

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:

- Understand roles and responsibilities within the communications industry.
- Apply learnt processes in creating an advertising campaign.
- Utilize research results in locating advertising opportunities.

2. Assignment details:

- *Requirement:* Choose one of the proposed organizations to conduct research on.
- *Format:* research report on a specific client company
- *Objectives:*
 - **Research** the brand, market, and customer
 - **Locate** prominent issues
 - **Recommend** future directions or strategies
- *Suggested tools:* **Secondary research** (netnography, Euromonitor database, etc.) + **Digital analytics** (Google Trends, Facebook Audience Insight, Consumer Barometer)
=> Proof/Evidence
- *Assignment structure (given in the assignment description):*
 - Brand introduction and performance
 - Customer landscape
 - Marketplace (category, competitors, and other factors e.g. SWOT)
 - Recommendations for communication (problems, opportunities or gaps)

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
Unique selling point/proposition (USP)	This term refers to the special attribute(s) that a product or service has over others, most often in the same category. This kind of advantage can be manifold, ranging from reasonable pricing to durability.

Brand personality	This 'personality' is the combination of human characteristics a brand possesses. Brands form these identities from marketing strategies to appeal to audiences as consumers tend to gravitate towards personalities similar to theirs.
Brand value proposition	A brand value proposition is a concise statement outlining a brand's unique benefits and reasons to customers, with key attributes often emphasized to meet clients' wants and needs.
PESTLE model	A strategic framework utilized to analyze external factors that can affect the company's performance. Its six capital letters stand for: political, economic, social, technological, legal, and environmental attributes.
SWOT model	This analysis outlines a company's internal resources and helps them plan out upcoming strategies. The four letters refer to strengths, weaknesses, opportunities and threats pertaining to that organization.

