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INSTRUCTION GUIDELINE

<mark>**INTRODUCTION TO ADVERTISING**</mark>

ASSIGNMENT 3

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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:
   - Examine a variety of marketing communication alternatives, including advertising and other promotion forms;
   - Analyze and apply appropriate creative approaches to developing persuasive messages; and
   - Develop an advertising campaign and media strategy, as a member of a team.

2. Assignment details:
   - *Requirement:* Prepare a campaign plan (slide deck + media plan) for class presentation
   - *Format:* presentation slides (15 maximum)
   - *Objectives:*
     - The slide deck can only have 15 slides maximum.
     - The presentation should not last longer than 15 minutes.
   - *Assignment structure:*
     - Opening slide
     - Agenda: 1 slide
     - Brand background, SWOT analysis, key issues: 2 slides
     - Target audience: 2
     - Insights/USP & key message: 1
     - Goals & objectives: 1

- Creative concept:
    + Big idea, approach (soft-hard sell), tone of voice, color palette, etc.: 1
    + Mock-up/illustrations/moodboard: 1
- IMC tools/tactics: 2-3
- Media plan/timeline: 1
- Budget: 1
- Evaluation: 1 (can combine with budget in a single slide)
- Ending slide

A3 CAMPAIGN PRESENTATION RUBRIC

Students: _____

Presentation (40%)	NN (poor) 0-19.5	PA (average) 20-23.5	CR (good) 24-27.5-	DI (excellent) 28-31.5	HD (outstanding) 32-40	Weight
Background Info Target Audience	Very limited or inadequate description of background and target audience. Insufficient segmentation. Product/service is not relevant to the chosen target audience.	Limited description of background and target audience. Some segmentation variables used. Product/service is somewhat relevant to the chosen target audience.	Segments clearly identified with a number of variables. Several insights into target audience are well described.	Segments clearly identified with wide use of variables. Insights into target audience are very well described.	Segments clearly identified with wide use of variables. Insights into target audience are highly relevant.	5
SMART Communication /Action Objectives	Objectives are not SMART (Specific, Measurable, Achievable, Relevant and Time-framed).	Not all SMART factors written into objectives. Objectives are adequate but lack clear focus or focus on minor detail.	Objectives are generally SMART.	Objectives are fully SMART, well written and demonstrate a good understanding of the aims of the campaign.	Objectives are fully SMART, impeccably written and demonstrate a thorough understanding of the aims of the campaign.	3
Key message (List supporting reasons, but don't present them)	Irrelevant or unclear proposition.	Valid proposition.	Clear proposition.	Clear and concise proposition.	Original, focused, proposition that is clearly and concisely written.	3
Big idea (Creative concept)	Unclear or no creative ideas. Ideas are not appropriate for T.A./do not express proposition. No visuals	Minimal or poorly explained/illustrated creative concept. Concept ad explains the idea	Creative concept is clear and expresses the proposition. Good concept ads that can deliver the idea	Distinctive creative concept is very clear and expresses the proposition. Execution across different media is well planned. Great ads that can deliver the idea well	Original creative concept is very clear, highly effective, and expresses the proposition. Execution across different media is very well planned. Exceptionally good advertisements that can deliver the idea very well	8
IMC tools	IMC tools do not sufficiently deliver the advertising message to the T.A.	IMC tools are adequate for delivering the advertising message to the T.A., with some oversights.	IMC tools are suitable for delivering the advertising message to the T.A.	IMC tools are suitable for delivering the advertising message to the T.A. for an appropriate number of times.	All IMC tools are perfect for delivering the advertising message to the T.A. for a highly appropriate number of times.	10
Campaign Evaluation	None/insufficient/irrelevant.	Suggestions can measure some outcomes of the campaign.	Suggestions can sufficiently measure most outcomes of the campaign.	Suggestions can effectively measure the outcomes of the campaign.	Suggestions can effectively and thoroughly measure the outcomes of the campaign with no wastage of time/resources.	3
Presentation: Slides/Oral	Messy or careless formatting. Hard for audience to read/hear. Does not keep to time limit.	Minimal effort to format clearly. Not easy for audience to read/hear. Time limit not good.	Clear formatting. Audience can see/hear. Time limit respected.	Careful formatting/good layout. Clear, audible and well-timed presentation.	Highly professional presentation, easy to read/hear. Good speakers who have rehearsed to plan the timings.	4
Responses to Questions	Students unable to answer questions	Some effort made to answer questions well	Good answers	Excellent responses to questions	Outstanding responses	4
Comments:					Total:	

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

IMC tools	IMC, or Integrated Marketing Communications, is a strategic marketing approach that involves combining communication tools and channels to convey a key message to a target audience. Common tools include advertising, public relations, sales promotion, personal selling, direct marketing, social media marketing, events, and sponsorships.
Big idea	A "big idea" is a central concept that serves as the core of a creative project or marketing initiative. It is essentially the overarching direction that tools and tactics within a campaign must be able to deliver to an audience.
Mock-up	A mockup is a visual representation that outlines the design or layout of a project, commonly applied in graphic design, web development, and product design.
Moodboard	A moodboard is a collage or visual arrangement that captures the key aesthetic and/or design direction for a project.

Customer persona	A customer persona is a detailed and fictional representation of an ideal customer, created based on market research and real customer data.

C. DETAILED OUTLINE:

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

1. <u>BRAND BACKGROUND, SWOT ANALYSIS, KEY ISSUES</u>:

For the background information of the brand, you should only mention 2-3 key aspects: company origin (parent company, year founded, industry, etc.), the product/service in question, and the current market that product is in. Each requires 1 bullet point.

Example: (Chinsu)

- One of the major brands in the Vietnamese spices and sauces market, Chin-Su was founded in 2002 by Masan Consumer (Chin-Su n.d.; Ngoc 2023).
- In 2023, Chin-Su introduced its brand new Wasabi chili sauce.
- Currently, the brand ranks 2nd in the top 10 most chosen packaged foods brands (Kantar Worldpanel Vietnam 2023).

Another idea for you (Vaseline):

- One of the leading brands in the Vietnamese skincare industry, VaselineVietnam market since
- In the 2000s, the H&B category was established with whitening local creams also known as "unidentified" mixed creams.
- 2019-2021: Lotions joined the game to introduce a safer way to take care of the body skin while brightening it. The leading players in the game are Vaseline and Nivea
- And finally in this game, Nivea has won over Vaseline in brand share