannes Lions, Effies, Clios, etc.)
- Award categories
- Award levels (Gold, Silver, Bronze)
- Jury comments (if available)

Effectiveness Recognition:
- Effectiveness awards
- Case study publications
- Industry best practice citations
- Academic case studies

Media Coverage:
- Trade publication coverage
- Industry commentary
- Case study features
- Speaking engagements

9. Competitive Context

Competitive Activity:
- Competitor campaigns during same period
- Competitive share of voice
- Competitive creative approaches
- Competitive media strategies
- Market response to competition

Differentiation Assessment:
- How campaign stood out
- Unique elements
- Competitive advantages
- Areas of parity
- Missed opportunities

10. Insights and Learnings

Success Factors:
- What worked well
- Key drivers of success
- Innovative approaches

- Effective tactics
- Best practices demonstrated

Challenges and Limitations:
- What didn't work as planned
- Obstacles encountered
- Missed opportunities
- Areas for improvement
- Lessons learned

Strategic Implications:
- Strategic insights
- Replicable approaches
- Cautionary lessons
- Market implications
- Competitive implications

Recommendations:
- Applicable learnings
- Adaptation opportunities
- Avoidance recommendations
- Further research needs

Data Sources

Primary Sources

- Campaign websites and microsites
- Brand social media during campaign
- Official press releases
- Case study publications
- Award submissions

Secondary Sources

- Advertising databases
- Industry publications
- News coverage
- Agency portfolios
- Award show archives

Performance Sources

- Published case studies
- Effectiveness award submissions
- Industry reports
- Market research data
- Social media analytics

Expert Sources

- Industry commentary
- Agency interviews (if available)

- Client interviews (if available)
- Expert analysis
- Academic research

Outputs

- Comprehensive campaign analysis report
- Strategic foundation summary
- Creative strategy analysis
- Media strategy breakdown
- Creative asset inventory
- Performance metrics summary
- Competitive context analysis
- Insights and learnings document
- Visual presentation of key findings

Success Criteria

- Comprehensive understanding of campaign
- Strategic rationale documented
- Creative approach analyzed
- Media strategy detailed
- Performance data collected
- Competitive context provided
- Actionable insights generated
- Professional documentation quality

Quality Checks

- [ ] Campaign fully documented
- [ ] Strategic foundation clear
- [ ] Creative strategy analyzed
- [ ] Media strategy detailed
- [ ] Creative assets inventoried
- [ ] Performance data collected
- [ ] Competitive context included
- [ ] Insights and learnings identified
- [ ] Sources properly cited
- [ ] Analysis objective and balanced
- [ ] Ready for synthesis

Related

- @agent:client-portfolio-agent
- @template:campaign-analysis-tmpl
- @task:portfolio-research

- @task:web-scraping-research
- @task:social-media-data-collection
- @checklist:campaign-analysis-checklist

Best Practices

- Start with official campaign sources
- Collect all available creative assets
- Document campaign evolution over time
- Analyze both strategy and execution
- Consider competitive context
- Look for both successes and failures
- Identify replicable insights
- Maintain objectivity in analysis
- Use multiple sources for validation
- Organize findings systematically
- Include visual examples
- Focus on actionable learnings
- Document methodology and sources