

IMC (A23C510) _ 2022

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 6-8 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 are to 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 (see below) will be evaluated based on 0-10 points.

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

Deadline: to be agreed upon!

The building blocks of your report will be as follows:

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

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 / the brand category)

(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/perceptual brand analysis) /brand identity and brand position

What is/are the reasons for the brand to embark in an IMC campaign?

The background info is to help you articulate the brand challenge.

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 campaign building and execution process?

What are the IMC objectives?

o 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?

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?

References

Academic references you use to reflect on each section

Secondary sources you use from the internet