

## A. ASSIGNMENT RECAP

- Design an Integrated Marketing Communication Campaign: identify the target audience and consumer insights, develop a big idea and campaign framework with themes and executions, select appropriate channels, create a budget and schedule, define campaign KPIs, and present the rationale for their proposed campaign.
- The assignment requires a **PowerPoint slide file of 50 slides maximum** (including cover slide, task allocation and references), presented in **15 minutes** (plus **5 minutes** for Q&A)

### Suggested Structure:

- I. **Key business problems and business & marketing objectives (Suggested 2 slides)**
- II. **Target Audience / Customer Persona (Suggested 3-5 slides)**
  - Demographic characteristics: age, location, occupation, income, etc.
  - Behaviour and interest, media habits
  - Analyse brand's social media followers
- III. **Determine consumer insights based on persona, identify consumer needs (Suggested 1 slide)**
- IV. **Big Idea (Suggested 1-3 slides)**
- V. **Campaign Content Framework (Suggested 1 slide)**
  - Minimum 2 master themes with content
- VI. **Execution (Suggested 4-5 slides)**
- VII. **Budget Plan (Suggested 1 slide)**
- VIII. **KPIs and metrics (Suggested 1 slide)**

## B. KEYWORDS EXPLANATION

1. **Integrated Marketing Communications (IMC):** A strategic marketing approach that coordinates different promotional elements and channels to deliver a consistent message and maximise impact.
2. **Consumer Persona:** A representative profile of a key customer segment that describes their demographics, behaviours, interests, pain points and media habits. Helps guide campaign strategy.
3. **Big Idea:** A compelling and memorable core message or concept that captures the essence of a brand or campaign. It serves as a guiding force for all marketing communications.

4. **A content pillar:** A category of content that aligns to a specific goal and audience need. Content pillars help organise a campaign into strategic phases or stages.

5. **Content Framework**

- **Immersive content** engages the audience, often through interactive experiences, storytelling creating a deep and memorable connection with the brand.
- **Magnetic content** is captivating and alluring, drawing the audience in with its appeal, whether through emotional storytelling, aspirational lifestyle content, or other methods, generating interest and engagement.
- **Practical content** provides useful information, tips, or solutions to address the audience's specific needs or challenges, delivering tangible value and often positioning the brand as a helpful resource.
- **Smart content** showcases the brand's knowledge, expertise, and innovation, offering insights, thought leadership, or forward-thinking ideas to educate and engage the audience and position the brand as an industry authority.

6. **Key Performance Indicators (KPIs):** Quantitative metrics used to evaluate and measure the success of a marketing campaign against predetermined goals. Common KPIs include sales, website traffic, social media engagement, brand awareness.