

campaign thinking: growing the big idea

OVERVIEW

RUBRIC

STEPS

- 1: RESEARCH + CREATIVE BRIEF
- 2: GROWING THE BIG IDEA
- 3-4-5: ROUNDS OF REVISIONS
- 6: SOCIAL MEDIA
- 7: FINAL CAMPAIGN

BEHANCE

CALENDAR

Students have already created multiple great ideas in Project 1 exercises through the semester. Project 2 also challenged students to create an advertisement under a Creative Brief from start to finish (or, at least, up until a final photoshoot).

This project allows each student to be guided through their individual journey from rough ideas to final campaign with their own client and goals.

There are multiple parts to this project, though all answer the same objective:

understand how to grow a Big Idea to a campaign (and maybe legs!).

- **PART 1** This involves finding the best ideas from Exercise 1 projects, then researching all aspects of the product/service and target markets. Student will then create a creative brief and customer persona- including a target market, emotional benefits of features to target, and a strategy- using a provided template. If a brand already exists, one must be aware of any constraints of this also.
- **PART 2** A solid Big Idea should be available from the first ad or it would not have been picked by the professor, so this step involves pulling the idea out to 2 more ads and maybe even legs. These will be formulated via multiple concepting techniques.
- **PART 3** Then create! Multiple rounds will occur, though work should be close to final quality each time the work is up for review. As much as possible will be done together, as this class proves to work well with each other (yay!). Final execution of each ad will be completed individually.
- **PART 4** Social media too! This is an easy addition, but not just placing a screenshot of the ads in posts. Instead, it's understanding how this campaign translates to a strong (or multiple strong) socials. Platform should make sense per the Brief.
- **BEHANCE** Though this could begin at any time for the student, the final step includes the Behance explanation of process.

Keep all working files, images of any sketches or scribbles of any kind, etc. in your Google Drive Project 3 shared folder or create your own working files folder. It will all be part of your **Behance Page**.

- **Directions were followed accurately with absolutely no errors.**

Read all directions carefully. Ask questions before turning anything in if you have them. This includes having correct grammar and spelling on your final Behance page.

- **All elements turned in and completed on time.**

This means a minimum of what is required (for example, number of sketches) is completed to the level asked when it is due. Anything less than this is mediocre.

- **Ambition - How much did you challenge yourself? Did you plan your time well?**

At no time in the process did you seem fine with mediocre. Nothing seems rushed or low priority. If you are struggling with creativity, you talk to the professor before the next item is due.

- **Participation in critiques.**

Participate fully in every meeting where the class discusses work by asking questions and taking notes.

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- **Creation of Creative Brief displays comprehension of its purpose in the creation of advertising material for a target market.**

- Exceptional (CR):

All parts of the Brief, including the Customer Persona, are completed as directed.

All elements of the brief, including the Customer Persona, display at least 5 bullet points when multiple bullet points are requested.

- Basic (1/2 CR):

All parts of the Brief, including the Customer Persona, show minimal effort. Minimal = mediocre.

- Inadequate (NoCR):

The Brief and/or Customer Persona are not completed as directed.

- **Creativity and innovation shown in the final work via a strong concept that answers marketing objectives.**
 - Exceptional (CR):
The advertisements demonstrates a highly creative and innovative approach, supporting the strategy listed on the creative brief in a powerful and unique manner. In other words, this isn't just about marketing formula, but displays award-winning strategic creativity.
 - Basic (1/2 CR):
The advertisements lacks significant creativity or innovation, with room for improvement.
 - Inadequate (NoCR):
The advertisements shows no creativity or innovation.
- **Clarity of message to the target market that supports the strategy of the creative brief.**
 - Exceptional (CR):
The message (whether visual and/OR verbal) effectively communicates the product or service's emotional benefits to the target market.
 - Basic (1/2 CR):
The message is somewhat unclear or lacks focus, requiring improvements. For example, if the message doesn't respond to the target market and instead, just talks to everyone, then this would be basic.
 - Inadequate (NoCR):
The message is entirely unclear or absent. This coffee shop does not have enough brand equity to just throw up a logo or an abstract picture of coffee. There must be some message that is reaching specifically to the target market.
- **Visual Appeal and Design - typography, color, hierarchy, imagery, composition.**
 - Exceptional (CR):
The advertisements are visually appealing, with excellent design, layout, and use of color and imagery. The hierarchy is clear and supports the coffee shop's brand and tone in a manner that will engage the target market.
 - Basic (1/2 CR):
The advertisements' design is passable but could be significantly improved.
 - Inadequate (NoCR):
The advertisements lack visual appeal and has noticeable design flaws.

- **Big Idea is strong, bringing all 3 ads under one strong campaign idea.**
 - Exceptional (CR):
Each advertisement is strong on its own while also reinforcing the Big Idea set forth by the campaign. Note, this glue should be from the campaign idea and not the brand.
 - Basic (1/2 CR):
The advertisements showcase the Big Idea because they are redundant. There is very little change between each work.
 - Inadequate (NoCR):
The advertisements do not pull together under a single Big Idea, and, instead, are three individual advertisements for one brand.
- **Social Media post works successfully in platform and supports campaign's Big Idea.**
 - Exceptional (CR):
Social post works well within the platform's requirements and clearly lives within the Big Idea campaign. The post can repeat an ad's idea; however, it cannot simply be a letter-sized print ad reposted as a phone-sized image. If #hashtags and/or @call-outs work on a Business account on the platform, these should be used somewhere in the copy to help grow the audience.
 - Basic (1/2 CR):
Social post is little more than reposting the original ad. No thought to how the platform works as per words vs. visuals and where the post will be viewed. No #hashtags or @call-outs are used.
 - Inadequate (NoCR):
Student simply posts a screenshot of the original ad.
- **Target Audience Engagement is successful.**
 - Exceptional (CR):
The advertisements effectively engage the intended target audience, translating their needs and interests to how the features of the product/service will provide these benefits. These benefits answer the creative brief's marketing objective.
 - Basic (1/2 CR):
The advertisement shows limited understanding of the target audience and needs refinement.
 - Inadequate (NoCR):
The advertisement fails to connect with the target audience.

- **Explanation on Behance of all work throughout the process displays clear understanding of how advertising concepts, strong copywriting, and powerful design all directly answer the marketing objectives set forth in the creative brief.**
 - Exceptional (CR):
All explanations on the Behance page clearly and professionally show how your creative work answers the problem set forth in the creative brief.
 - Basic (1/2 CR):
The explanation shows limited understanding of how the creative brief informed creative choices throughout the process. This could be because the work didn't actually strategically answer the brief OR it could be that the explanation is poorly written.
 - Inadequate (NoCR):
The explanation shows little to no awareness of strategic creativity called for in this project. The work either does not answer the marketing objective of the brief or the explanation shows no awareness of how to connect the two.

RESEARCH + CREATIVE BRIEF

In class, students will present up to three different options – with one of these as the favorite – to professor from all Project 1 exercises completed in class so far. Consider all that will be required of this project and its best outcome.

After this, “work backwards” and make a **Creative Brief** and its **Consumer Profile**. Base this in as much research as possible.

- CreativeBrief-Template.INDD files is available on Slack **#grfx3603_proj3** channel. It contains the Consumer Profile as a page.
 - This one InDesign files is pinned to channel and easy to find even later in the project.
- Ignore all missing fonts or images when you open the unpackaged InDesign file, as you can use whatever you would like for both.
- **File : Save As** as **YOUR LAST NAME_ CreativeBrief_Proj3**.INDD

When finished, **File : Export** as a **PDF**. (If there is an active hyperlink, be sure to export as an Interactive PDF.) Remember to File : Package if you are moving work between computers.

DUE > WHAT • WHEN • WHERE

DUE for discussion in class at **8:15am** on **Tues Oct 24**:

- On **#grfx3603_proj3** channel, upload **YOUR LAST NAME_ CreativeBrief_Proj3.PDF** in the thread to the post asking for it.



Also, **see the very tight turnaround for the next things DUE!!**

It is highly suggested to **begin working on ideas/headlines/sketches** this weekend AS you make the Creative Brief!!!

step 2

GROWING THE BIG IDEA

Multiple ideation techniques learned in class so far, as well as informed dialogue between students and professor will allow for a fun, exciting, frustrating, productive time to formulate ideas.

Each student should come up with at least 20 ideas and possible headlines to grow their Big Idea from the one ad that also responds to the Creative Brief. (And some students need to refine their original ad!) Remember that not all 20 need to be great! Some should be completely crazy – this is where we find the threads to the good stuff!

DUE > WHAT • WHEN • WHERE

DUE for discussion in class at **8:15am** on **Thurs Oct 26**:

SOLID IDEAS: At least 20 sketches/headlines/scribbles that you will need to guide me through that are forming your ONE Big Idea.

All of these must be done by hand. Digital outputs will not be accepted, unless from Fresco/Procreate.

After multiple discussions about individuals' work, student will take their best work directed by professor and create tighter sketches.

- These should be created in a rectangle approximately **4.25 x 5.5 inches** (50% of letter size) **or larger**.
- Color is not necessary, but encouraged.
- **Headlines** must be included on this work, rendered as if it were created on the computer with awareness to hierarchy, shape (letterforms), and space.

Note: If one does not feel they can draw well enough to properly display their idea, it is ok to trace over a rough comp created in Photoshop. The typography can also be rendered on the computer, printed, and then traced over, making slight adjustments if necessary.

DUE > WHAT • WHEN • WHERE

DUE for discussion in class at **8:15am** on **Tues Oct 31**:

SKETCHES: 3 (minimum) tight sketches, each piece with a headline for each ad that needs finalizing. That likely means 9 are due. See specs above.

All of these must be done by hand. Digital outputs will not be accepted, unless from Fresco/Procreate.

Remember that we will begin Project 4 during this time too!

steps 3-5

ROUNDS OF FINAL ARTWORK

STEP 3: ROUND 1

After even more class discussions about individuals' work, student will take their best 3 pieces of work directed by professor and render them digitally as final art.

- These 3 ads in the one campaign should be built on a traditional printed page size of **8.5 x 11 inches**. Bleed is optional.
- **Color** is necessary unless grayscale is a design choice.
- All raster images must be at least **150 DPI** at **100%**.
- **Required:**
 - » Logo of company. See brandsoftheworld.com to perhaps find a vector version.

DUE > WHAT • WHEN • WHERE

Final-level art. (Print these in LIB-340 before class begins!)

DUE for discussion in class at **8:15am** on **Thurs Nov 2**

STEP 4: ROUND 2

Ask questions, rethink, try more things, make things perfect! We will also start discussing if each person's ad could have "legs", as well as how this campaign will live on socials.

DUE > WHAT • WHEN • WHERE

(Print all work in LIB-340 before class begins!)

DUE for discussion in class at **8:15am** on **Tues Nov 7**

STEP 5: ROUND 3

This should be close to (or at) final level of art. [This round will also include social media.](#)
Ask questions. Make sure all artwork is to its highest level and you've problem-solved to the Creative Brief.

DUE > WHAT • WHEN • WHERE

(Print all work in LIB-340 before class begins!)

DUE for discussion in class at **8:15am** on **Thurs Nov 9**

step 6

SOCIAL MEDIA

Social media will be explored not as an afterthought, but as a way to grow the Big Idea in this platform. This is why it will begin to be discussed after Round 1 of final artwork creation.

Students will discuss which platform would work best for the target market, though professor will then insist on a platform that uses #hashtags and @call-outs to grow an audience. That means:

- Twitter. That's where #hashtags began and @call-outs evolved. However, your target market might not be on Twitter anymore.
- Business (and therefore, Public) accounts on Facebook and Instagram will also work...usually... almost always now in 2023...
- WhatsApp does not use #hashtags, so please don't pick this.
- Anything else? Prof. Nikki would need to approve first.

Students should begin to formulate at least one social media post between the second and third rounds of final art and have at least one final post at the same time as the final art is due.

A digital mock-up file will be provided* for students to display their work well.

**If professor can find one. Student can also find or create one using Photoshop.*

DUE > WHAT • WHEN • WHERE

(Print all work in LIB-340 before class begins!)

DUE for discussion in class with Round 3 at **8:15am** on **Thurs Nov 9**

Round 2 > Do at least 3 for class on **Tues, Nov 14** to discuss. Use supplied mock-up (or something better) and upload on Slack #3603_proj3 in thread asking for it.

*Final will be due with the rest of the Final Campaign (Step 7) on **Thurs Nov 16**.*

step 7

FINAL CAMPAIGN

All final artwork due. Print in color on LIB-340 all elements.

In class, be ready to informally explain* exactly how your campaign is a strong Big Idea that answers the Creative Brief. Also, be prepared to explain how the Big Idea easily lives in both print and social media without just posting a screenshot of the former on the latter.

**Reading off of a sheet of paper that contains your main points is fine. This is not a formal presentation.*

DUE > WHAT • WHEN • WHERE

Final-level art. (Print these in LIB-340 before class begins!)

- **3 print ads**
- **At least 3 social media posts** using the supplied mock-up or something better.

DUE for discussion in class at **8:15am** on ~~Tues Nov 14~~ **Thurs Nov 16**

Create a new project on your Behance page.

For the following, use the **SUBHEADS**, then explain. Show at least the **required images**, but use more if it helps to create a strong narrative of your process.

- **NAME:** Your name.
- **SUMMARY:**
Minimum of one paragraph summarizing the project and its objectives.
Screenshot the Creative Brief, but Photoshop it in a way that makes it one long page.
Also add the screenshot of the Customer Persona, Tina Bank.
- **RESEARCH & IDEATION:** Minimum of one paragraph explaining your research and how it informed your ideas. When showing each of the following, briefly describe the technique.
 - » **SHOW** or rewrite/type all of your ideation methods. The more you show, the better this shows how capable of a creative thinker you are!
- **SKETCHES:** Minimum of one paragraph per round of sketches explaining your process for sketching out your ideas and any discoveries as your final idea began to form. Include information about how multiple discussions and critiques informed this. Remember you are solving to the Creative Brief, so keep coming back to that. Tell the viewer a story!
 - » **SHOW** your initial sketches and scribbled ideas. Include any written notes, marks, etc.
 - » **SHOW** any revised sketches or notes that will inform your explanation.
- **ROUNDS OF WORK:** Minimum of one paragraph about rounds of work and critiques as you reached your final campaign work. Remember you are solving to the Creative Brief, so keep coming back to that. Tell the viewer a story!
 - » **SHOW** work from Round 1. Include any marks or revisions from crits.
 - » **SHOW** work from Round 2. Include any marks or revisions from crits.
Include any other elements that are beginning to form, even if in a rough stage. This could include scribbled ideas about campaigns, legs, socials, etc.

- » **SHOW** work from Round 3. Include any marks or revisions from crits. Include other elements in their finalized stages or clear explanation of what they would be.
- **SOCIAL MEDIA:** Minimum of one paragraph explaining how the Big Idea lives equally well on social platforms. Push the use of #hashtags and/or @call-outs to grow the audience.
 - » **SHOW** work evolving from first idea to final. Include any marks or revisions from crits.
- **WHY THIS BIG IDEA WORKS FOR A CAMPAIGN:** Minimum of one paragraph explaining exactly how these final ads in print and socials are the best answer to the Creative Brief. Have confidence in your work. SELL IT!
- **KNOWLEDGE GAINED:** Minimum of one paragraph explaining what you learned. Discuss any changes to your mindset or expectations of advertising and creativity to solve a problem

Always check your grammar and spelling using Grammarly, Quillbot, or similar. Improper grammar and misspellings greatly reduce your project grade!

DUE > WHAT • WHEN • WHERE

Paste in URL of your entire Behance page. Professor will find the project.

DUE by **8:15am** on **Thurs Nov 16 28**.