

project 2 - target the audience

problem Graphic designers and art directors must understand how advertising sits firmly in the world of strategic communication. A message must have focus so that it delivers information and builds loyalty. Remember, advertising is a business. And remember:

- **If you try to say everything, you'll say nothing.**
- **If you try to talk to everyone, you'll talk to no one.**

You know that visual vocabulary is not just a picture. It's colors, typography, controlling the read, and much more. In order to talk visually and verbally with focus, a creative team must understand the TARGET AUDIENCE (aka target market, target demographic). "The focus of marketing effort is people. The goal is to reach a subset of the population who may be interested in your particular product. That group of people is your target market...The term target market is used because that market is the target at which you aim all your marketing efforts. The market you are trying to reach are people with common characteristics that set them apart as a group. The more you know about a target market, the more precisely you can develop your marketing strategy."

-<http://www.smallbusinessnotes.com/marketing-your-business/target-market.html>

objectives There are two parts to this project, though both answer to the same objective: to understand how to target an audience. **Part 1** involves researching and evaluating publications and ads. **Part 2** asks student to create an ad within a new publication and its new target, then evaluating one's own work. A process book will be created from this.

part 1 **STEP 1:** Research multiple publications and ads within. The magazines must be less than one year old. The publications must also be actual journalistic magazines and not a multi-page advertisement for a product wrapped in disguise of a magazine. Remember that you must work with this magazine and its ad for the entire length of this projects. Make sure both are good! Because magazines are expensive, you may do any combination of the following:

- Go to a library (A-State, Craighead, etc.) and peruse their magazines from the past year. (Most libraries will not allow the most recent to be checked out.) Check out three magazines, each with an ad in which you are interested.
- If you (or a library) subscribes to the online version of magazines, bring in the e-version of this. At this point, I only need to see the covers and the ad; however, I will need the entire e-publication when one is picked.
- Go to Barnes&Noble (or similar) and take photos with your phone of three of your final picks for magazines and ads. Take a photo of the cover of each magazine and a photo of the ad. Once one of these is picked, you will need to go back and purchase the magazine as I will need to see the entire publication.
- Find out if any of your friends or family subscribes to magazines in which you would be interested.
- Purchase magazines now because you're interested in them. \$\$\$

Try to avoid ads that are for overall brand awareness. Attempt to have something that has more of a feature's benefit and a strategic tactic. Bring this into class to share with fellow students and present to Prof. Arnell. One will be picked and student should then acquire the full magazine. **DUE Wed Feb 14th, start of class.**

Also finish Project 1 critique. Lecture: Copywriting, Headlines, Subheads and Preheads, Taglines. Introduce Exercises 6 and 7.

part 1 (cont.)

STEP 2: Acquire the full magazine that contains the chosen ad you will evaluate. You must have the entire publication because this increases awareness of the importance of media placement. If your ad is not in the right place, it doesn't matter how great the message is. Outside of class time, do the following preliminary research from reliable sources. Create a typed document (does not need to be printed) of the following information, as you will eventually paste this into the process book that is due.

Research and fill in the following about the **magazine's audience**. Cite your research.:

- Gender:
- Age:
- Income:
- Occupation (if applicable):
- Lifestyle preferences (urban dwellers, music lovers, traditional families, etc.):
- Geographic Segment? (United States, region, city vs. rural, etc.):
- Other:

Research and fill in the following about the **advertisement's audience** Cite your research.:

- Gender, Age, Income (if different or more specialized):
- Lifestyle preferences (urban dwellers, music lovers, traditional families, etc.):
- Benefit Segment (what benefit will be received from using the product/service/brand): Frequency of Usage:
- Closest product/service/brand competitors:
- Other:

For the **product/service featured in the ad**, identify the following:

Strategy & Tactics

- This ad's strategy?
- How is placement in this magazine a tactic?
- What other tactics may be assumed from this one ad?

Features & Benefits

- Name at least 3 features of this product/service (cite research).
- Name at least 3 benefits for each of these features
(3 benefits, each with 3 features - some benefits may be repeated over features)?
- Are any of these features being used in the present ad? How?

AIDA - Attention, Interest, Desire, Action

Think beyond this one ad. After your research so far, answer the following:

- What gets your attention?
- What part of the brand messages within this category captures your interest?
- At what point and due to what circumstances do consumers feel a compelling desire for the product?
- What are common intended actions that might be relevant to this product category?

Brief Critique

- In your opinion, is this ad good in reaching a target?
- In your opinion, is this ad good in its design?
- Is this ad more copy- or visual- dependent or is it a nice combination?
- If it is a combination, is it see-and-say or is it complementary?

DUE Mon Feb 19th, start of class. Discuss Exercises 6 and 7 in groups Then continue to Step 3 (see next page), also discussing in groups.

part 1 (cont.)

STEP 3: Students will discuss individual findings and help each other evaluate further regarding the following. **Write notes for all of these so that you can prove you were part of these groups when you create the final process book.** Include these in the earlier typed document, using either Word or InDesign

DUE Mon Feb 19th, 30 minutes before the end of class. Show professor and proceed to **Part 2.**

part 2

You will be given a new publication and target for your product/service in class. Though it would be ideal to obtain a copy of the full publication of the new magazine, it might not be possible. Comprehensive research must still be completed. Complete the following. (Remember to type all information for your process book!):

STEP 4:

Research and fill in the following about the **magazine's audience.** Cite your research.:

- Gender:
- Age:
- Income:
- Occupation (if applicable):
- Lifestyle preferences (urban dwellers, music lovers, traditional families, etc.):
- Geographic Segment? (United States, region, city vs. rural, etc.):
- Other:

Now that you have the new parameters, do any of the following need to change? Answer any of the following in the same typed document as earlier.

Revised Strategy & Tactics

- This new ad's strategy?
- How is placement in this new magazine a tactic?
- What other tactics may be used in this new ad?
-

Revised Features & Benefits

- Features should be the same.
- Name any new benefits for each of these features. If there are no new benefits, explain why the earlier benefits are still the best.
(3 benefits, each with 3 features - some benefits may be repeated over features)?

Begin sketches. Begin with your own rough thumbnails and then create sketches (see intro lecture for level expected) of your new ad. **Product image, logo, and tagline (if applicable) must remain the same. Overall brand positioning must remain the same, but campaign strategy/Big Idea should change.** You must have new imagery and headline(s), though they may relate to the original.

You may begin mindmapping or post-it notes or whatever works for you to begin writing headlines. **Remember to keep everything, as this will go into your final Process Book.**

DUE Wed Feb 21st, start of class:

- Step 4 research (typed, does not need to be printed)
- At least 35 sketches
- Proof of process to get at least 10 final headlines

part 2 (cont.)

STEP 5: We will pick your best 3. You will then make any revisions and create **tight color sketches** with the correct headlines, product image, logo, and comped body copy. **These do not need to be full-size, but must be at least 6 inches in height.**

Use proper materials (not crayons!). Do not turn in a computer printout, though you may use a rough layout to trace in order to create tight enough sketches.

For each of the three tight sketches, type an AIDA.

AIDA - Attention, Interest, Desire, Action

Think beyond this one ad. After your research so far, answer the following:

- What gets your attention?
- What part of the brand messages within this category captures your interest?
- At what point and due to what circumstances do consumers feel a compelling desire for the product?
- What are common intended actions that might be relevant to this product category?

DUE Mon Feb 26th, start of class:

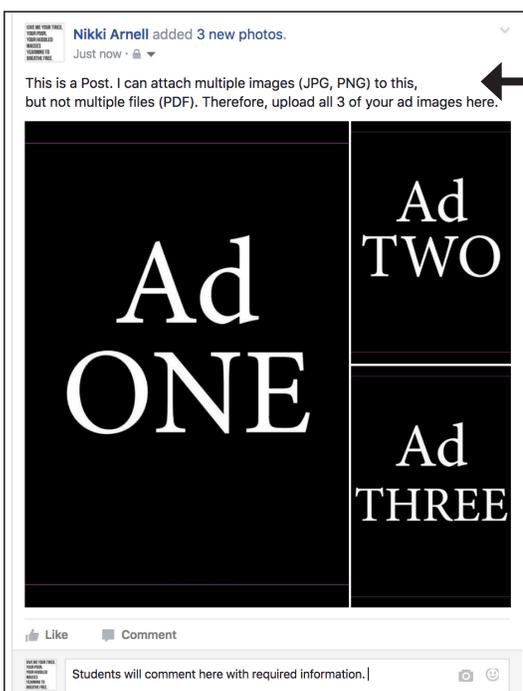
- 3 tight color sketches, as explained above
- Typed AIDA for each of the 3 sketched ads
- Proof that you have begun your Process Book in InDesign. Remember that you are a designer and should always be aware of typography and layout. InDesign document should be letter-size, no bleeds, no spreads. Master Pages should be used.

STEP 6: Render these 3 ads in the computer. They should each be *close to* the level of final art with typography and composition considered. Create the ad at **8in x 10.5in***.

**If your original ad was a half-page or other odd size, create to these specs.*

Include the logo and tagline of the product/service. All images can be FPO (For Placement Only), understanding that you would never claim the images as your own if you didn't photograph them. Remember that copywriting of headline is part of art direction, so the words are as important *to consider* as the visual, even if you end up not having any words.

Wed Feb 28th: Mid-way critiques available and work day on Wed Feb 28th.



STEP 7: Do in FB closed group as a Post with 3 images.

1. Take 3 screen shots or export a low/medium-sized JPG or PNG. Attach all 3 images to your 1 post in our group sometime **between 12am (midnight) and 12pm (noon) on Fri Mar 2nd.**
2. Then under each post, every student must Comment with their choice and explanation of this choice, plus any suggestions or critiques to every other student's work **by 12pm (noon) on Sat Mar 3rd.**
(This is not a dependable focus group, as not all students are in target market. However, it does get others involved in your creative process because you are likely too close to your work at this point.)
3. Prof. Nikki suggest the final ad after these comments by 1pm Sat Mar 3rd. **Take screen shots of all of the above to include in your process book!**

part 2 (cont.) **STEP 8:**

- Refine this chosen ad. Make it perfect., but keep digital. Printed work will be contained in Process Book.
- Explain in no less than 200 words why this new ad works to reach this target market in this new publication while still being within brand standards.
- Verbally describe at least 2 more completely new ads that could fit within this campaign

DUE Mon Mar 5th.

Also on Mon Mar 5th will be a **preliminary critique of process book**. Must have all steps up to final ad shown.

STEP 9: Wed Mar 7th start of class:

PDF DUE of Process Book containing all steps and final ad.

Discuss final step of Project 2: Print these single sheets and spiral bind, using perfect craft. Make this portfolio-ready. Lecture: Concepting, Design. Begin Project 3A.

STEP 10: Mon Mar 12th start of class: Printed Process Book **DUE**. Critique.

- materials
- ART3443 binder/sketchbook
 - Advertisement from a magazine. You must supply the entire magazine.
 - Student's advertisement(s) must be created in either InDesign or Illustrator, though its contents may come from any source. All images pulled from the web are understood to be FPO (For Placement Only), but try to acquire high-rez sources. *Also realize that you do not own any images from the web, unless stated to be royalty-free.*
 - Any binding material, ink, and paper costs to create process book.

- evaluation
- You will be graded on the following:
- Directions were followed accurately with absolutely no errors.
 - Part 1 Evaluations complete and thorough. Research cited to show as much objectivity as possible.
 - All steps to Part 2 completed correctly, answering to newly assigned target market.
 - 1st round of sketches and headline brainstorming completed correctly.
 - 2nd round of sketches completed correctly.
 - 3 ads completed in computer with thought to typography and composition.
 - New ad delivers message clearly while also being aesthetically pleasing (to target market).
 - Process book designed well with obvious visual system for organization.
 - Printed process book is complete and clean.
 - Absolutely no misspellings or grammatical errors. **Misspelling in final process book = F on entire project. DO A SPELL CHECK.**
 - Ambition - How much did you challenge yourself? Did you plan your time well?
 - Participation in critique.