

project 4 - the creative pitch

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 that "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 Project 4 contains two required pieces – the **pitch** and the **leave-behind document** – and multiple extra credit opportunities. For both, please see [slides](#) online and videos in Slack.

THE PITCH *"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."*

The following are 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"*.

- tips**
- 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.

- Create awareness for the season's performances and event calendar. Obtain followers on social media and encourage purchase of tickets.
- Create awareness and call-to-action for enrollment for the art classes available at FOA. In other words, get people enrolled in the classes.
- Create a desire to become involved in the many aspects of theatre performance at the FOA. These include performers as well as those who help behind the scenes. There are many opportunities available.
- Encourage community support of FOA, specifically financial even in the guise of involvement. In other words, when one attends a performance, class, etc. and pays for this, then the funds go back to the community. Also sponsorship by businesses and individuals is encouraged.

step 3 *Audience* (or *Audiences* if you have a Primary and Secondary.)

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).
- 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.
- **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* (or whatever else)

Present your creative ideas that answered 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 would 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.

what is due

FILE Powerpoint, Keynote, (or landscape-oriented PDF) file named **YourLastName_Proj4_Pitch_FALL19**.

Final Powerpoint or Keynote file due in **PROJECT 4** folder within each individual student's folder shared with professor for this class.

THE LEAVE-BEHIND

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.

The leave-behind that is required is a **printed bound version** explaining pretty much everything that was in your pitch; however, it isn’t just your slides in a PDF form. The specific structure should be as follows, though you may rename something if you would like:

- COVER PAGE
- Introduction
- Objective
- Audience
- Creative Work
- Summary

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

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. Grammar is also important and should be checked.

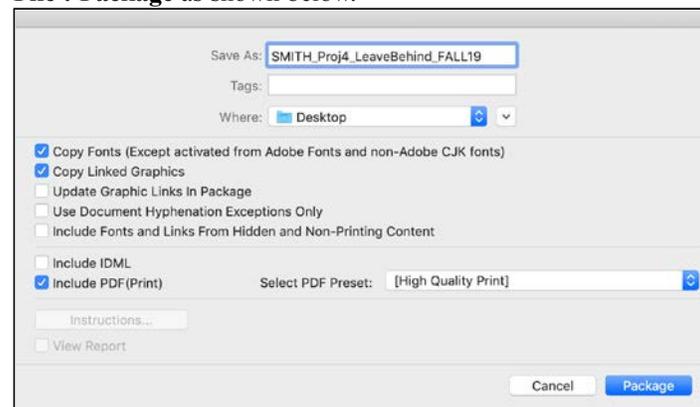
what is due

FILE One **multi-page packaged InDesign** document and its (Interactive if you have links) PDF that contains all of your elements and research.
Name this file **YourLastName_Proj4_LeaveBehind_FALL19**.

Size:

8.5 x 11 inches horizontal or vertical with **.25 inch margins**. Do not include a bleed on your design. In other words, no color (or photos!) to the edges.

File : Package as shown below.



If there are interactive links, student must create a separate PDF from InDesign and include that in the packaged folder instead.

This packaged folder due in PROJECT 4 folder within each individual student’s folder shared with professor for this class.

see next page

what is due (cont.)

PRINTED

Printed and bound book.

- Remember DO NOT build your file with any bleedss, as this will likely be printed on a laser printer.
- Color is preferred. Please speak to Prof. Nikki if funds are only available for grayscale. As most of you will not be printing in signatures, a spiral (coil) bind is fine. Just a corner staple is not ok.

schedule *All classes meet in the usual HSS room.*

Mon Nov 18: Lecture about Creative Pitch and Leave-Behind.

Wed Nov 20: Class begins at 9:15 a.m. in the usual HSS room.
Help with Graphic Design Immersion.

Mon Dec 2: Proj 3 DUE, mini-critique. In-class work day for Project 4.

Wed Dec 4: In-class work day for Project 4, including presentation styles and help.

Mon Dec 9: No class.

8:00 a.m.: Leave-Behind PDF DUE as part of your correctly named packaged folder from InDesign. As explained above, place this entire folder in the correct Project 4 folder as directed above. Prof. Nikki will be in her office from 9:30 - 11:00 a.m. if student has any questions or concerns.

Wed Dec 11: Required final 8:00 - 10:00 a.m. DO NOT BE LATE.

Presentation file due as explained above **by 7:45 a.m.**

Each student gives **pitch** (10-15 minutes each).

Printed Leave-Behind DUE at this time also.

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.
- Creative Pitch presentation shows research relative to creative solution.
- Creative Pitch presentation uses convincing persuasive techniques.
 - > Student introduces self in creative pitch.
 - > Student uses eye contact and clear speaking voice in creative pitch.
 - > Student answers any questions posed after pitch.
- Creative Pitch slides easy to follow.
- Creative Pitch slides use design elements from campaign where possible.
- Leave-Behind PDF turned in on time and functions correctly.
- Leave-Behind uses design elements from campaign where possible.
- Leave-Behind narrative flow clearly explains entire process.
- No misspellings on slides or leave-behind.
- Proper grammar used in slides and leave-behind.
- Ambition - How much did you challenge yourself? Did you plan your time well?
