

INSTRUCTION GUIDELINE

FOUNDATIONS OF PR

ASSIGNMENT 3

A. ASSIGNMENT SUMMARY:

In this section, we will revisit the assignment's expectations and the steps necessary to complete the assignment effectively.

1. Assessed criteria:

- Identify and discuss key aspects of the development, and principles and practices, of modern PR.
- Examine links between PR, communication theory and applied communication practice.
- Identify and analyze contexts in which PR practitioners operate as well as relevant professional issues

2. Assignment details:

- *Requirement:* Analyze a case study of a PR campaign, then provide a recommended communication plan adapting that campaign in another context/country.
- *Format:* 35-slide pitch deck for a 15-minute presentation and 5-minute Q&A session; a 2,500-word written report about your own communication plan
- *Objectives:*
 - A word count of 2,500 words is required for the written report.
 - A slide count of 35 slides is required for the pitch deck.
 - For the analysis of a PR campaign case study, these elements are to be included:
 - + Overview of the campaign's original context

- + Analysis of the ways in which the campaign can work within different situations
- + Demonstration of your team's understanding of the PR planning process and relevant theories, tools, concepts.
- For the report/presentation:
 - + Cover Sheet with names and student ID's of the team members (as always)
 - + Agenda for presentation/ table of contents
 - + Background: Brief outline of the case study. Situation analysis/problem faced by the organization if running in the new context
 - + Target publics in the new context
 - + Goals & SMART objectives (Communication & Actions) in the new context
 - + Key Message
 - + PR tools/tactics and other IMC tools should be used in the new context
 - + Media Planning: Which media? Which News Value, Hook & Angles should be used to promote the campaign?
 - + Evaluation: How will the overall effectiveness of the campaign be evaluated?
 - + References (mandatory)
 - + Appendix (if needed)

Note: The above items do necessarily need to be in this order. They do not need to be addressed in BOTH the written and oral components. It's up to your group to determine the clearest, most effective way to present these items.

- *Assignment structure (suggested):*

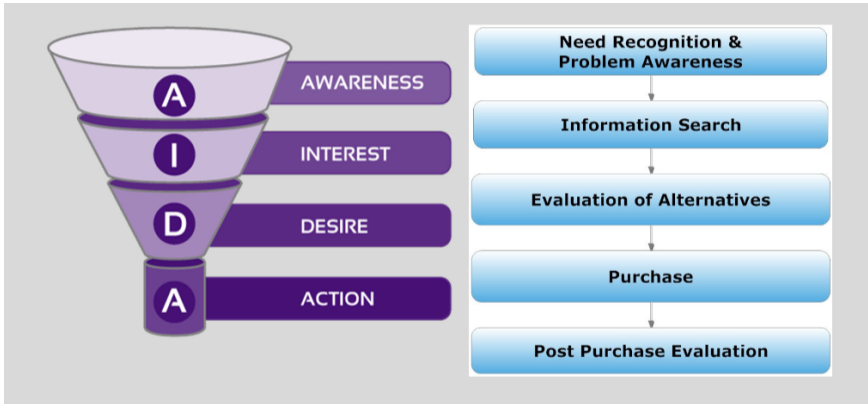
- Presentation:

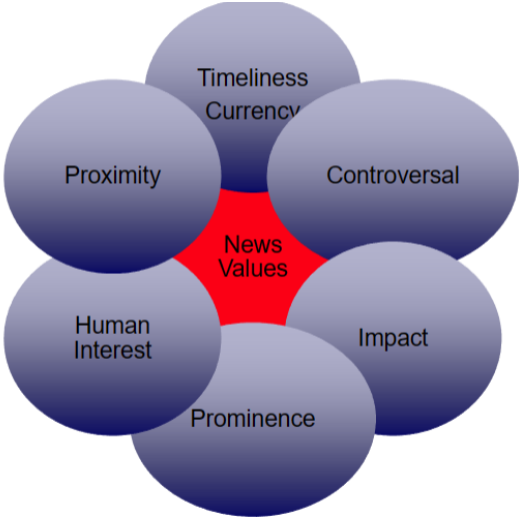
- + Opening slide
- + Team information (names, photos, roles and responsibilities):
1 slide
- + Agenda: 1 slide
- + Overview of PR campaign's original context: 1 slide
- + Analysis of how it can work in alternative conditions: 1 slide
- + Demonstration of your understanding of the campaign via theories and concepts as lenses: 1 slide
- + Transition slide to the new chosen context for the campaign: 1 slide
- + Situation analysis: 2
- + Target audience: 2
- + Insights: 1
- + Key message: 1
- + Goals & objectives: 1
- + PR & IMC tools/tactics: up to 10-12 slides
- + Media planning: 2
- + Evaluation: 1 slide
- + References
- + Appendices
- Written report:
 - + Analysis of PR campaign case study: 500 words
 - + Situation analysis/Background information: 200
 - + Target publics & insights (for the new context): 200
 - + Key message: 50
 - + Goals & objectives: 100
 - + PR and IMC tools/tactics to be used: 1,000
 - + Media planning: 200
 - + Evaluation: 250

Note: This instruction guideline will focus on the written report since you can take components from the report to structure your presentation. Furthermore, you can adjust the numbers of slides and word counts as you see fit.

B. KEY TERM DEFINITION:

In this segment, we will take another look at the terminology associated with assignment that is discussed within the context of the course.

Term	Definition
Marketing mix (4Ps)	The marketing mix, or the 4Ps model, is a framework used in business to outline the four crucial elements of a marketing strategy. They are product, price, place and promotion. This model ensures crucial aspects of the marketing mix are addressed for a well-rounded and effective approach to product/service promotion and sale.
AIDA model	<p>The AIDA model is a marketing framework that represents the stages a customer goes through in the purchasing process: attention, interest, desire, and action. It is somewhat similar to the customer journey model.</p>  <p>The diagram illustrates the AIDA model and the customer journey model. On the left, a funnel is divided into four sections labeled A, I, D, and A, corresponding to Awareness, Interest, Desire, and Action. To the right of the funnel are four horizontal bars labeled AWARENESS, INTEREST, DESIRE, and ACTION. On the right side of the diagram, a vertical flowchart shows the customer journey process: Need Recognition & Problem Awareness, Information Search, Evaluation of Alternatives, Purchase, and Post Purchase Evaluation, connected by downward arrows.</p>

Public affairs and government relations	<ul style="list-style-type: none"> ● Public Affairs: PR specialty in charge of communication flow from the government/local administration to the citizens ● Government Relations: PR specialism to manage the communication flow between an organization and the enabling publics (government, etc.)
Media relations	<p>Management of the relationship between the organization and the media (both mass media and influencers/KOLs).</p> <ul style="list-style-type: none"> ● Organization = authorized spokesperson ● Mass media = editors, journalists ● Social media influencers
News values	<p>News values are the criteria or principles used by journalists and news organizations to determine the newsworthiness of a story. These values guide the selection and presentation of news stories.</p> 

C. DETAILED OUTLINE:

In this step, we will discuss in detail each component and its requirements within the assignment.

A) THE WRITTEN REPORT:

1. CASE STUDY OF A PR CAMPAIGN:

As the PR campaign in question must be one that was chosen by a team member in assignment 2, your choice is limited to only 3-4 campaigns. It is recommended to choose a campaign in an Asian country, and even more commendable to go for a South-East Asian one. Given that Asian countries often share similar beliefs, traditions and cultures, this would prove ideal for the next point. You should adapt said campaign to the context of Vietnam as you will have the best understanding of Vietnam's cultural traditions, beliefs and societal situations to deliver the best adaptable approach of the previous campaign to this context. However, if none of your team member's campaigns was deployed in the above region, feel free to select whichever one you favor after discussing them with others.

You must choose a brand that exists in both the case study campaign and in the Vietnamese market. For instance, you shouldn't choose Three UK since they are not present in the Vietnam scene.

For this instruction guideline, Gillette's 2021 "Man Enough" PR campaign in India is selected as an example.

- *Overview of the PR campaign's original context: 100-150 words*

For this section, you need to provide the market background as well as any societal concern or issue the PR campaign is addressing. These aspects can include (but are not restricted to): societal issues, brand reputation, situation of the industry, target audience, etc.

Example: Displaying emotions can be an action quite difficult to find in Indian boys, teenagers and men in general. Constructed as a type of societal belief by traditional norms and phrases like “Mard ko dard nahi hota” (men feel no pain) and the content of contemporary media such as Bollywood movie tropes, the expectation placed upon Indian males is a tall order. Their beards have become a bodily symbol of this notion of “masculinity”, which they are expected to keep and maintain as an extension of their masculine nature (Thu n.d.). This affects the performance of Gillette and other razor brands, despite their dominant position in the Indian market (6Wresearch 2023)...