

project 4 - selling the work
[creative pitch & leave-behind]

objectives This project introduces students how to present their creative work in a manner that answers an objective. In other words, selling isn't just about showing the client something you made. You have to set up the goals so that your creative work is the natural answer.* Doing this with apparent ease and confidence in both yourself and your work is an important skill that a creative must continue to grow because it will always be necessary.

** If you consider this to be "selling out," you will indeed be a "starving artist"....so don't think about it that way. You should be proud of your work! You should be excited to show how you creatively solved a problem. And you should be ready to do this with everything from this one project to (eventually) your entire portfolio. You will be evolving and perfecting this skill to mesh with your personality strengths your entire career.*

problem Due to the coronavirus making a creative pitch unachievable at this time, Project 4 contains only the **leave-behind document**.

THE PITCH **The following is not required this semester.**
Students will not be required to create a pitch; however, this understanding of what a pitch would entail better informs one's development of a leave-behind.

"An advertising pitch describes the proposals of an advertising agency to promote a product or service. The pitch states the objectives for the campaign and describes how the campaign will deliver its intended results."

tips The following would be the required sections to cover. I suggest you break them into sections. Have a slide index (like a table of contents you keep returning to) for us to follow. Possible names for these sections are in italics. *Do not name sections "Steps"*.

- Remember to **MAKE IT PERSONAL!** Professor and classmate will act like the client. We will also act like we've never met you, so you must introduce yourself and keep us entertained while being professional. In other words, be excited about your work and act like we've never seen it before. **BE CONFIDENT.** (I promise it gets easier, but you have to start somewhere.)
- Also remember that both the pitch slides and the leave-behind should pick up on creative elements used in your Project 3 campaign work. Typography, photo treatments, drawings, bold colors....use any and all that you can.
- You must do a **spelling** and **grammar check**. A misspelling will reduce your grade to no greater than a C, regardless of the quality of the work.

step 1 *Introductions (or just start and don't include a "section" here)*
Introduce yourself by name. Thank the client for the opportunity. (Briefly state any credentials that would put you in higher favor than your competition.)

step 2 *Objective*
Restate the **marketing objective** you solved.

step 3 *Audience*
Profile the target audience(s) for the campaign.

- Make them a "person" - make them real.
- Detail their product preferences, **IN A WAY** that you will then answer with your campaign (next step).

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- step 3 (cont.)
- You should also bring in how any emotional benefits from features (or other evidence that directly relates to how you solved this) for this audience have been identified. *Remember emotional benefits are asking “So What?” until you are definitely at a benefit and not a feature.*
 - **Use evidence from your workshop**, but this isn’t a time to just show stuff you didn’t use (or obviously used) in your creative solution. In this case, I’m not your professor. I’m your client. So don’t waste your time trying to prove to me you did stuff for an assignment. **Use any research to set up your sell.**

step 4 *Creative Work (or Solutions)*

Or 3+ sections like: *Big Idea • Campaign • Social Media • Merchandise*

Present your creative ideas, which answer objectives!

- This can be all digital for this project.
- Explain your Big Idea in a manner that it obviously answers all of the previous research shown. Then show me your print ads, explaining them in a way that it is a campaign that can grow even further. Then show me how it extends into Twitter and could easily live in other social media.
- KNOW YOUR ANSWERS ARE GOOD and express them in a way that’s exciting. Don’t just go through the motions. Make it a performance.
- For the required social media, I highly suggest you do something that records your screen (laptop and/or phone) and then load the compressed video into your Powerpoint or Keynote presentation.

Here is where extra credit could be shown:

- **Really easy extra credit:** Show digital mockups that extend your campaign. For example, take your type lockup of your headlines and put that on t--shirts or mugs. Or find pieces of your ad campaign and put it on a mockup of a wall mural downtown (doesn’t have to be downtown Jonesboro). Maybe do bumper stickers. What else can you come up with? This is SO EASY TO DO. I have a lot of free mockups you can use here. You can also find a lot online, though some cost money. The best can be found by searching something like “T-shirt (or whatever) mockup, PSD, layers, free”.
- **More extra credit:** Maybe produce one of these that is EASY and CHEAP. That could be a t-shirt. Please understand that just because you spent money on something, that doesn’t mean you will get a lot of extra credit. You do not need to do this, especially since we’re not the actual client. However, do it if you would like.

step 5 *Closing*

Summarize the key points of your pitch and state why you believe your pitch will help the client’s team meet its marketing objectives. **Invite questions** from the client team. **Thank** the client team members for their time.

THE LEAVE-BEHIND **The following is required this semester.**

A Leave-Behind is a narrative version of the presentation you give in a pitch. In other words, **tell us the whole “story” again** as if the person reading it hadn’t viewed the pitch. For the Spring 20 semester, there was no pitch to be viewed by anyone.

see next page

what is due The leave-behind that is required is an **Adobe Spark Page**'s link explaining everything that would have been in your pitch; however, it isn't just slides in a PDF form with no verbal explanation. *Note: This is the same cloud software used for Project 2, but you are not creating a Process Book. You are selling your Big Idea pulled out to 3 print ads, Instagram, and (if you would like) merchandise!*

The specific structure should be as follows.

You must begin with a Table of Contents listing words that are in bold below.

- **Introduction**
 - > *Including who you are and why you are presenting this work.*
 - > *See what one would do for **Step 1** in Pitch.*
- **Objective**
 - > *Restate objective from Project 3 sheet:*
The **marketing goal** for the FOA is to acquire donations, as the FOA is a non-profit entity and must survive by meager course fees and fundraising.
 - > *See what one would do for **Step 2** in Pitch.*
- **Audience**
 - > *Restate audience as defined on Project 3 sheet:*
The **target audience** is people with at least some disposable income in the region FOA serves who may or may not be aware of this important community institution.
 - > *See what one would do for **Step 3** in Pitch.*
- **Creative Work**
 - > *Don't just show it. Explain it. I suggest placing at least some of your work in mock-ups.*
 - > *See what one would do for **Step 4** in Pitch.*
 - > *You may also show your idea extended into merchandise for extra credit, but only if this displays how your Big Idea can extend to items that would make sense for further fundraising. For example, t-shirts and bumper stickers with headlines and/or illustration pulled from your ads would work.*
 - > *Lots of free mock-ups [here](#). Be sure you only work with files after you've downloaded them. Do not save over files.*
- **Closing**
 - > *Quick summary of Big Idea.*
 - > *Thank the reader for their time.*
 - > *Also supply your contact information (email and phone) and encourage future contact.*

Remember that you must **briefly and eloquently talk us through all of it**. Think of it as the script you would have had for your pitch.

You must do a spelling and grammar check outside of Adobe Spark. A misspelling will reduce your grade to no greater than a C, regardless of the quality of the work. Grammar is also important and should be checked.

see next page

schedule **Wed Apr 22** : Lecture about Creative Pitch and Leave-Behind. Begin Project 4.
Required attendance via two Zoom meetings (40-minute limit per meeting):

- Topic: **Ad Design: Pitches and Leave-Behinds; Begin Proj 4**
Time: Apr 22, 2020 **09:00 AM** Central Time (US and Canada)
Join Zoom Meeting:
<https://us04web.zoom.us/j/8316294852>; Meeting ID: 831 629 4852
- Topic: **Ad Design: Pitches and Leave-Behinds; Begin Proj 4 EXTRA TIME**
Time: Apr 22, 2020 **09:45 AM** Central Time (US and Canada)
Join Zoom Meeting:
<https://us04web.zoom.us/j/8316294852>; Meeting ID: 831 629 4852

Also review the following links (also listed **#grfx_3603_required_readings**) for **required (marked with *)** and optional readings to supplement information from lecture.

Articles:

- [How Does an Advertising Pitch Work?](#)
- [10 Ways to Win Pitch Work Everytime*](#)
- [How to Make an Advertising Pitch](#)
- [5 Ways to Perfect Your Pitch*](#)

Videos:

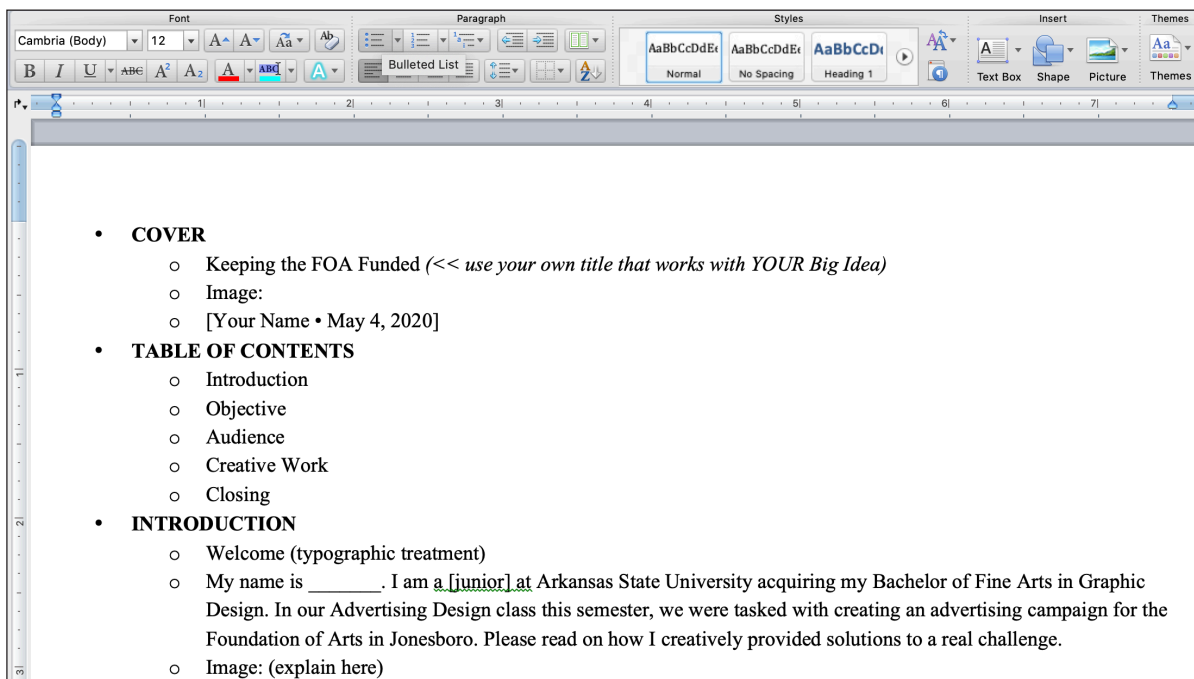
- [The Biggest Obstacle to Pitching Creative Work*](#)
- [Pitch This! How to Present Design Work to Clients Like a Pro!*](#)

Mon Apr 27: Proj 3 DUE. Discuss on Slack.

Wed Apr 29: Step 1 DUE:

Create a Microsoft Word (or similar word processing program) document named **YOUR LAST NAME_Proj4_Step1**. See comments from professor on #3603_proj4_step1 channel in Slack.

Outline your Adobe Spark page. The pictures or your text might not end up exactly as you will use in the final piece, but it should be close. **A significant amount of work should be evident in this step (see rubric for grade consequences)**. Then it will be easy to actually create it in Adobe Spark Page. Word – unlike Adobe Spark – will also check your text’s spelling and grammar. *For example:*



schedule (cont.) **Mon May 4: Last Day of Classes**

Midway Critique.

- **By 8:45 a.m.:** Post Adobe Spark Page link into thread provided on **#3603_proj4_step2** channel in Slack.
- **9 a.m.:** Discuss on Slack in threads.

Wed May 6: Schedule Final (8-10 a.m.)

If you have class:	Then your final exam will be:	
8:00 am MWF, MW or WF	W, May 6	8:00 am -10:00 am
8:00 am M or W or F		
8:00 am MTWR or MTWRF		

- **By 8:30 a.m.:** Post Adobe Spark Page link into thread provided on **#3603_proj4_final** channel in Slack. Everyone should look at everyone else's work!
- **9 a.m.:** Meet on Zoom for one final class meeting!
Topic: **Ad Design: Final Meeting**
Time: May 6, 2020 **09:00 AM** Central Time (US and Canada)
Join Zoom Meeting
<https://us04web.zoom.us/j/8316294852>; Meeting ID: 831 629 4852

evaluation You will be graded on the following:

- Directions were followed accurately with absolutely no errors.
 - > All files named correctly and turned in as directed.
- **Step 1 shows significant research and planning.**
- Leave-Behind shows research relative to creative solution.
- Leave-Behind Spark Page is easy to follow.
- Leave-Behind Spark Page use design elements from campaign where possible.
- Leave-Behind Spark Page turned in on time and functions correctly.
- Absolutely no misspellings.
Student will not receive higher than a C if misspelling is present.
- Proper grammar used in leave-behind.
- Ambition - How much did you challenge yourself? Did you plan your time well?