

**Angeline Close**

**Advertising/IMC**

## **Integrating Marketing Communications Campaign Project**

This is the format for what is to be turned in, in addition to the 20 minute presentation on CD/disk. This report is to be typed (double spaced 12 pt) in paragraph form. All projects are due on the set date at the end of the semester, regardless of presentation date.

### **Executive Summary**

Provide a one page executive summary.

### **Review of Marketing Plan**

A. Organization. Include the following:

1. Name of company/organization,
2. Type: for-profit, not-for-profit, government,
3. Business - what does the organization do? and
4. Names and titles of people you have talked to, if any.

B. Marketing Strategy and Plan

1. Opportunity Analysis
2. Competitive Analysis
3. Target Market

C. Marketing Program

1. Product
2. Price
3. Channels of Distribution
4. Campaign Overview and name of the campaign

### **Analysis of Promotional Program Situation**

A. Internal Analysis

1. Use of (Advertising) Agencies

2. Review of Previous Program Results (if this information is not available, then review a selected past campaign based on the elements of an effective campaign which we have learned in class).

## B. External Analysis

1. Consumer Behavior Analysis
2. Market Segmentation and Target Marketing
3. Market Position and share

## **Objectives and Analysis of Communication Process**

A. Advertising and Promotional Objectives (set at least five objectives that you see that best underlie this campaign).

B. Choose one of the advertisements in the campaign- describe this ad and analyze the Company's Communications (provide the ad as well)

1. Source and Encoding
2. Message
3. Channel
4. Receiver
5. Noise
6. Response/Feedback
7. Explain what your analysis means in terms of how to most effectively promote the product.

## **The Integrated Marketing Communications Program**

A. Creative Strategy. Choose a campaign and review their copy platform. Provide a synopsis which includes:

1. Basic problem or issue
2. Communications objectives
3. Target market
4. Major selling idea
5. Advertising appeal
6. Creative execution

B. Creative Tactics

1. Print advertising
2. Television advertising

C. Use of IMC

Discuss the elements of IMC used in this campaign and how synergy is achieved (or not achieved). Support your discussion with examples.