

**Unlocking the creativity:
The Extraordinary
Possibilities of
Tomorrow!**

**New Media
Production
& Design**

**Showcase
2024**

CREATIVE DIRECTION

THIS DOCUMENT CONTAINS THE MARKETING CAMPAIGN FOR THE NMPD STUDENT SHOWCASE EVENT THAT GATHERS STUDENTS, DESIGNING COMPANIES, AND FRIENDS. TO PROMOTE THIS EVENT THREE ADS WILL BE DESIGNED TO BE DISPLAYED IN THE MAIN CHANNELS USED BY THE TARGET AUDIENCE: WEB AND SOCIAL MEDIA. THE CAMPAIGN WILL ROLL OUT 30 DAYS BEFORE THE EVENT AND WILL CONTAIN TWO PHASES TO START TARGETING THE AUDIENCE. THE AD'S COLOR WILL BE CONSISTENT WITH THE COLLEGE COLORS AND THE USE OF BLACK SYMBOLIZES PROFESSIONALISM AND TECHNOLOGY AND HIGHLIGHTS THE GRADIENT COLOR TO DRAW MORE ATTENTION FROM THE AUDIENCE.

WHAT ARE THE GOALS WHEN CREATING THIS CAMPAIGN?

THE CAMPAIGN GOAL IS TO HELP PROMOTE NMPD STUDENT SHOWCASE TO SHARE THEIR WORK THROUGHOUT THE PROGRAM AND PROVIDE AN OPPORTUNITY TO NETWORK WITH EMPLOYERS FROM THE INDUSTRY.

WHO IS THE TARGET MARKET FOR THIS CAMPAIGN?

THE CAMPAIGN AIMS TO ATTRACT EMPLOYERS IN THE INDUSTRY, FRIENDS, AND FAMILY TO PROVIDE NETWORKING TO HELP STUDENTS IN THE FUTURE FIND AN OPPORTUNITY IN THE INDUSTRY.

WHAT TONE OF VOICE WILL BE USED FOR THIS CAMPAIGN?

THE TONE OF VOICE THAT WILL BE USED IS PROFESSIONAL AND INFORMATIVE. WITH A BIT OF FRIENDLY, AND CHEERFUL COLLEGE COLOR TO ACHIEVE A UNIFIED POSITIONING ACROSS ALL THE COMMUNICATIONS.

WHAT IS THE CALL TO ACTION?

THE CALL TO ACTION FOR THIS CAMPAIGN IS GOING TO BE QUOTES THAT ATTRACT THE TARGET AUDIENCE'S ATTENTION. SOME CTA'S ARE "JOIN US", "SAVE THE DATE", "LEAVE A LIKE", "SHARE WITH FRIENDS", "COMMENT A FRIEND ", "REGISTER NOW", AND QR CODE.

WHAT MARKETING PLATFORMS WILL THIS CAMPAIGN BE USING ?

FOR THIS CAMPAIGN, THE MARKETING PLATFORMS THAT WILL BE USED TO ENGAGE THE TARGET AUDIENCE ARE SOCIAL MEDIA (LINKEDIN, INSTAGRAM) AND THE WEB.

WHEN SHOULD THIS CAMPAIGN ROLL OUT?

THIS CAMPAIGN IS AN EVENT THAT DOES NOT REQUIRE ADVANCE REGISTRATION AND THE AUDIENCE ONLY NEEDS TO SHOW UP ON THE DAY THE CAMPAIGN WILL ROLL OUT 60 DAYS BEFORE THE EVENT BECAUSE IT IS NECESSARY THAT YOUR AUDIENCE PREPARES FOR THE EVENT AND ORGANIZES ITSELF TO ATTEND WHICH WILL REQUIRE TWO PHASES:

PHASE 1

SHARE CONTENT (SOCIAL MEDIA AND WEB) THAT HELPS BUILD RELATIONSHIPS WITH YOUR AUDIENCE AND MAKE IMPORTANT ANNOUNCEMENTS ABOUT THE EVENT ITSELF, FOR EXAMPLE, SAVE THE DATE (PUT THE DATE IN THE AGENDA) AND INFORMATION ABOUT THE EVENT (LOCATION, TIME).

PHASE 2

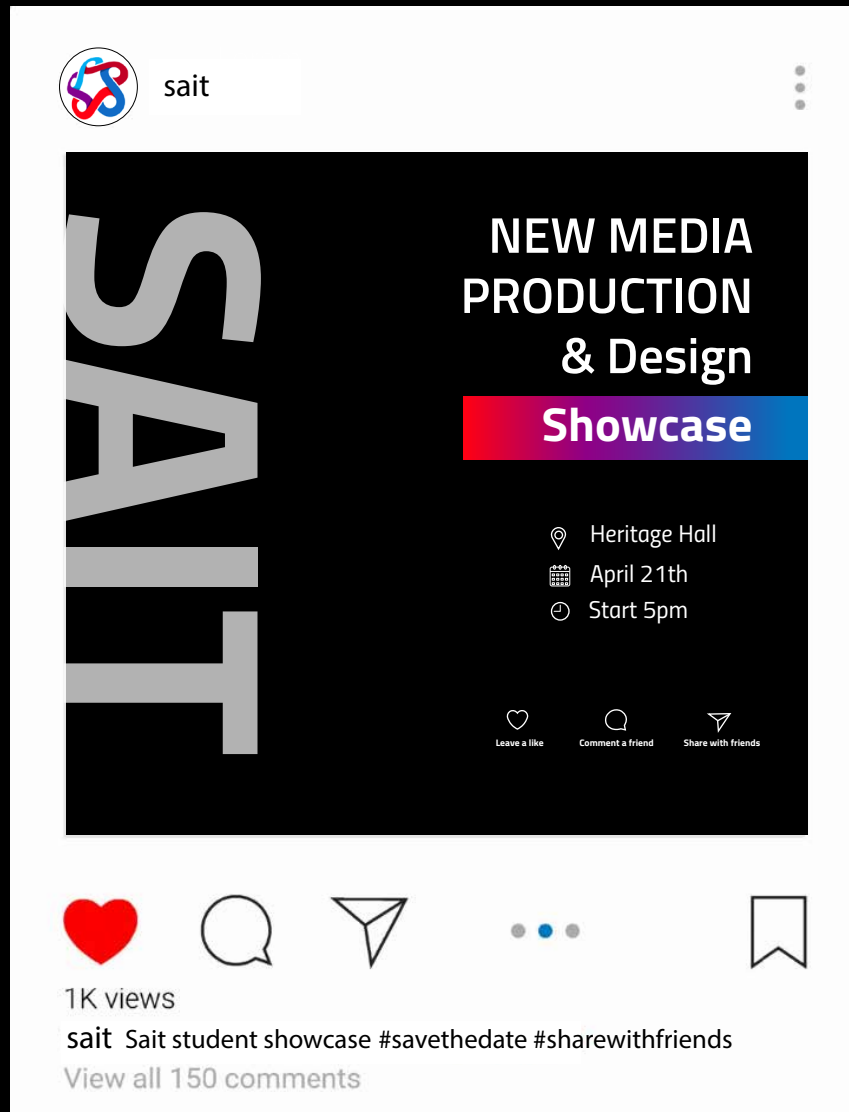
EXPLAIN THE KEY TOPICS THAT YOUR EVENT WILL TALK ABOUT SO THAT PEOPLE START TO RECEIVE CONTENT AND WHAT THE EXPERIENCE PROMISES.

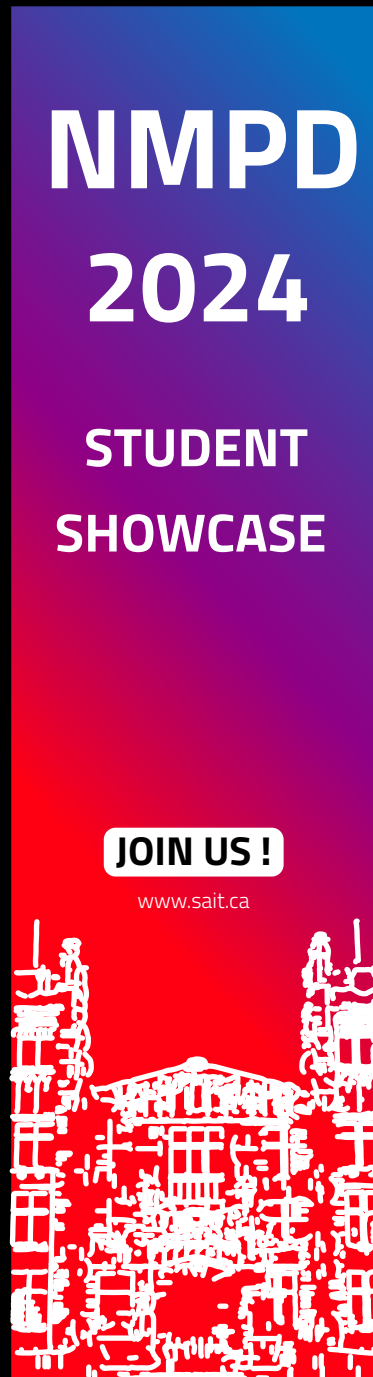
**WHY HAVE YOU CHOSEN TO USE
THESE PLATFORMS?**

THE REASON CHOSE THESE PLATFORMS IS TO THINK ABOUT WHERE THE TARGET AUDIENCE SPENDS TIME ON IT. LINKED IN AND INSTAGRAM ARE TWO DIFFERENT PLATFORMS WITH DIFFERENT USERS AND CONTENT. LINKED IN IS FOR PROFESSIONAL INTERACTIONS, AND OUTPLACEMENT IN THE MARKET, AND INSTAGRAM IS FOR NEWS, INSPIRATION, DEVELOPING CREATIVITY, AND SHARING MOMENTS WITH FRIENDS AND FAMILY. WEB PAGES WILL BE USED TO SHOW THE EVENT ADS TO PEOPLE WHO ARE LIKELY TO BE INTERESTED IN JOINING IT WHILE FILTERING OUT PEOPLE WHO AREN'T.

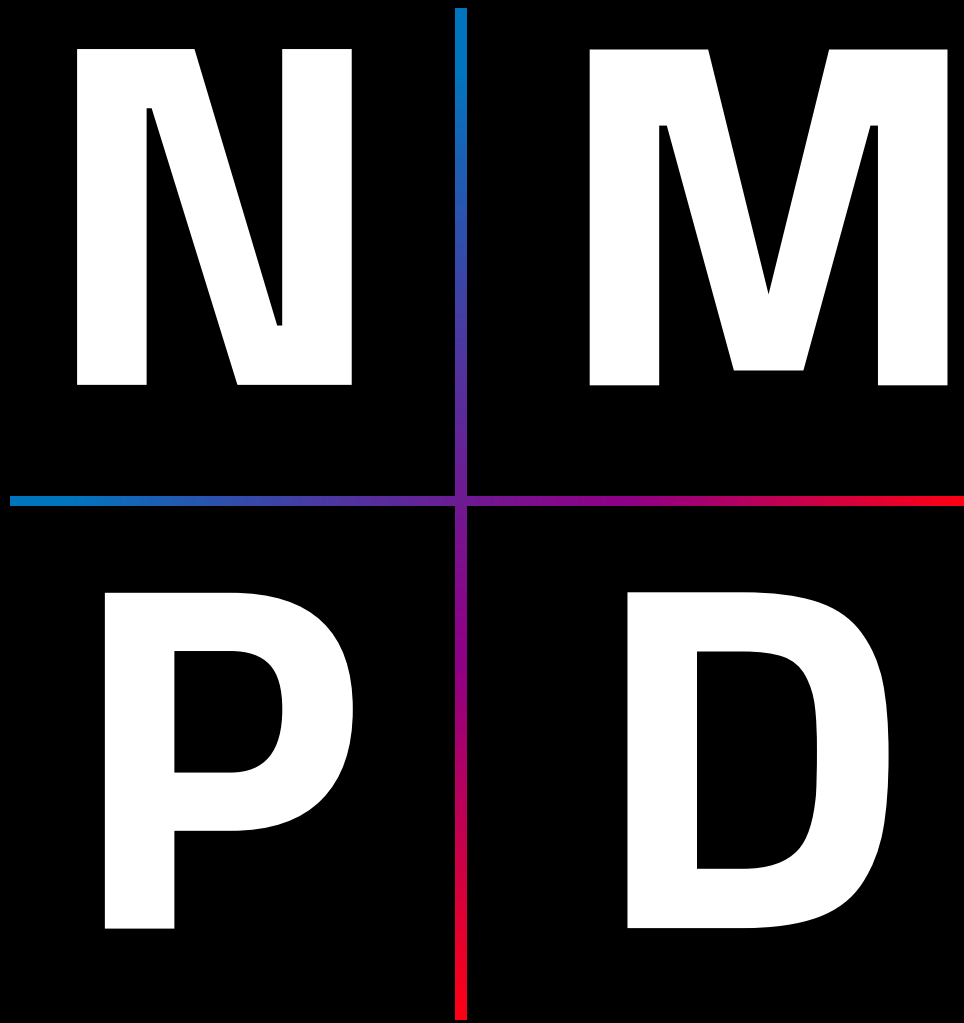
**WHAT ARE SOME WAYS THAT YOU'D
MEASURE THE SUCCESS OF YOUR MARKETING CAMPAIGN?**

SOME WAYS THAT CAN BE USED TO MEASURE ARE USER ENGAGEMENT AND INTERACTION METRICS, REACH AND IMPRESSIONS, AND EVALUATING METRICS SO WE CAN TRACK WHETHER THESE PEOPLE CLICKED ON YOUR ADS.





Wide Skyscraper
160 x 600



Showcase

Heritage Hall - SAIT

April 21, 2024

5pm - 7pm



Register Now!