

- **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)**

- **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.

- **Detailed Outline**

## **I. Key business problems and business/marketing objectives**

**Business context:** The pain point that the brand is facing, including revenue loss, decreasing brand health, the loss in market share, etc.

**Example:** (Please note that you have to look for data/ interviews/social listening to confirm your statement)

- Vaseline is now a key player in the Personal Care segment of Hand & Body, but the segment was historically dominated by whitening locally “mixed” cream (aka kem trộn). Lotions entered the market as a safer way to take care of and brighten body skin. However, what constrains this expansion is that Despite their desire to improve their skin's health, women often find that the stickiness of body lotion is the primary impediment to regular use. Additionally, unlike "kem trộn", body lotion requires prolonged and consistent application to yield noticeable results
- Dove - Real Beauty (2004): While the Dove Campaign for Real Beauty was widely celebrated for challenging beauty norms, it faced criticisms and downsides:
  - + Mixed Messages: Some critics argued that while Dove promoted body positivity, other Unilever ads (like those for Axe/Lynx) contradicted this message by objectifying women.
  - + Commercialization of Body Positivity: The campaign was seen by some as a way to commercialise and profit from the body positivity movement without contributing to meaningful social change.