

project 3A - conceiving the campaign

overview Each project, lecture, and exercise has prepared students for this final project(s). You will work for a real client and thing Big Idea to convey messages on two levels to different targets while staying true to an existing brand's positioning and group's ideals.

Selling a product is easy. Reinforcing brand equity and awareness while also explaining a service's purpose is more difficult. Of course, this project deals with the latter as the client is the **Cooper-Young Community Association**. You will be informing residents of its purpose, encouraging membership, and publicizing events.

And why are we using a client like CYCA that is located an hour away and in an area most of you have never been? The experience and your resumé. You will have worked for an actual client and one from a whole other state than your university. Remember the more experience and wider the locale of the experience, the better your resumé appears. Your portfolio will always be the deciding factor, but the resumé should be full of actual work to show a future employer your experience beyond theoretical academic assignments.

problem Pushing design completely into the realm of communication for profit, this will also (re-) introduce students to having creative ownership of art that must speak of someone else's goals (client) to somebody other than yourself (audience). By working in competition, this project will also teach students this nature of the business. The first part is to own an idea completely and try to win, as only three student's ideas will be blown out in full.

The second part of the project will teach a student to dismiss his/her idea if it did not win and fully embrace another and to do so as a team. Another way of saying this is how to separate personal life and hurt feelings from work life, because you must be able to do this in the field of advertising. The final presentation also challenges students to present to an actual client.

There is also the challenge of primary and secondary audiences. Try to reach everyone and you will reach no one; however, the primary and secondary are not so easy to define at times. At all times, remember that you defend your creative with the strategy backed by research. As long as you can explain the "why", the "how" should be the obvious answer.

Multiple steps will be taken to challenge students at every step of the creative process in order to find the best answer. Upon presenting Part A to the professor and the class, three will be picked. Some ideas may combine. The client will not see these, as it is not a good idea to ever show too much to a client at this stage, no matter how much one begs. It is overwhelming and seems unfocused, plus the client will always begin combining immediately and by doing so, usually tries to say everything to everyone and do your job for you. DON'T DO IT. EVER.

Students will then break into assigned groups and this Big Idea will be refined. Part B continues to challenge the previously assigned groups to figure out how to solve the full creative problem. Multiple elements must be developed that together will create a comprehensive creative plan. The four teams will then pitch their ideas to the actual client. ALL OF THIS with the desired end result of successfully selling a product while reinforcing brand loyalty and doing this via brilliantly executed creative.

job start **CLIENT:**

Cooper-Young Community Association (“CYCA” only for those who know what it is already). “The CYCA is the neighborhood association for the Cooper-Young community located in Memphis, Tennessee. In the heart of Memphis ‘Midtown’, the Cooper-Young community surrounds the intersections of Cooper St., and Young Avenue. Development started here in 1881, making Cooper-Young one of Memphis’s older neighborhoods. The community and the association have a long, vibrant history and are a vital part of the city of Memphis.”

Please note that CYCA is not Cooper-Young Business Association (CYBA), though they are obviously closely linked. “The CYBA represents the businesses in the district mostly with regard to marketing and promoting the district to the rest of the city. The CYBA also addresses the issues of commercial zoning.”

JOB DESCRIPTION:

Develop and pitch a concept for the campaign that answers objectives.

MARKETING OBJECTIVE:

Increase awareness in the Cooper Young community of the CYCA, what it does, and benefits of membership. “You are a part of your community.”

Presently, out of about 1700 homes in Cooper Young, only about 300 are members though many participate in the fundraising events and all are affected by CYCA’s actions. Though some of this is due to renters vs. homeowners, it is not the major cause of disinterest. Some of the reasoning could be seen in the generational shift. Many of the older generations are members, while Millennials are markedly not as much though they are the significant financial force in the neighborhood.

Note: the money from membership is not the absolute goal here. (Annually: \$5 senior, \$15-20 individual, \$25 household, \$50 tressle tender - see online to check these amounts.) A very small percentage of the funds for CYCA are from this source, while a large portion comes from its multiple successful fundraisers. However, the communication of solidarity in membership is important, as it shows investment in the neighborhood. Anyone (including you) can sign up for email blasts from CYCA about the neighborhood. There are over 1,000 who presently subscribe, some of whom are not residents.

PROBLEM:

Residents often see things happening in the neighborhood that CYCA handles to support the community, but they don’t seem to care.

UNIQUE SELLING PROPOSITION:

By increased awareness of what CYCA does and has to offer, residents can become more fully invested in this great and unique community to which many moved specifically because of its quirky neighborhood.

Also, CYCA is one of the only neighborhood associations with a paid staff. Many other neighborhood associations consult CYCA to learn how they do what they do, including its unique *Lamplighter* monthly publication.

See Features and Benefits page here and online.

job start **ACTION TO BE TAKEN:**
(cont.) Create a concept that uses existing branding of CYCA and encourages a community line of communication via awareness of CYCA and its actions.
Though the goal is not to sell anyone to move to Cooper Young, perhaps *one* message is to remind residents how great it is to live in Cooper Young.

TARGET AUDIENCE:

- *Primary*: Residents (homeowners and renters) in the neighborhood, which is of a large demographic makeup. Amongst this group are multiple subsections differing in age, lifestyles and families, races and ethnicities, education, and income. The majority of those living in Cooper Young are of middle class and college educated. Interest in the arts and disinterest in any kind of suburban living are two things that many have in common.
- *Secondary*: Neighboring communities are affected by the strong organization of CYCA. Idlewild to the north and east is especially affected.

COMPETITION:

The competition is simply lack of awareness. There is no sell, aside from an encouragement of investment via membership.

materials

- ART3443 sketchbook (remember you must have this and use it only for this class)
- You may build these files in either Illustrator or InDesign. Page layout or any type meant to be read as copy cannot be executed in Photoshop. Web or apps can be built in any of the program, but a live site is more likely to be used. A website easily managed later by the client who knows no code would be perfect.
- Any other necessary material for comps. Photography should be taken by students if possible. If stock photography is used, it is understood by the client (but FYI, not a later awards committee) that it is FPO.

steps **STEP 1: RESEARCH** (see following pages)

As the vast majority of you have never even owned a home, this need for a community association may seem foreign to you. GOOD! That means your opinions won't confound the facts! But this also means you have to find all the facts you can.

DUE MONDAY MARCH 30th, 1pm:

- Compile all research into an InDesign document of (at least) 20 pages.
- Also supply a Pinterest page of anything created in regards to community associations. This can be for any age of community, any genre of community, any location in America.

RESEARCH: Research about Cooper-Young, Memphis, CYCA. Many of you have already begun this. ALSO RESEARCH across the country regarding neighborhood/community associations. There are PLENTY of these. Specifically try to find these associations in regards to communities like Cooper Young. In other words, areas of urban renewal* in regards to communities. In so doing, also see how one creates a community. What are the messages and how is communication reinforced?

Don't forget to use skills and knowledge you have learned in all aspects of this project. See ALL **lectures** and all **notes from your readings**. Also consider all **exercises** you have completed thus far:

(EX 2) Product/Service, Primary Target, Main Competition, Desired Action, The ONE THING

(EX 3) AIDA: Attention, Interest, Desire, Action)

(EX 4) Strategies and Tactics (the strategy is to take the river, the tactic is to use a boat)

(EX 5) Post-It Note creative tree for all ideas (not just for copywriting)

(EX 6) Visual Word Associations (not just for copywriting)

(EX 7) Refining an idea/communication to its simplest before expanding

*What is urban renewal? "Turning old buildings into usable spaces" and the idea of rebuilding old vs. building new are at the core of urban renewal.

The old downtown of Jonesboro has experienced urban renewal, though it is slight in comparison to what has occurred in larger cities. Some extreme cases of urban renewal in Memphis are at the following links. Both of these links (see links on FB) are about removing blight in order to rebuild. Cooper Young has never had this blight, but it has experienced urban renewal. It has always been more residential than commercial, though both have been part of this old community.

- Memphis Urban Renewal:
<http://www.myfoxmempshis.com/story/24593727/look-back-at-urban-renewal-in-memphis>
- More recent (and very exciting!) urban renewal of the Crosstown Revival. A few of you may have visited this area at Crosstown Arts. Across the street is this looming large vacant building that used to be THE PLACE where Sears Roebuck housed everything one would order from a catalog, which was a very big deal years ago. This massive building has been empty and a blight on the community for years. FINALLY something very exciting is happening here. "Engaging the community" - this community is about 5 miles away from Cooper Young. Some say this is Midtown, some say it's just west of Midtown
<http://www.myfoxmempshis.com/clip/9788140/sears-crosstown-aims-to-build-an-ultimate-urban-oasis>

STEP 1: RESEARCH: See all research contained within Client Objectives on this Project Sheet. **Additional information should be investigated and summarized on other typewritten sheets.** Check the dates of information found online.

Ways to find information? See what is at the library and online. VISIT COOPER-YOUNG, stop by the CYCA office on Young (diagonal to Loaded For Bear ad agency), and grab a bite at one of the restaurants on the corner of Cooper and Young. Then explore the stretch of midtown north of here, following Cooper up to Overton Park. Go to the Brooks Museum of Art (you get a discount with a student ID) and the zoo. Go to the Art Center on Madison for the best actual ART STORE in the area (and then be sad when you return to Jonesboro's Hobby Lobby). Have some more food in Overton Square or see a show at the Hatiloo. Drive from Cooper east on Central and see the stretch of huge old homes, realizing that the same used to be along the (now commercial retail) streets like Union. FEEL THE HISTORY of Midtown. On your way back toward the bridge, stop by downtown and feel the difference between it and Midtown. Remember that long ago, Midtown used to be the equivalent of the rich suburbs of downtown Memphis. Then the suburbs kept moving further and further east and boring, safe places like Germantown grew.

You are not the target demographic. OBSERVE. Soak it all in and live your product. Not only will this help you to develop a powerful campaign, but you will also be able to pitch your creative as a persuasive argument backed by fact. When you have this information, it reminds the client that you aren't just frilly artists doing what seems right to you.
RESEARCH IS YOUR FRIEND.

When you visit, please remember that Memphis is a city and has the same problems with crime as any other city does. Be respectful and quiet in any new place. And don't go flashing wealth or ignorance anywhere, as this is bad form no matter where you go. You become a moving target. As for the Cooper-Young neighborhood, stay north of LaMar. LaMar is the southern line of Midtown.

If you need more information, talk to professors who live or have lived in Memphis. Prof. Vickrey attended graduate school at University of Memphis and is very familiar with Midtown. I (Prof Nikki) reside in Cooper-Young and my neighbor is the president of CYCA who specifically asked for the help of my design students after she saw some of the great work that comes out of ASTATE. 2 blocks south of my house (built in 1912) is LaMar Ave. and I avoid it if possible other than driving, while 2 blocks north is Central Ave. (and the Central Gardens neighborhood) and I could *never* afford a house on this stretch. That's Midtown for you.

SUMMARIZE YOUR RESEARCH VISUALLY and VERBALLY: Aside from the typewritten research sheets, consider photoshoots, ideas from other similar institutions, award-winning ads for similar academic institutions across the world in genre, colors and type ideas, or overall mood boards. Use all of the skills you acquired in Visual Thinking!!!! Use all of these while forming your ideas.

PRELIMINARY RESEARCH. You must research more on each of these topics and anything else that you find complementary to the subject(s) that may come in handy later!

Cooper-Young is located within an area of Memphis known as “Midtown”.



ABOUT MIDTOWN MEMPHIS: “Midtown Memphis, Tennessee is a collection of neighborhoods to the east of Downtown. Midtown is home to many cultural attractions, institutions of higher education, and noteworthy pieces of architecture. The district is an anchor in Memphis’ arts scene, including the Playhouse on the Square, the Hattiloo Theater, the Brooks Museum of Art, the Memphis College of Art, and the Levitt Shell. The annual **Cooper-Young** Arts Festival draws over 120,000 visitors to the district. Midtown also plays host to multiple universities and colleges, including Memphis College of Art, Rhodes College, and Christian Brothers University.” (FYI: The University of Tennessee Medical schools are on the edge between downtown and eastern Midtown, while University of Memphis is the area directly east of Midtown. The whole area is a cluster of higher education.)

“Midtown is characterized by vintage residential housing, a blend of independent and chain retailers, and high-rise buildings. Multiple historic districts are located in Midtown, and commercial corridors such as Overton Square and Cooper Street developed before World War II in an urban style. Mixed use areas with housing, religious, commercial and office spaces are common in Midtown.

Midtown is known in the Memphis region for its bumper stickers displaying ‘Midtown is Memphis’ and ‘38104’, referencing the zip code that covers a large portion of the area...

Population and Geography: Midtown has an evenly distributed black and white population, as well as a notable Asian population. Cleveland Street in Crosstown is the heart of the Vietnamese population in Memphis, with multiple Vietnamese-owned businesses and a Buddhist temple.

The exact boundaries of Midtown are often disputed. Generally, it is the area between the Medical District to the west and East Memphis to the east. The eastern boundary is variously defined as East Parkway, the CN railroad east of East Parkway, or even as far east as Highland Street. The northern boundary may be North Parkway, Jackson Avenue, or Vollintine Avenue. **Cooper-Young** and Rozelle are generally regarded as the southernmost neighborhoods in Midtown. Interstate 240 provides the western border for the neighborhood, separating Midtown from downtown and the Medical District.

List of Midtown Neighborhoods (notice the many neighborhoods on the National Register of Historic Places):

Annesdale Park (Historic District), Belleair, Central Gardens (Historic District), **Cooper-Young (Historic District)**, Crosstown, Evergreen (Historic District), Hein Park (Historic District), Idlewild (Historic District), Lenox, Rozelle, Speedway Terrace (Historic District), Tucker-Jefferson, Vollintine-Evergreen, Vollintine Hills (Historic District)” -http://en.wikipedia.org/wiki/Midtown,_Memphis,_Tennessee



ABOUT COOPER-YOUNG: “Make your way to the corner of Cooper and Young in Midtown Memphis and you’ll have arrived at a place both traditional and trendy, cosmopolitan and casual. You’ll discover boutique shopping and specialized retailers alongside sophisticated restaurants and happy-hour hangouts. It’s where art, culture, cuisine and commerce intersect in a fabric that weaves its way throughout this historic neighborhood to create a lifestyle district all its own...

Memphis has its fair share of historic neighborhoods. And our city’s many entertainment districts are legendary. But no place in the Mid-South, and quite possibly no place anywhere, owns a personality like you’ll encounter in Cooper-Young.

Eclectic only begins to describe it. Century-old homes tucked among family-owned businesses and contemporary gathering spots. Young and talented creative types mingle among families and life-long residents.

What began as a large private land investment quickly turned into a thriving residential community. Through boom and bust, struggle and growth, Cooper-Young never lost that unmistakable sense of community you’ll feel any time you visit, in any season of the year.

You might think that such a tight-knit community would be exclusive or difficult to discover. But that couldn’t be farther from the truth. Cooper-Young always welcomes, always includes.

Every year, we host hundreds of artists, crafts makers, musicians, and people passionate about what they do as they display their talents to tens of thousands of visitors from all across the Mid-South at the Cooper-Young Festival. The biggest one-day festival in our city is also the most distinctive, just like the district that plays host.

You can’t fake our kind of culture. It can’t be manufactured, imported or faked. It has to be grown. Since 1899, that’s exactly what’s been taking root in these select few blocks in Midtown. And we invite you to discover the part that appeals most to you.”

-<http://cooperyoung.com/historically-hip/>



↑
your client

ABOUT COOPER-YOUNG COMMUNITY ASSOCIATION: “The Cooper-Young Community Association (CYCA) was formed in 1976 around the following mission: to make our neighborhood a safer and more desirable place to live, worship, work, and play. Encompassing an area of Memphis, Tennessee, where homebuilding flourished from 1881 through the early 1930’s, the association was born when residents became activists to stem the tide of decay that so many urban areas experienced with the flight of residents to the ‘safer’ suburbs.

But the volunteers who established the CYCA saw the need to revitalize this unique, urban landscape and sought out solutions. Working with local law enforcement, they created neighbor support groups for crime prevention, eventually winning a number of citywide awards for their efforts. They surveyed the housing stock and other contributing structures within the neighborhood and gained placement on the National Register of Historic Places. Publication of the LampLighter Community Newspaper and volunteer distribution to every household and business in the neighborhood allowed the CYCA to reach diverse stakeholders. This monthly communication helped strengthen relationships, develop dialogue among many different points of view, and keep the community apprised of the challenges and opportunities available....

Today, the Cooper-Young community includes over 1,600 households, with an owner occupancy rate of 61% (US Census data, 2000). There are more than two hundred flourishing businesses with thriving retail, restaurant, arts, and antiques districts as well as industries that employ local residents. Two schools and twelve worship communities

are located within its boundaries. The CYCA maintains community office space within a redeveloping commercial area in the most challenging quadrant of our neighborhood (highest percentage of remaining abandoned properties and vacant lots, with the lowest average property value). Volunteers, including board members, neighborhood watch block captains, gardeners, artists, fundraisers, event organizers, and others give over 4,000 hours annually in projects which meet the mission of the association: making our neighborhood a more desirable place to live, worship, work, and play.” <http://cooperyoung.org>

Please note that our client is the CYCA, which is different from CYCB (Cooper-Young Business Association). The purpose of the CYCA is to form an association of residents and interested parties to work together to make our diverse and historic community a more desirable and safer place to live, work, and play. The CYBA represents the businesses in the district mostly with regard to marketing and promoting the district to the rest of the city.

FEATURES & BENEFITS FROM THE CLIENT:

- Urban community that is walkable green living; green lifestyle but we really have some of the best spots in Memphis to actually walk to fun, hip and convenient!
- Community Association: we have a wonderful communication network that helps us as a neighborhood feel included and quickly mobilize when needed about things that affect our neighborhood don't feel helpless when it comes to big issues
- beautiful housing we are cool and people like us cause we are cool
- CYCA has 1700 households small enough to manage but big enough to be needed
- Trestle and public art throughout welcoming gateways to others coming into our neighborhood beautiful instead of blight and makes us stand out a bit more than others
- lamplighter helps us keep our neighbors aware of what is going out around them and conveniently placed at their house for free once a month
- Full time staff person not other association offers that and makes it easy to keep getting things accomplished and accountability that you don't have with volunteer
- Office great place for a go to place for questions and meetings
- Membership comes with privileges the local discounts that are tied to the membership card are very underappreciated benefit they are worth more than the membership by far for a household member. Can save you money where you already go
- The cyca provides a full time ed that is available to help residents with a wide array of issues from getting a new garbage can to getting the latest info on a proposed development.
- Our Fundraisers regional beer fest/ cy festival 4 miler we found a great fun way to raise money. It is hard work but would you have it revolved around something you like, it makes it so much easier
- Holiday bags for police and fire sense of helping the broader community but doing events like this. Take care of those that take care of you. Feel good.
- website, nextdoor and email another communication tool for keeping all involved and aware. sense of community
- We have the ability to tackle community issues (like the alleys) that the city doesn't have time or money to address. We can't take care of everything, but we can find out the most pressing issues and look at options that fit CY.

steps
(cont.)

STEP 2: IDEAS! Brainstorm. Remember to think verbally and visually. Think within the brand. Consider a call to action. Also think about how you can get your target market to further your campaign via word of mouth? Think in headlines, but don't use copy as a crutch. Reemmbber that you are thinking BIG for consistency. But allow for specifics as you grow your idea in the next part of this project.

At least 10 thumbnails and written explanations due for discussion
DUE FRI Apr 3rd.

STEP 3: REVISE Gather all of your elements and build 3 tight comps/ads in the computer. Have a proofreader check all copy and pre-press. To show your idea to the creative director (professor), you will do so via an electronic presentation.
Midway Critique WED Apr 8th, 8am

Almost every day between these deadlines will be a work day, though you must still show up to class for attendance to be taken. If you or your group (Part B) would like to meet off campus during class time, please speak with Prof. Arnell to find an easy way to show proof of your work. This is not intended to treat you like children. I've been doing this for awhile and my experience shows I need to keep all groups in check and on schedule.

STEP 4: FINAL 3 CONCEPT PITCH (digital) BOARDS DUE FRI Apr 10th, 8am
Build 3 files at letter size. All comps must contain:

- a headline
- some visual unless you can explain a valid reason to not use
- the supplied logo (located on nikkiarnell.net) and website
- call to action (unless defended otherwise)
- consistency

3 final concepts will be picked by the professor and the class.
Teams will complete Part B of this project.