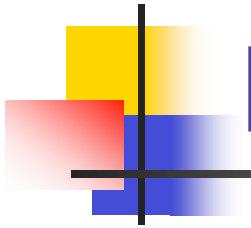


Lecture 3

- Example Products
- Marketing in General
- Marketing our School
- Movie Trailer and Web-site
- Online Local Pub/Club Guide
- Online Interactive Map

Example Products

- Marketing (based on talk by Russell Beale)
  - Marketing in general
  - Marketing our School
- Movie Trailer and Web-site
  - 2007 Team 10
- Online Local Pub/Club Guide
  - 2007 Team 5
- Online Interactive Map
  - 2007 Team 4

What is Marketing?

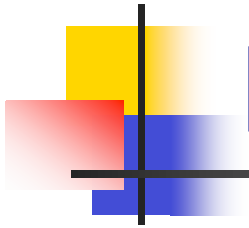
- Persuasion
- Information
- Aspiration
- Involves a series of strategies that create an overall effect
  - Not a science, but effect can be measured
  - Requires an understanding of people
- Details depend on what is marketed

How to do Marketing

- Define audience
- Understand them
- Understand competition
- Define strategy
- Define style/theme/approach, e.g. Coke
- Define campaign
- Execute
- Evaluate

Marketing Style

- Should fit with current themes (ideally)
- Can be any, or all, of:
  - Aspirational
  - Persuasive
  - Informational
  - Quirky
  - Funny
  - Serious



Media Options

- Website
  - Text, Images, Videos, Sound, …
- DVD
  - For handing out, mailing out, …
- Computer-based series of movies
  - Interactive?
- Note that technical delivery affects the approach needed

Marketing Our School

- Why is it important?
  - The University gets paid per student
  - We need students to teach!
- But there are yearly reducing numbers of applicants nationally
- Changing demographics and attitudes
- Choices to influence: A.Levels taken, University, School, Degree programme

Marketing Context

- Schools Liaison
  - Current students returning to schools
  - Large school events
- Events
  - UCAS, science conventions
  - First Lego League
  - Games workshops
- These span age ranges and goals

Know Your Audience

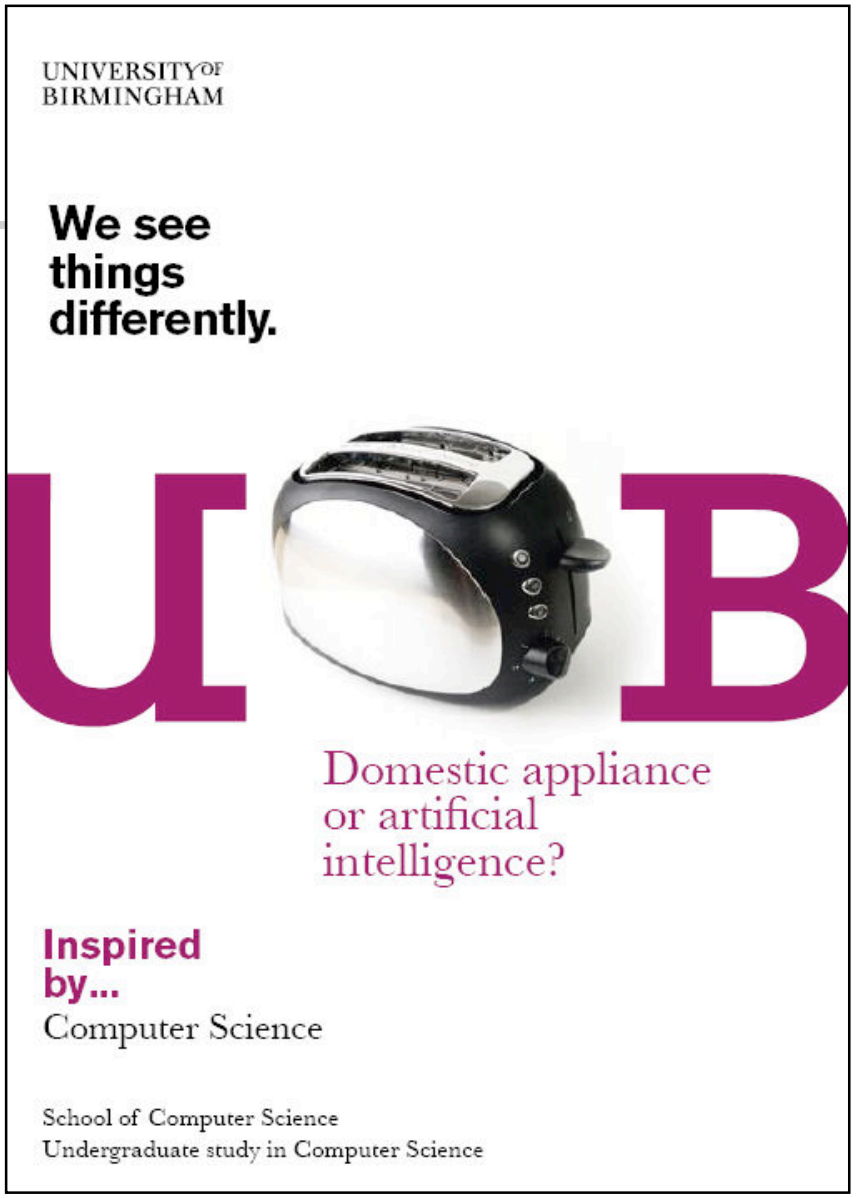
- Applicants
- Potential applicants
- Potential applicants' parents
- Conversion activity
- Schools liaison support
- Championing Computing early on
- …

Sources of Ideas

- Reflection
  - Why did you come here?
  - What do you like best?
- Questions
  - Ask friends, family, other students here and elsewhere
- Testing
  - Concepts and ideas on target audience

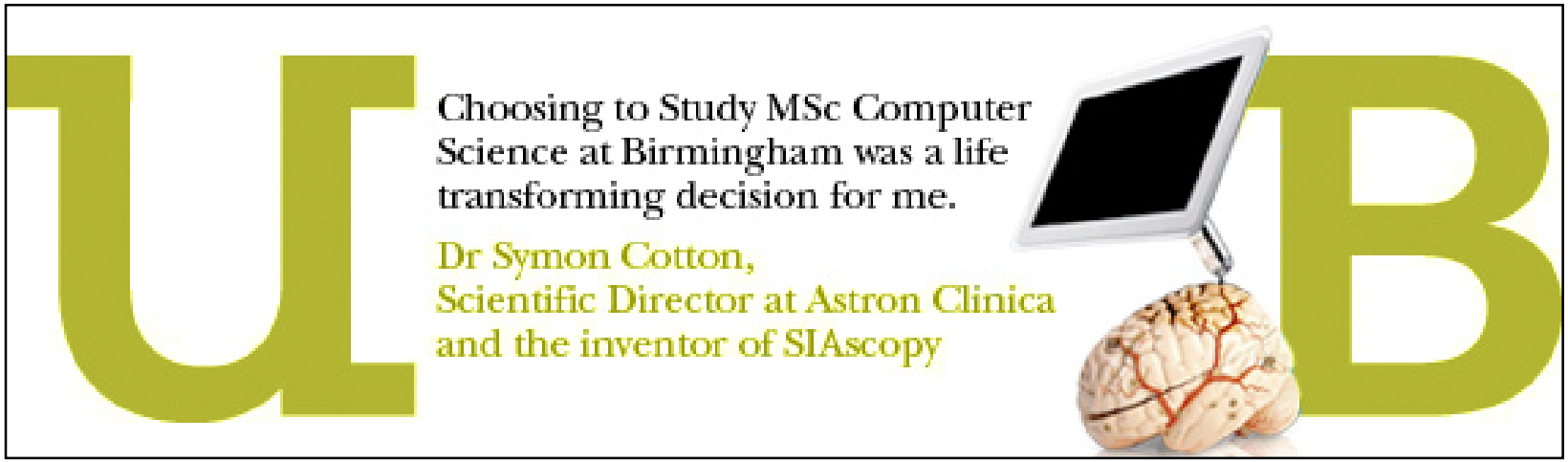
Themes…

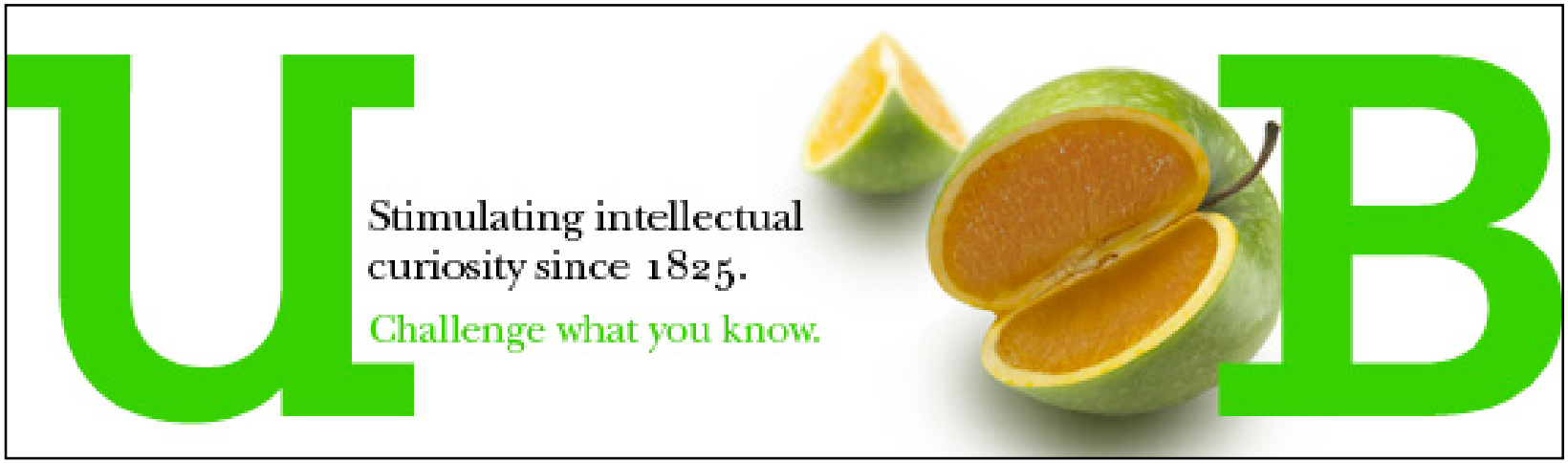
- Birmingham's theme: "We see things differently"
  - "Inspired by…"
  - Student and Graduate profiles
  - Alumni/careers



Corporate Identities…

Quotes and Slogans…





ONE ZERO

Movie Trailer and Web-site

- 2007 Team 10: Steven Marrocco, Warren Prescott, Taljinder Chhockar & Kevin Tsang
- Promotional website for a forthcoming action movie containing
  - Film Trailer
  - Information about the film
  - Downloadable content
  - Desktop wallpapers
  - Soundtrack
- The object was to attract a movie audience

Product Specification

- It must have a HTML front page to launch the Flash player
- It must have an optional HTML site for those without Flash player
- It must display the Flash website within the same template
- It must have a suitable colour scheme relating to the movie
- It must present the information in a clear, but dynamic and interesting way

Competitor Research

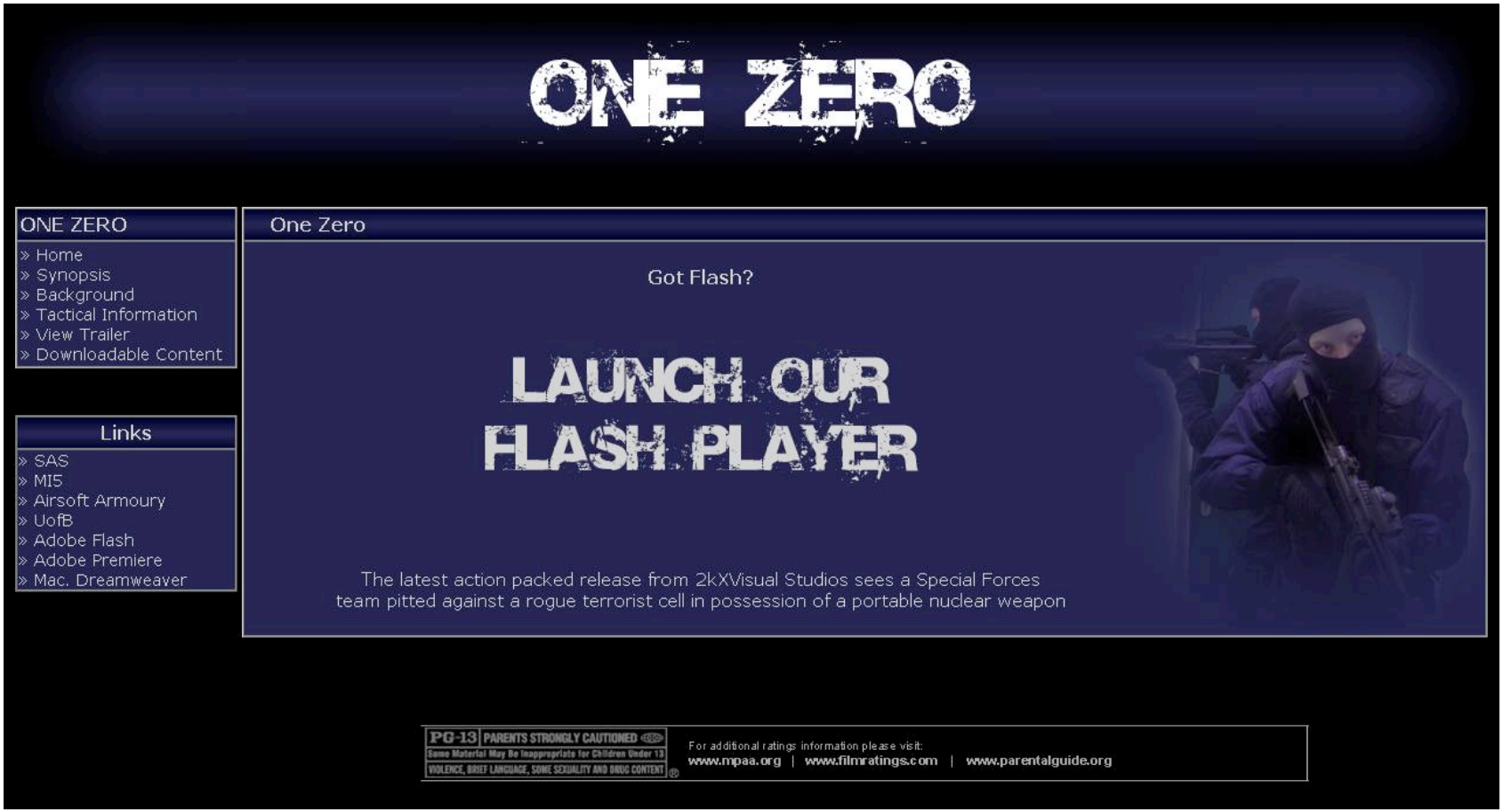
- Research was important to see what competitors had done successfully /unsuccessfully
- Similar Products: M:I:III, Bad Boys 2, S.W.A.T., Minority Report, etc.
- Factors analysed during research: Layout, Content, Animations, Colour Schemes, Downloadable Content, Audio, Navigation, and Typography

Conclusions from Research

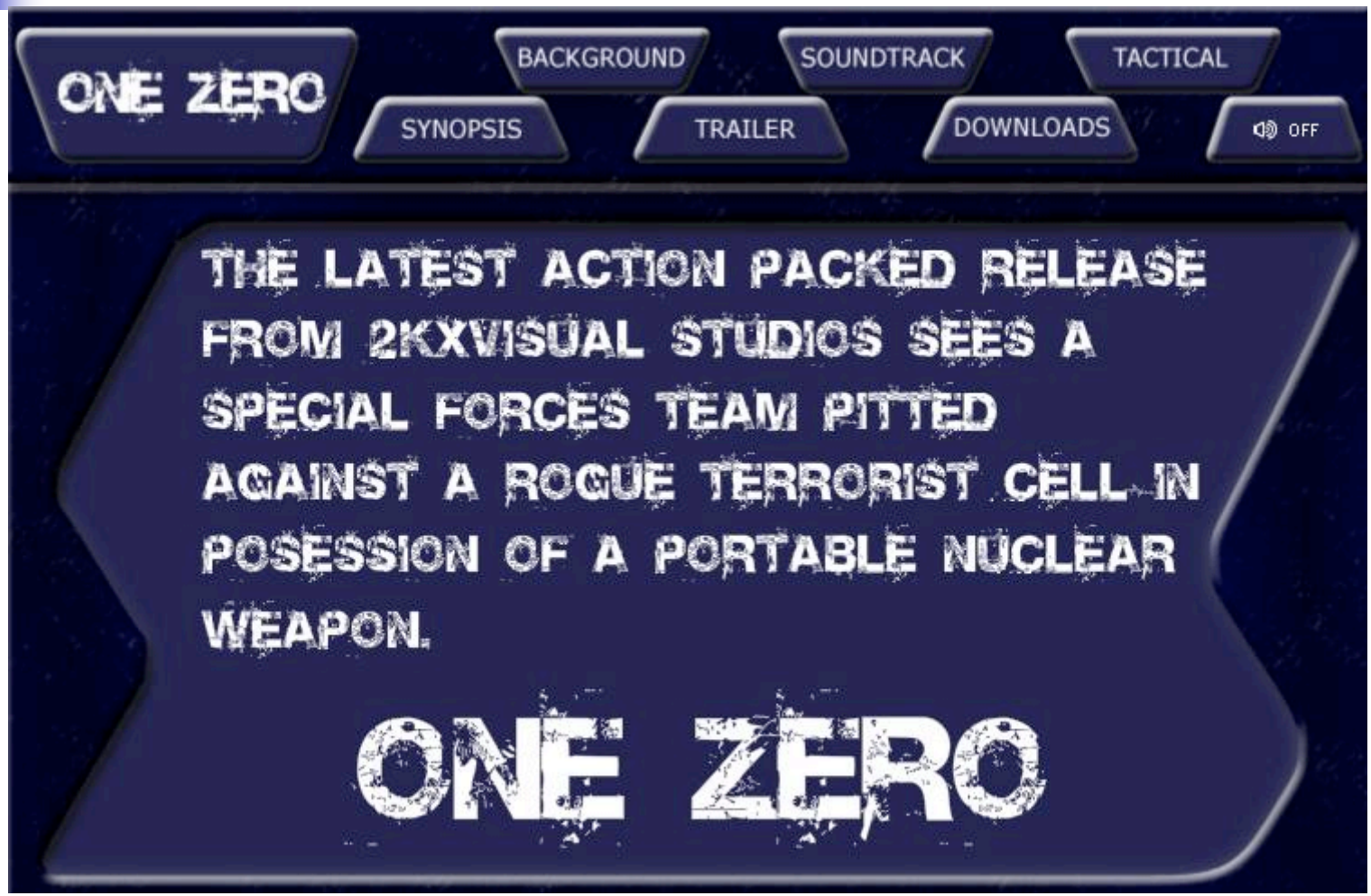
- A template was needed to keep the layout consistent
- Flash was preferable to standard HTML pages as it allows more flexibility
- A theme tune playing in the back-ground was highly desirable
- Darker colours suit the theme of the movie - a highly trained tactical team

ONE ZERO

HTML Website



Flash Website



BRUMPUBGUIDE.COM
A student's guide to what's hot and what's not

Online Local Pub/Club Guide

- 2007 Team 5: Jared Cole, James Hampson, Ben Locke, Charles Purser & Selina Tindall
- A multimedia guide to pubs and clubs in and around Selly Oak, Edgbaston, Broad Street
- Aimed at students of Birmingham University
- Website and Interactive DVD versions
- Research was fun!
- Several competing designs considered
- Questionnaire to evaluate end product

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A student's guide to what's hot and what's not

Product Requirements

- Website/DVD easy to access and use
- Appealing – grasping users' attention
- Memorable – users will remember to return
- Graphical interface for easy pinpointing of locations
- Animations/Videos – to give a sense of atmosphere
- List of benefits and disadvantages of each pub/club
- Opinions – a write-up/evaluation of each pub/club
- User opinions – ability for website users to provide their own input and reviews
- Contact details of each pub/club
- Contact details of the webmaster

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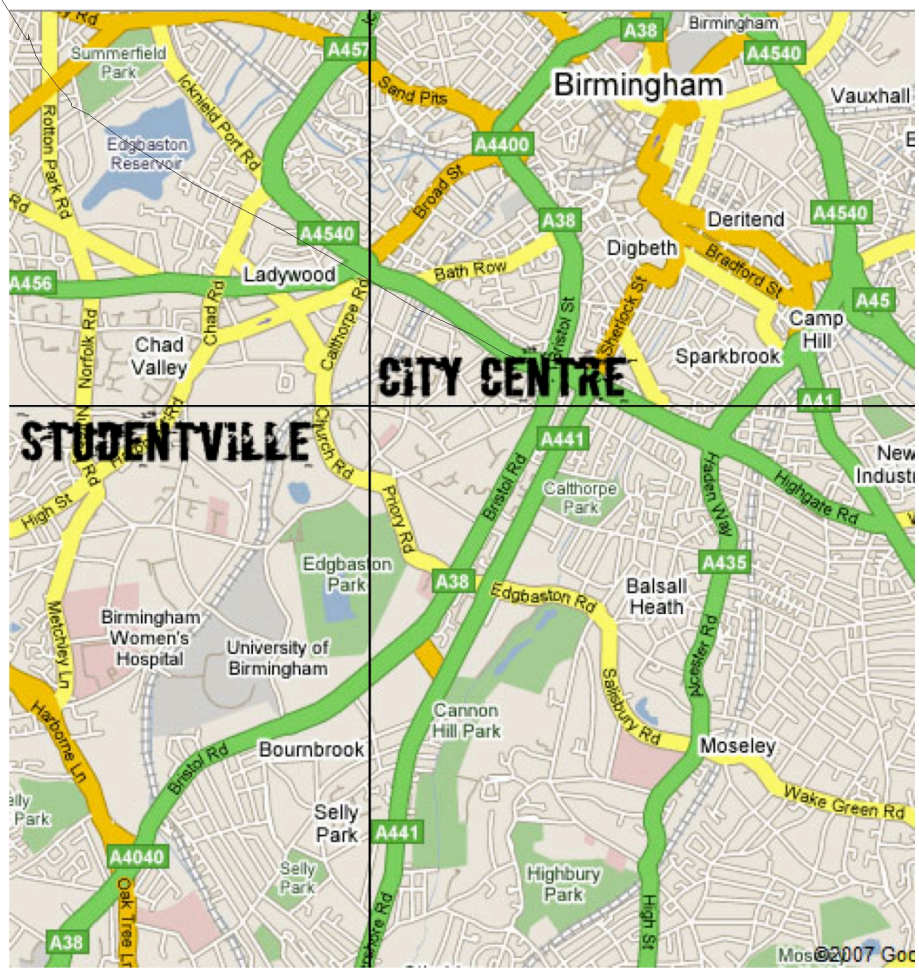
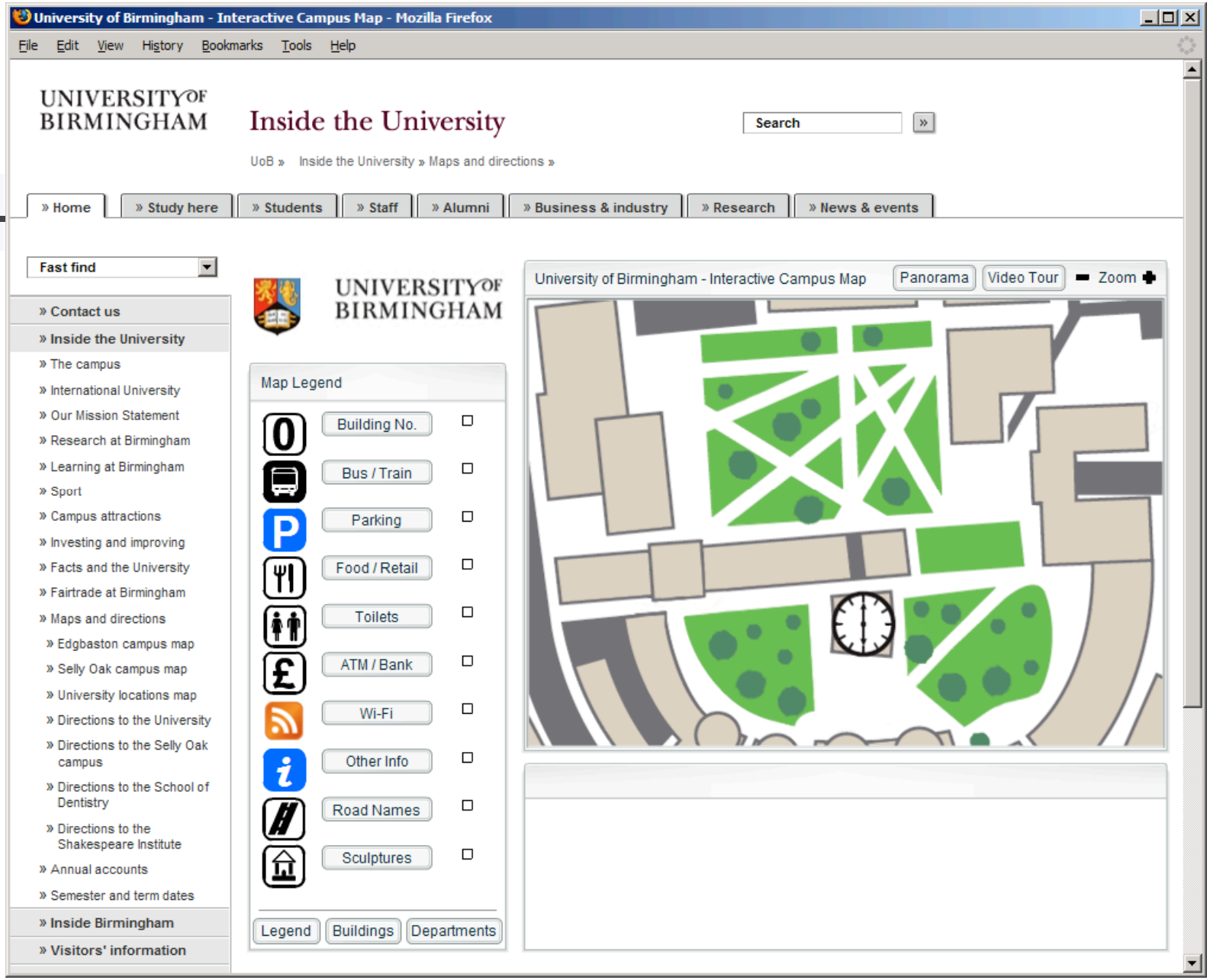
A student's guide to what's hot and what's not

Choose an area to begin your search:



Online Interactive Map

- 2007 Team 4: Luke Bowes, Laura Brinton, Richard Cooke, Callum Hardy & Alan Race
- An interactive map that is easy to use:
  - Zooming into areas
  - Map layers
  - Interactive link between building/department names and locations
  - Images and video content
  - Links to more information
- Aimed at staff, students, visitors, ...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