

C. DETAILED OUTLINE:

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

1. KNOWING THE FUNDAMENTALS:

Within the project summary section, pay more attention to any standout feature and key message the brand highlights. Your task is to deliver these values in your article in a subtle, intimate manner.

For the target audience segment, your priority should always be the primary class of audience. You are recommended to think of the secondary audience with the thought: “it’d be nice to be able to include them, but if that feels forced, then don’t”. In addition, despite the fact that several key information regarding the audience has been provided, you should broaden your target audience research with the following directions:

- “What” questions: What is their online identity? What social media platforms do they use? What activities do they often do, virtually and in real life, that might be connected to your brand values? What are the ways your article can reach them?
- “How” questions: How do they utilize their spare time, virtually and in real life? How often do they read online newspapers? How do they access the internet and their social media (computer, laptop, phone, etc.)?
- “Why” questions: Why should they read your article? Or easier, why can they locate your article? Why are your brand values believable?

Note that you don’t actually have to perform or cite any research results in this assignment. However, the understanding you get after answering these questions will help you decide the format, platform and approach your article takes on.

Example: your client is GrabFood and your target audience is generation Z (born 1996 - 2010). From your research, you know that they are digital native, familiar with multiple digital platforms, enjoy good cuisine and are diverse diners. They often turn to online ordering to save time and effort while also being able to enjoy a restaurant-made meal.

Another example takes on the form of Manwah’s commercial advertising video. Aimed at a younger audience, the Taiwanese hotpot chain delivers the message of family reunion at the end of the year by redefining what it means to be a “family”. Instead of being rigidly dictated by traditions, Manwah believes that a year-end family bonding session can extend beyond blood ties, emphasizing that with enough love, we can come together as a complete and harmonious unit without the need for shared lineage.

More details on this narrative can be viewed [here](#).

(Disclaimer: This is only a guide to choosing and adopting a narrative, you should develop your own approach to promote the brand values suggested by the brief)

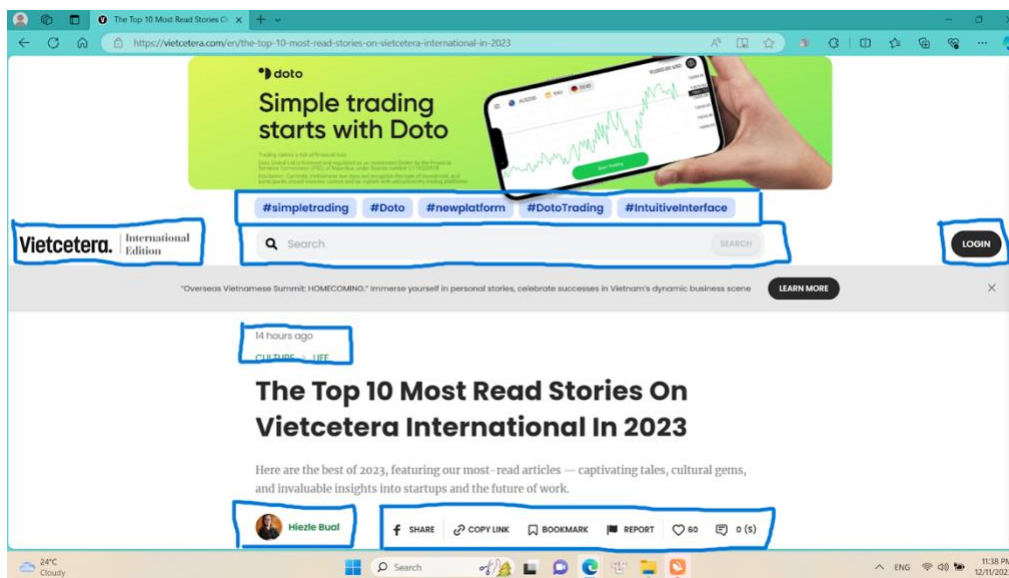
Regarding the platform your article is going to appear on, consider popular means through which your audience interacts with online content. Taking Vietnamese gen Z-ers as an instance, there are a couple of choices concerning where you can post the article:

- Lifestyle and culture: Vietcetera, elle (for women mostly), etc.

- Newspapers: Vnexpress, Thanhnien, Dantri, etc.
- Blogging/discussion: Spiderum, Reddit, etc.
- Social media: Facebook, LinkedIn, etc.

For other audiences, different sites will be suitable. However, make sure that you can post an article there without any restrictions or complications (e.g. Instagram and X restricts lengthy posts, it might not be suitable for a GrabFood article).

Another element to consider is the use of images and illustrations. In fact, these factors will be determined alongside the platform you chose to post your article. Once you have selected your platform, stay loyal to that platform's layout. From then on, it is quite straightforward: copy-and-pasting elements you can see in the official website onto your Canva project. To illustrate, the highlighted section in the picture below you can attempt to emulate:



As you can see, from the logo, hashtag boxes, search bar to the login button, genre and interactive bar, you should be able to replicate as many of these aspects as possible. The same goes for every other website (Spiderum, Facebook, Dantri, etc.).

The purpose is to make your article layout as similar to that of the official platform as possible with the aid of Adobe InDesign or Canva. Customizations like the same exact font, symbol and more are just extras - you don't need to devote too much effort into this.

2. INTRODUCTION:

As you write your article, make sure to use your personal perspective and/or viewpoint as the primary narrative which will then carry and deliver your brand messages and values. This means that you should be subtle when you mention anything related to the brand, otherwise you risk your article being exactly like an advertisement.

For instance, you play the role of a 40-year-old housewife craving for a meal but is too tired from work to make one for the entire family. Your narrative should go as follow:

- I just came home from work. Today was a hectic day - a Monday with lots of work to be done. Not to mention the traffic jam was as bad as usual. You feel stressed out as now you have to prepare dinner for your family of 4 members.
- You heard your little son call out, alerting you about his hungry tummy. You calmed him down but did not succeed in calming yourself down.
- Your husband called to ask whether you're home or not. He always reminds you of the importance of meals and why we should not ignore them. You asked him to get GrabFood tonight, and he agreed.
- Thanks to GrabFood's fast delivery service, you did not have to wait for long. Your husband and daughter arrived home from work and school just in time. You ordered Thai food today. Your son told you he enjoyed his food, as did others.

=> Make the reader resonate with your story, and in the process insert suitable messages and values from the brand.

Here is a sample structure for this part:

- Introduce your character's background details: 3-5 sentences. It should contain the following information (although not all is suitable):
 - Your personal information like age, gender, ethnicity, current city you're living in. Keep in mind certain briefs will indirectly demand these details.
 - Your character's current living situation: work status, housing scheme, income, marital status.
 - Your character's personality. Don't tell the audience this, show it to them. For example, don't write "I'm friendly with the elders", instead go for "I helped an elderly woman cross the road the other day".
 - Your character's inspiration/dream/goal in life.
 - Obstacles you're currently enduring, either virtually or in real life.
- Lead into your body paragraphs. You can either:
 - Summarize the ideas of your body paragraphs like making a thesis statement.
 - Lead straight to your opening paragraph without revealing any information about other ones that come afterwards.

Sample introduction is as below:

“Ever since I was a primary school student, I have dreamt of one day getting to travel to Australia for overseas study. That little boy, thrilled with high expectations of himself, ran the first steps so that me, the 20-year-old undergraduate at RMIT University can fulfill that desire of ours. It wasn’t until the second month abroad that I stopped thinking to myself: “wow, I’m really here”. As far as I can tell, every year there is a stream of X students flocking to Australia from all across the globe.

Of course, I had anticipated that living away from my family, my “natural habitat” and my cultural traditions comes with an uncomfortable difficulty. I guess you can already tell one of them deals with cuisine - I’m expected to have a lot less Vietnamese meals here. That was fine with me, until I started craving my homely “phở” and other memorable food items from my small dormitory in Melbourne.

Surprisingly (and unsurprisingly at the same time), it was X brand that resolved this seemingly dire situation of mine. I only thought of Vietnamese food at that moment, but my journey with X brand has provided me with a lot more valuable experience than that. From satisfying my Vietnamese tummy to making new friends and finally getting one of the largest discounts I’ve ever witnessed - these experiences and more will all be shared with you today.”

3. BODY PARAGRAPHS:

Your assignment brief will often give you 2 or more key messages/brand values/brand associations/etc. to work with. In other words, each component grants you the chance to write a body paragraph discussing it. For instance, GrabFood’s brief proposes 3 properties: “GrabFood makes you never miss a meal” (brand purpose), “great meal delivery service” and “fast delivery within 20 minutes” (brand associations/values). As a result you can compose 3 paragraphs, creating stories about these messages with your character as a centerpoint.

TIPS: As the assignment suggests, showcase your storytelling capability. Go from your character encountering a real life problem to a realization process, and from there allow the brand to appear with its solution to said issue, ending with a relieved sensation and a happy conclusion for your character.

An example for a body paragraph might be:

“I’m now 3 months into my journey of studying abroad in Australia. It is quite the comfort knowing that my favorite dish is just a couple of digital buttons and 20 minutes away - but at a cost, of course. In actuality, GrabFood delivery deals have cured my apparently insatiable appetite that arises whenever I’m burning the midnight oil.

On a more general scale, I have heard about the vibrant and friendly lifestyle which embodies the people of Melbourne; it is one of the aspects I looked forward to exploring the most when I arrived here. However, so far not so good. My somewhat reserved nature more often than not prevented me from getting the best out of a conversational scenario. But that all took a change for the better when one night, my Indian roommates (all 3 of them) asked if I wanted to join their GrabFood order. I wasn’t too sure which meal I’d be having since I had never experienced Indian dishes before, yet I went along anyway. Next thing I knew was just a joyful combination of tasteful Indian naan, watching cricket and casual conversations between international roomies.

Amidst all of these memories, I thought back to GrabFood and its remarkable application: from just “simply” a food ordering service, it has opened a social opportunity for me to appreciate others.”

TIPS: Insert your images/photos in between your paragraphs displaying the key message/value/property.

4. CONCLUSION:

In this section, things are quite straightforward. There is an exception though: you don’t need to incorporate the brand into this part. If you do, it runs the risk of the article becoming a call-to-action advertisement. Therefore, it is best to neglect it for this section. Rather, just summarize your entire key experiences/viewpoints, followed by describing what has changed in you for the better or the lesson you learnt.

Here is a sample answer for a conclusion for this assignment:

“As far as my experience of studying overseas, it is as good as I had hoped it to be. The little me from year 4 in primary school will certainly be proud. Not only did I embrace multiple cultures, traditions and cuisines, but I also got the chance to build lasting relationships with foreign friends whom I’ll keep in contact with.

Whenever I look upon what the future holds for me, it will always be with confidence and a refreshed outlook thanks to my precious time in Australia. I will be happy to report to you my study and career progress the next time we meet, so stay tuned for my next entry!”