

Background / Introduction

Brand Research and competitive analysis

- Aalto as a brand
- Mission, vision... values
- What makes Aalto different from other institutions
- How is Aalto positioned
- Aalto and the competitive scape (think of SWOT)

Market research necessary for developing insights about the campaign and the creative idea:

- Primary sources
- The brief
- Secondary sources

The idea is to gain a thorough understanding of the brand.

Target Audience

- To whom...? → Aalto students & faculty
- Segmentation at the school level → (your choice)
 - Lifestyle preferences, values, attitudes, drives, aspiration, priorities as they pertain to students' and staffs' academic life.
 - How are you going to generate insights? Qual/quant approach?
 - This component is crucial and forms the basis for the creative execution.
- Targeting at the school level
 - Target audience is already given beforehand. Knowing the target audience helps in driving the media plan and the promotional mix schedule.
- Positioning at the school level
 - Part of the creative process. In our case, Aalto claims a pretty succinct position. Take this into account...

Communication objectives

- At this stage, the insights are already articulated!
- “*Succinctly* communicate the **benefits** of **adopting** the newly developed IT solution by Aalto, i.e. VDI to students and faculty ...”
- **what’s in it for me (target audience) + product benefits**
- Communication plan should be consistent with Aalto’s overall strategy and specifically with the digital strategy 2022
- How can communication efforts support the abovementioned Aalto’s overall objectives?
- Comms objective again → **benefits** of **adopting** the newly developed IT solution (VDI) by Aalto students...
- → seek attitude change, for example! (problem solving?, Efficiency?... You may think about the level of dissonance students experience while studying!)
- In other words, the objectives ought to be reached through the comms process.

Creative approach/ idea

- Informs the execution of the IMC campaign
- Its crafting and execution, by and large, will depend on the creative brief. The creative brief enables and constrains ... think of the budget constrains!
- Remember, the creative idea should reflect the brand. Don't go *crazy*!
- The creative idea is the reflection of knowing your target audience; knowing what resonates with them; what moves them
- A result of research. → Insights!

e.g.: Sinckers

in-sight [in-sahyt]

noun

1. an instance of apprehending the true nature of a thing, especially through intuitive understanding.

2. an understanding of the motivational forces behind one's actions, thoughts or behaviour; self knowledge.

SNICKERS BIG IDEA

(Piercing Insight)

When you are hungry, it's hard to concentrate and hard to focus on what matters. You don't perform to the level you normally do because there's something missing.

(Brand Connection)

Snickers is the perfect way to get back to being yourself. Packed full of peanuts, caramel, nougat, and milk chocolate, Snickers satisfies your hunger — all in a quick and easy-to-carry snack.

(Succinct Expression)

Snickers: You Are Not You When You Are Hungry.



Promotional strategy / harnessing the power of promotional tools

- Remind ourselves again: what is the purpose ... what do we want to achieve with this campaign?
- Get students and staff to adopt this new technology (VDI)
- What language, tone, imagery, etc., we want to use in our case. ... so our target audience will get the message. (Encoding!)
- What the selection of promotional tools ought to do?
- Each tool? For example: if we do advertising? What are we trying to achieve through this tool? Attitude change again: Awareness, Interests, Desire, Action? Or, emotional response?
- Think also about *event-marketing* as a tool as well.
- Usually, the abovementioned is specified in the brief. See attached documents pertaining to VDI case assignment.
- Remember budget constraints!

Media Plan

What channels are best to reach our target audience?

Media schedule

- Social media channels?
- Events?
- Other digital channels?
 - When/time?
 - How?

- Depends on target audiences “journey/trajectory”
- What is, e.g., a student’s journey from day one →
- Time line
- Remember budget constraints!

Budget & Metrics

- Already set by the “client”
- Use pie charts, or similar visual aid to depict budget allocation relative to an IMC activity.
- E.g.; print ad = ?€; event = ?€...

- Metrics → % increase in audience adoption of VDI?
- Data, ideally, measured in real-time by the IT department.
- In general, some sort of ROI (return of investment) measure is warranted. This is done so we get some sort of an idea of campaign effectiveness at the end of the day.

- e.g. → attitude measurements before and after the campaign!