

# Assignment #3 (Due Week 5)



**Part 1 (group presentation):** Using a combination of box office data, demographic, and psychographic data, create a presentation outlining the marketing strategy one of two films (*The Croods: A New Age* and *Freaky*) and campaign monitoring plan for the film you recommended in the last assignment.

- Describe the target audience of your film, including the following descriptors:
  - Demographics
  - Psychographics
  - Geographic
- Make 3 specific data-driven recommendations for campaign marketing tactics. Example questions to consider:
  - What creative “themes” should we stress in our trailer / commercials for which audiences?
  - How can we optimize our publicity campaigns?
  - Are there specific media platforms that we should prioritize?
  - Are there big cultural moments / movements with which we should align our film?
- Create plan for monitoring the film campaign and mock-up an executive dashboard to be used by senior management to track campaign health.
  - What KPIs should you prioritize?



**Part 2 (write-up):** Please include a separate write-up detailing the analytical approach(es) you used to identify your target audience and make your 3 tactical marketing recommendations.