

project 4A - concepting the campaign

objective Each project, lecture, and exercise has prepared students for this final project(s). You will work for a real client and think Big Idea to convey targeted messages under a campaign while staying true to an existing brand's positioning and group's ideals.

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 final presentation also challenges students to present to an actual client.

There is also the challenge of understanding and reaching a primary (and possibly secondary) target. Try to reach everyone and you will reach no one. All messages and expressions will also support a single Big Idea because when you try to say everything, you will say nothing. 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.

- overview**
- **Multiple steps will be taken to challenge students at every step of the creative process in order to find the best answer.** First, students will be split into groups. From this point on, you are in competition with each other.
 - Each group begins with research and more research. Then written conclusions from this research. Then ideas for multiple campaigns of print ads, each under its own Big Idea. And finally, a final campaign of ads that will help to finalize creative. These will be presented to Prof. Nikki (your Creative Director) only.
 - After any revisions have been completed, Part B continues to challenge the groups to figure out how to solve the full creative problem. Multiple elements and tactics 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.

group info *I suggest each group create a Private Facebook Group and consider inviting me to it.*

Group # _____

1. You :)

2. Name _____

Email _____ Phone _____

Other Information _____

3. Name _____

Email _____ Phone _____

Other Information _____

-
- 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.

job start **CLIENT:**

Something Sweet in Paragould, Arkansas

Owner: Tracy Mothershed

870-565-5050

I got into contact with her simply by messaging Simple Sugar on Facebook.

She runs it, so it goes directly to her.

JOB DESCRIPTION:

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

MARKETING OBJECTIVE:

Create awareness of shop and its offerings to the target market.

(Client is open to ways of going about this.)

PROBLEM:

There is no great problem aside from more awareness that the shop is there. The cake part of the business is already doing very well. Many who come in do so for the cupcakes (different than the cakes, which are usually for pickup only after pre-ordering), don't realize that it is also a full coffee shop AND sells ice cream AND some merchandise. All in a really cool old building on the main street of Paragould, which is one of the larger towns in the area without the "massive traffic problems" of the large Jonesboro.

UNIQUE SELLING PROPOSITION:

Client is open to what to push. (Is it the food? Is it the community? Etc.?)

TARGET AUDIENCE:

• *Primary:*

Geographic: Northeastern Arkansas and Southeastern Missouri, specifically Corning, Pochontus, Poplar Bluff, (and Paragould). There aren't any coffeeshops (and no Starbucks!) in this area. Jonesboro is not a target market. Something Sweet is now the closest coffee shop for residents of these areas who used to have to drive to Jonesboro.

Age/Gender: Client explained there is no targeted age or gender, but it appears the vast majority of her clientele females mid-20 to mid-40s, usually mothers. Also a few fathers. *Some high school students, but not many. When asked if that could be a secondary target, she kinda shrugged. She doesn't mind if people camp, assuming they have purchased something. Many high school students will grab some coffee before going to school, but is that really a strong enough reason to target?*

Socioeconomic: Disposable income, but nothing extreme.

client info **COMPETITION:**

The competition is simply lack of awareness.

ADDITIONAL NOTES FROM INITIAL CLIENT MEETING:

Has been open for 4 years in December 2016.

Has tried multiple kinds of advertising: social media and word of mouth the most useful. Ms. Mothershed has been a cake decorator for over 20 years. Before she opened up the shop with encouragement from her husband (and friends and family), she built her customer base and saved money. The customer base for her cake decorating was built via word of mouth.

Brief explanation of past efforts and results:

2nd year:

- TV: Placed ads through Paragould Cable. This means that her ads would show up on channels like HDTV, Food Network, and other channels not including KAIT. GOOD RETURN. (but expensive)
- Print: Ad in *Premier Magazine* available in Jonesboro and locally owned. GOOD/OK RETURN
- Radio: Some radio. NOT MUCH RETURN.
- Some local newspapers >> no coupons, but for awareness

3rd year:

- Cut way back on spending to only 2 media, but each with GOOD RETURN.
- *Delta Crossing*, a very nice quarterly magazine that goes to all of NE Arkansas and SE Missouri!
- Movie theatre in Paragould, an 8-plex

Products

Custom cakes for any occasion. Single to 5- or 6-tier cakes.

Ranging from \$18 (or \$180?) to \$1,000

Right now, she has Saturdays booked until mid-July for cakes to be picked up

She “[stays busy, but with plenty of room for growth.]”

Little cupcakes (cheap and delicious and gourmet!) are available for purchase in the front case. Her baristas make these with her direction. She’s busy with the cakes.

Many people don’t realize it’s a coffeeshop (and there are NO OTHER coffeeshops in town). She didn’t push this at first because the former owners who had the location as a coffeeshop earned a bad reputation for not being there during hours listed and other undependable things. So when she opened shop, she didn’t want any of that bad reputation to stick. However, now many don’t realize the coffee goodness available.

Ice cream available is the only hand-dipped (think Baskin-Robbins vs. soft-serve of Dairy Queen) in the area.* (*check this...I might have misunderstood.) Only Turner hand-dipped ice cream in NE Arkansas. Make milkshakes and sundaes too.

There is also some merchandise available on the walls. Crafty stuff.

client info (cont.)

Busiest times

Lunch is busy, anyone in offices downtown Paragould.
After school, moms and younger kids come in
After work, people are picking up orders
Friday: busiest day

Social Media

She has a Twitter account, but doesn't use it. Her clientele isn't on it - she knows because she tried it. She has had great success with Facebook and Instagram. Also Yelp, Urban Spoon, etc. *Snapchat wouldn't meet most of her demographic, BUT she seemed very interested when I explained the very cheap filter that could be done here to add more awareness.*

Other

"Camping" is ok, but not vocal about encouraging it. If someone is using the free wifi, it's expected that the person should purchase something. She's only had to get on somebody once for that after he/she repeatedly came in and sat there on the computer for a long time and then left.

Part of Main Street Arkansas (owner is also on board). The building is from the early 1900s. Tons of charm and character. Go visit the place to understand it.

Events tie in with downtown. Check this out at DowntownParagould.com and their FB page (Gina Lewis in charge).

- All summer (Mar-Sept), there are 1st Thursdays where shops are open late until about 8pm.
- Other special events included in March, they had a Kids Day for decorating cupcakes
- In June or July, she is considering a cupcakes and cocktails thing (it's not dry Craighead County and it's legal as long as she doesn't charge for the alcohol).
- Halloween> trick or treating along downtown
- Christmas parade nights
- May: Art and Stroll

steps **STEP 1: RESEARCH:** See all research contained within Client Objectives on this Project Sheet. **Compete the "Proj4_Research_SPG16.indd" form completely.**

Find and summarize further research both visually and verbally: Aside from the typewritten research sheets, consider photoshoots, ideas from other similar institutions, award-winning ads for similar businesses across the world in genre, colors and type ideas, or overall mood boards. Use all of the skills you acquired in Visual Thinking and exercises in this class. Use all of these while forming your ideas.

Compile the form and further research in a multi-page InDesign document that is exported to a PDF entitled "Proj4_Research_SPG16_GRP(1, 2, or 3).PDF". Supply file and print (black and white ok, but color preferred) and spiral bind.

DUE Wed Apr 13th *Remember that you can start on the next section before you hand this in!*

steps (cont.)

STEP 2: IDEAS! Brainstorm. Consider using methods you learned in Visual Thinking like mind mapping or the sticky note exercise in this class (Exercise 5). Remember to think verbally and visually. Think within the brand. Come up with many headlines and many visuals. If you get stuck, try some of the word associations to spark your process. DO NOT just put a simple visual and have a tagline do all of the work. (At least) 3 separate headlines and separate images that all are consistent under the campaign. **Present at least 3 separate campaigns, each with 6 ads of different (but related) headlines and different (but related) visuals.** Complete in the computer with superb typography, logo, greeked lines for body copy if needed, and FPO photos. Be aware that I will question you how you will acquire real photos.

Think of these as final in all ways aside from the photo. The class has proven to me that when I ask for anything other than a final ad, I get mediocre crap. And we don't have time for mediocre crap.

DUE Mon Apr 18th, 10am. Present as one multi-page PDF of ads.

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 3: REVISE Gather all of your elements and build **3 FINAL ads** in the computer. Take professional photographs or have a price for stock photos.

If you would like Prof. Nikki to check at any time of creative worth before you bother the client with a photoshoot, this is encouraged.

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.

Size: I suggest you keep it to letter-size. Larger than this is a poster or a newspaper full-page. The smaller area also forces you to keep your messaging concise.

Midway Critique to check progress **available any time**

STEP 4: FINAL 3 (minimum) ADS to pitch concept: printed and mounted on black board(s) in an aesthetically pleasing manner **DUE FRI Apr 22nd, 10am**

Once the idea has been cemented via these 3 ads, students will proceed to Project 4B, which pulls your campaign out to things like direct mail, web presence (adding anything to what she already has), app, social media usage, environmental graphics, collateral: brochure, collateral: visual identity system, merchandise, events, and/or guerrilla marketing. All of these would need research for what she is or has done in these media, understanding that each of these reinforces your CAMPAIGN and not just more of the Simple Sugar identity alone.

next steps To give you an idea of the schedule after April 22nd presentations, assuming client agrees to meeting time:

Pitch to Prof. Nikki (as if to client): MON May 2nd (last day of classes)

Pitch to client on campus: MON May 9th, 10:15am-12:15pm (scheduled final)

next steps (cont.) *The class calendar says I will give a few lectures and we will do more exercises; however, there are no more exercises and the lectures are really discussions. I will give the talk about how to make creative presentations and pitch to a client when you are much closer to that last step.*

- evaluation *At the end of Project 4, you will be evaluated and graded on the following:*
- Directions were followed accurately with absolutely no errors.
 - Branding between all pieces read as a consistent system, reinforcing brand equity.
 - Strong, distinct headlines created.
 - Strong, complementary visuals created.
 - Final ads are of high quality.
 - Campaign is dynamic and memorable to the target demographic.
 - All elements work together to properly target market.
 - All elements work together to properly reinforce the campaign Big Idea.
 - Cleanliness and presentation.
 - Ambition - How much did you challenge yourself? Did you plan your time well?
 - **Team participation to project.**
 - **Ability to delegate and take direction well to perform as an efficient team.**
 - Participation in successful client pitch.

All team members will also grade each other. The following are from the sheets that each member will receive.

For each of the following evaluations, you will provide:

1. A rough rubric per project objectives regarding participation and presentation, which you will rate each line on a 100% scale. *Remove the XX% and make it a number like 93%.*
2. Comment more in the space provided.
Please provide at least 3 sentences and no more than one page.
3. Supply a final grade.
Instead of percentages, you may include a + or – to grades to be more specific.

This grade is only in regards to student participation and will not affect the overall creative. **You do not need to fill out a sheet for yourself.**

These sheets will be anonymous. If a student should insist on viewing grades at some point in the future, I will not reveal your name.

EVALUATION 1

GROUP MEMBER'S NAME:

XX% • Ambition - How much did you challenge yourself? Did you plan your time well?

XX% • Team participation to project.

XX% • Ability to delegate and take direction well to perform as an efficient team.

XX% • Participation in successful client pitch.

COMMENTS:

FINAL PARTICIPATION GRADE: