

**Name of Assignment: IMC Campaign Planning**  
**Name of Course: Introduction to Strategic Communication**  
**SunYoung Park, University of Massachusetts--Boston**

**I. LOC:**

**LOC #4: Create messages appropriate to the audience, purpose, and context.**

- Locate and use information relevant to the goals, audiences, purposes and contexts
- Select creative and appropriate modalities and technologies to accomplish communicative goals
- Adapt messages to the diverse needs of individuals, groups and contexts
- Adjust messages while in the process of communicating
- Critically reflect on one's own messages after the communication event

**II. Length of Assignment:**

This assignment takes almost an entire semester to complete. I assign it in the second week of the semester; it is due by the last week of class.

**III: Materials needed:**

Computer access and reliable internet access

**IV. Instructions:**

The IMC (Integrated Marketing Communication) Campaign Planning is meant to provide you with a practical orientation of the activities involved in developing an IMC campaign plansbook through segmenting, targeting, and positioning (STP). You will act as an Ad Council account planner charged with developing a new public service campaign strategy for one of the non-profit organizations and government agencies in issue areas such as improving the quality of life for children, preventive health, education, community well being and strengthening families.

To do so, visit Ad Council's website (<http://www.adcouncil.org/Our-Campaigns>), and choose the one issue among various kinds of social issues related to education, family & community, health, and safety. After reviewing and criticizing the current public service advertising campaigns for the desired behavior, develop your STP marketing strategy for your new IMC campaign, which is intended to raise public awareness and inspire action associated with the behavior.

**IMC Campaign Planning – Part 1**

**Format and Content Requirements:**

Complete each of the following steps in the process of STP marketing, and prepare for the PowerPoint slides:

## **1. BACKGROUND, PURPOSE, FOCUS**

Note the social issue the plan will be addressing (e.g., obesity), including a statement of the problem. Summarize factors that led to the development of the plan.

Then develop a purpose statement that reflects the benefit of a successful campaign (e.g., reduce obesity) and a focus that narrows the scope of the plan's purpose to one the plan will address (e.g., physical activity).

## **2. SITUATION ANALYSIS**

Relative to the purpose and focus of the plan, describe the factors and forces in the internal and external environment that are anticipated to have some impact on planning decisions.

- Micro environmental factors (strengths & weaknesses), such as resources; past performance; current alliances and partners; and publics
- Macro Environmental Factors (opportunities & threats), such as demographic forces; economic forces; cultural forces; technological forces; political/legal forces; and natural forces

## **3. TARGET MARKET**

The bull's-eye target market for your marketing efforts is selected and described. A marketing plan ideally focuses on a primary target market, although additional secondary markets are often identified and strategies are developed for them as well. This is a 3 step process:

1) Segment the market.; 2) Evaluate segments.; and 3) Choose one or more as a focal point.

To do so, explain all criteria (e.g., patterns and commitment levels, demographics, geodemographics, psychographics, lifestyles, benefits sought) you used to select the target audience and why.

## **4. IMC CAMPAIGN OBJECTIVES**

Social marketing plans always include a behavior objective – something you want to influence the target market to do. Knowledge objectives include information or facts you want the market to be aware of – ones that might make them more likely to perform the desired behavior. Belief objectives relate more to feelings and attitudes.

Set up your IMC campaign objective(s).

## **5. BARRIERS, BENEFITS, COMPETITION**

Barriers are reasons your target audience cannot (easily) or does not want to adopt the behavior.

Benefits are reasons your target audience might be interested in adopting the behavior or what might motivate them to do so.

Competitors are behaviors your target audience prefers or organizations that support or promote "undesirable" behaviors.

Describe the barriers, benefits, and competition for both desired behavior and competing behavior(s).

## **6. POSITIONING STATEMENT**

Complete the positioning statement below:

Positioning is the act of designing the organization's actual and perceived offering in such a way that it lands on and occupies a distinctive place in the mind of the target market – where you want it to be. Fill in the blanks to: "We want (TARGET AUDIENCE) to see (DESIRED BEHAVIOR) as (DESCRIPTIVE PHRASE) and as more important and beneficial than (COMPETITION).

## **7. VALUE PROPOSITION**

A value proposition is a statement of the desired behavior's various benefits (functional, emotional, and self-expressive) that create value for the customer.

Formulate the value proposition for the desired behavior.

### **Responsibilities & Delivery:**

Submit an electronic copy of the presentation file (e.g., PowerPoint).

## **IMC Campaign Planning – Part 2**

### **Objectives and Descriptions:**

The Campaign Planning 2 is meant to provide you with a practical orientation of the activities involved in developing an IMC creative strategy based on a well-prepared creative brief. You will act as an account planner charged with continuing to develop the public service campaign strategy for the public issue that you chose for the Campaign Planning 1.

### **Format and Content Requirements:**

Develop a creative brief for your IMC campaign (particularly, advertising) for the issue which was investigated in the first presentation, based upon the key findings obtained from your STP marketing strategy presentation. The brief should establish the goal of any future IMC efforts and offer some basic guidance to the creative division.

Include each of the following elements in your creative brief, develop a big idea for advertising, and provide creative strategies and executions.

**First**, write a creative brief.

#### **1. What is the issue or public service?**

- Simple description or name of issue or public service.

#### **2. Who/what is the competition?**

- Provide a snapshot of the situation, including current statistics about the issue, challenges, competitive threats, and future goals.

#### **3. Who are we talking to?**

- Clear definition of who the target is both demographically and psychographically. Be as specific as possible in defining the target so that the creative can connect target and public service in the most compelling way.

#### **4. What public needs or problems do we address?**

- Describe the target audience's unmet need that this public service fills or how this public service addresses a need in a way that's unique.

#### **5. What does the public currently think about us?**

- Uncover target insights to get at attitudes and behaviors related to broader context as well as specific issue. Determine whether insights currently exist or whether new research needs to be conducted.

#### **6. What one thing do we want them to believe?**

- Be as single-minded as possible. Write in benefit language. Should differentiate us...no other public service can or is currently saying it.

#### **7. What can we tell them that will make them believe this?**

- Not a laundry list of available support but the few things that clearly support the "one thing we want them to believe."

#### **8. What is the tonality of the advertising?**

- A few adjectives or phrase that capture the tonality and personality of the advertising campaign

**Second**, explain a big idea as the central idea of the campaign. It is one thing that is the key target audience takeaway from all research, discussion, and creativity that goes into your IMC campaign. The well-conceived big idea, which is simple and is the result of an insight, should be expressed in a single sentence. You should logically explain how you have come up with the big idea based on your creative brief. Please note that the big idea is the main theme which leads to the creation of the tagline or slogan that should be told in the IMC campaign.

**Third**, explain objectives of your creative message strategy which may include the following: promote recall; link key attribute(s) to the name; persuade the target audience; get the target audience to feel good about the public service; scare the target audience into action; change behavior by inducing anxiety; define the image; give the public service the desired social meaning; leverage social disruption and cultural contradictions; and transform behavioral experiences.

And then, identify methods for achieving your creative message objectives like the following: repetition, slogans and Jingles, USP, reason-why, hard-sell, comparison, testimonials, demonstration, infomercials, feel-good, humor, sexual-appeal, fear appeal, anxiety or social anxiety, image, tie brand to social/cultural movement, slice-of-life, issue placement, and transformational ads.

Finally, provide a few "rough" creative executions (e.g., print ad, TV commercial storyboard, radio ad script) based on the strategy.

**Responsibilities & Delivery:**

Submit an electronic copy of the presentation file (e.g., PowerPoint).

**IMC Campaign Planning – Part 3****Objectives and Descriptions:**

The Campaign Planning 3 is meant to provide you with a practical orientation of the activities involved in developing a fully integrated marketing communication (IMC) campaign for the social cause that you chose. You will continue to develop an IMC plansbook for the social cause based upon key findings obtained from your first and second projects. The IMC campaign should utilize a well-coordinated promotional mix to target publics in different ways while keeping a consistent campaign message.

**Format and Content Requirements:**

**First**, explain a big idea as the central idea of the campaign, which is the one thing that is the key consumer takeaway from all research, discussion, and creativity that goes into your IMC campaign, and should be expressed in a single sentence. Then, based on the main theme, create taglines or slogans that could be told in each promotional tool as shown below.

**Second**, under the unifying big idea, bring all the different parts of an IMC plan together into the plansbook that can be used as a guide during the implementation of the plan. The IMC plan should include but not limited to the following promotional tools:

- 1) Advertising (TV, radio, print, etc.)
- 2) Social media marketing (Facebook, Twitter, Instagram, Snapchat, etc.)
- 3) Digital marketing (search engine optimization, websites, display/banner ads, mobile apps, etc.)
- 4) Sales promotion (contest, sweepstakes, special promotional items, etc.)
- 5) Supportive media (outdoor signs and billboards, transit, point-of-purchase, etc.)
- 6) Sponsorship (sports marketing, cause-related marketing, etc.)
- 7) Product placements/branded entertainment
- 8) Public relations

In order to develop an IMC campaign to fulfill the IMC plan, determine the best way to reach specific target groups. This will be an integrated marketing campaign using all combinations of promotional tools: traditional, non-traditional, digital, social, etc. Creative work may not be in final or finished form; but do your best to present your creative work (e.g., visual elements, taglines/slogans, copy lines) for each tool. You should plan the campaign for the duration of one year.

**Third**, effectively demonstrate methods to monitor plan performance.

**Responsibilities & Delivery:**

Compile written plansbook (i.e., an electronic copy of the presentation file such as PowerPoint), which should be approximately 12 - 15 slides in length, including proposed marketing communication creative materials. It should be carefully and clearly written and include all information necessary to execute the campaign.

Submit an electronic copy of the presentation file (e.g., PowerPoint).

## **V. Rubric or Scoring Guide:**

### **IMC Campaign Planning – Part 1:**

Ultimately, you should demonstrate an understanding of the importance of an effective value position in shaping STP marketing. You should be able to identify a target market and make a clear argument for why that segment should be prioritized. Lastly, the positioning theme should reflect the three essential elements of an effective positioning strategy: it should show substance, consistency, and simplicity. This assignment accounts for 100 points in total.

### **IMC Campaign Planning – Part 2:**

Done correctly, a creative brief should be able to establish basic ground rules and goals for an IMC campaign without mandating a specific outcome or result. Your answers should demonstrate a clear understanding of the public service, the competition, the target audience's attitudes, and what the campaign should attempt to make the target believe. Note that the brief should be written plainly, in the kind of language that the target really uses, not the language of business case studies. Then, the campaign big idea should serve as a framework in which the campaign has to be situated. Finally, specific message strategies and executions should be explained in terms of the intended effects on the target audience. This assignment accounts for 100 points in total.

### **IMC Campaign Planning – Part 3:**

I will score the following achievements:

#### Strategy & Execution (30 %)

- Conceptually strong and flexible over a one-year integrated campaign
- Demonstrates understanding of the case and effectively addresses the challenge
- Ability to be effective against the target market(s) and their diverse demographic and psychographic makeup
- Incorporates innovative ways for the social cause

#### Creative Messaging (25 %)

- Conceptually strong and flexible over a one-year integrated campaign
- Emphasizes use of traditional and non-traditional platforms
- Takes into account current marketing and industry trends
- Is distinctive from key competitors and other agencies (groups) pitching for business

#### Promotional Mix (25 %)

- Applicable to target audience
- Incorporates multiplatform media, both traditional and non-traditional
- Provides rationale and illustrates use of promotional choices

#### Measurement & Evaluation (10 %)

- Effectively demonstrates methods to monitor plan performance
- Clearly represents key performance indicators, benchmarks, and additional implications
- Explains implementation of ongoing measurement

#### Overall Quality of Presentation (10 %)

- Convincing approaches to satisfying the objective
- Professional in appearance and delivery, engaging, and convincing
- Unique, highlighting individual approach to provide distinction from others □ Follows a logical order

This assignment accounts for 100 points in total.

#### **VI: Notes:**

Students acts as an Ad Council account planner charged with developing a new public service campaign strategy for one of the non-profit organizations and government agencies in issue areas such as improving the quality of life for children, preventive health, education, community well being and strengthening families.

The first campaign planning project is meant to provide students with a practical orientation of the activities involved in developing an IMC campaign plansbook through segmenting, targeting, and positioning (STP). Then, students develop an IMC creative strategy based on a well-prepared creative brief for the second campaign planning project. For the third and final campaign planning project, students develop a fully integrated marketing communication (IMC) campaign plansbook for the social cause based upon key findings obtained from their first and second projects. The IMC campaign should utilize a well-coordinated promotional mix to target customers in different ways while keeping a consistent campaign message.

#### **VII. References:**

List all sources, using APA formatting.