Pick a product - good, service or business to create an advertising campaign as though it has just been assigned to you at an ad agency. **You work for an ad agency not the product.**

For this assignment you are to use creative, written and oral presentation skills. There will be a total of three parts to the portfolio, the written report (50%), the artwork (25%) and the PowerPoint presentation (25%).

**The written report** must contain the following item:

1. Cover Page
2. TOC /appropriate header/footer, etc.
3. Executive Summary (write last)
4. The ad campaign objective and measurement tools and success outcomes. A detailed description and at least 2 examples of research tools that will be used to measure effectiveness
5. An overview of the features of the product including the marketing mix
6. A brief competitive and environmental analysis including unique selling features
7. A detailed description of the target market including, demographics, geographic and psychographics
8. A mission statement, logo and slogan for the product

**Using the information you have learned above, develop and Ad Campaign with the following components:**

9. A complete description of a magazine ad, including, the magazine, the size, location and months the ad will run. Why you have selected.
10. A detailed description of the radio ad, including which day part will it run during, how often, which station, and the radio script. Why selected/appropriate
11. A full description of the TV add, including, channels, frequency,
12. Chose one form of outdoor media (e.g. billboard, transit or shelter) and give a detailed description of where, when, why selected/appropriate
13. Chose two of the following direct mail piece, packaging design, sales promotion, website ad, alternative media and describe in detail, when, where, why this media was chosen.
14. Develop a social media plan using, Facebook, Twitter, Google +, etc.
15. Write a press release for your company or product

The written portion will be graded on the professionalism of the report, the clarity of the writing, and the appropriateness and explanation of the campaign. Additionally your report should include current facts and statistics where appropriate. E.g. the running shoe market is a 5 billion dollars industry.

**The creative portion** will contain a minimum of:

1. A sample of the logo
2. A sample of the magazine ad
3. A sample storyboard for the television ad
4. Samples from #12, 13 & 14 above.

You may use original computer graphics, quality hand drawings.

**The PowerPoint presentation** will be a presentation of your ad campaign to the company that owns your product. The presentation will be graded on the professional appearance (e.g dress, hygiene, etc) of the presenters, the professionalism of the PowerPoint, the knowledge of the product, the quality of the campaign and the ability to effectively communicate the campaign. Remember, you are the ad agencies presenting your idea campaign to the client, in order to get a pay check (good grade) you must sell the campaign to them. If you are working with a partner BOTH members of the group MUST participate. Your presentation should be approximately 20 minutes.
You may work with a partner. You will have the opportunity to grade each other and confidentially submit those grades to me.