

**PROJECT BRIEF**

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| **Client:** | Craighton International School | **Date Issued:** | 27/07/2021 |
| **Project Name:** | RESEARCH | **Agency:** | SellMedia Africa |
| **Project Number:** |  |
| **BUSINESS CASE SUMMARY (PROJECT BACKGROUND)** | | | |
| Oxford Craighton school is a member of Oxford holdings. The academy is devoted to providing rigorous holistic education program that effectively prepares the children for the future. | | | |
| **THE BRIEF**  Come up with a comprehensive research survey to create a solid awareness media plan for Craighton School. | | | |

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| **WHAT IS THE CHALLENGE** |
| *What is/are the current/ latent issues faced by the business/brand that need to be resolved?* |
| There is need for the school to have more pupil’s enrollment by September 2022. |
| **WHAT ARE THE OBJECTIVES** |
| *What do we want to achieve with this campaign/project? (Eg- Awareness, Trial, Increase usage, Perceptual change, Emotional Bonding e.t.c)* |
| Awareness and increase in the numbers of students. |

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| **TARGET CONSUMER/CUSTOMER** |
| *Who they are, age grouping, where do they live, what do we know about them in relation to the brand/ category, what are their desires/ motivations and any other relevant information?* |
| PRIMARY TARGET: PARENTS/ GUARDIANS (FATHERS AND MOTHERS)  SECONDARY TARGET: CHILDREN |
| |  | | --- | | **LOCATION** |   GOWON ESTATE  ABESAN  EGBEDA  AKOWONJO |

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| **EXPECTED OUTCOMES** |
| *What are the required outcomes at the end of this RESEARCH?* |
| To have an in-depth research analysis on the school in order to come up with a comprehensive media plan for Craighton School. |