

IMC (A23C510) _ 2021

Group assignment

Choose one brand of your choice. Then, choose a recent integrated marketing communications campaign of the chosen brand, and analyze it based on what we learn(ed) during the IMC course.

The campaign will be your case of analysis. You will answer a series of questions, all of which ought to become clear by the end of the course.

The report will exceed no more than 5-8 pages of text.

Format: A4; font: times new roman 12pt; spacing: 1,5; margins: standard. You can include pictures. Pictures or images are not part of the page count.

Academic references must be used in the analysis.

Include academic references at the end of the report. They are not part of the page count.

Evaluation: the report will comprise 60% of your final grade. Each specified section below will be evaluated based on 0-10 points.

The report is to be returned via MyCourses, IMC course designated section.
Link:

Deadline: to be agreed.

The building blocks of your report will be as follows:

- **Cover page with the project title, name of students, and the course name**

- Use Aalto standards

- **Executive summary/Introduction**

- Write in the end

- **Company/brand background and the macro background of the company (industry in which the company/brand operates)**

(Max 10 points)

- What is the brand about?
- In what category does the brand operate? (product/service category)
- What consumers audiences/segments does it serve to?
- Competitive landscape, that is, the macro-environment? (e.g.: SWOT analysis)
- What is/are the reasons for the brand to embark in an IMC campaign? (**What is the brand challenge?**)

• Company/brand (the client brand) vis-à-vis the creative agency

Max 10 points

- What has been done by the company /brand to address the brand challenge?
- In house marketing communication department or outsourced communication efforts to a creative agency?
- The brief: what was in the brief, what happened during the process between the company /brand (the client) and the creative agency?
- What was the process like and with what outcome?
- How did the creative idea or concept emerge?
- What is / was the **creative concept/idea**? (explain!)
 - **What branding model(s) do you think were guiding or informing the process?**
- What are the IMC objectives?

- REFLECTION on the section! What are your reflections on this section based on what you have learned during the course?

• Encoding process

Max 10 points

- What tone of voice and aesthetic is / was used?
- Why is this important for the potential success of the campaign?

- REFLECTION on the section! What are your reflections on this section based on what you have learned during the course?

• Promotional and media strategy (tactical implementation)

Max 10 points

- What set of promotional tools are used in the campaign and how?
- What media channels are used ... and how? (print and digital!)
- What is the scheduling method? What has been done during the process?

- REFLECTION on the section! What are your reflections on this section based on what you have learned during the course?

• Effectiveness of the campaign

Max 10 points

- Did the campaign meet the objectives set upfront?
- What metrics were used to measure the unfolding of campaign? →
Note! Often times, it is difficult to find metrics used by the brand to measure the effectiveness of the campaign. In case you can't find sufficient number of metrics used by the brand, in your understanding, what metrics are or should be used in your brand case.
- Short term metrics vs. long term metrics

- REFLECTION on the section! What are your reflections on this section based on what you have learned during the course?

• Conclusion

Max 10 points

- What have you learned from this case?
- What would have you done differently, if any?
- How does this case inform your potential self as a brand strategist and/or a CMO?
- Something along these lines.

• References

- Academic references you use to reflect on each section
- Secondary sources you use from the internet