



Brand Management & Media Planning

LM in Marketing & Digital Communication



LUMSA
UNIVERSITÀ
1939 **SO**TTANTESIMO 2019



Briefing instructions



Project work briefing

- Imagine that your team is an **advertising agency** that have to **bid** to became the DIVA International agency and help them defining the **communication plan of one of their products**
- Your task is to propose a **communication plan** for the year 2025

You have to choose one of these products:



BRAWN Dust Catcher



BRAWN Safe Laundry



FRIA Korean Beauty

Each brand requests a different plan



Brawn wants a digital plan focused on
video ads.
You have to set up a social media campaign,
including YouTube



Each brand requests a different plan



FRIA Korean Beauty expects an omnichannel communication strategy **with online and offline media** with 2 phases: teaser and launch



What you have to do:

- Create a group of **6-8 people** and give yourselves a **name** (as if you were an advertising agency)
- Analyse the **target audience** and make at least **1 buyer personas profile**
- Analyze his/her **customer journey and touchpoints**
- Prepare a **media strategy**: choose the **most appropriate media/channels** and prepare a tentative **calendar** (focus 2025)
- For both brands you will have to set up a **social media campaign** on META (Facebook/Instagram)

**Detailed instructions on how
to plan social media will
follow.**



If you have specific questions, we can contact our client



Letizia Cocchioni
Marketing Coordination and Communication Manager





What you have to do:

- The goal of your group/agency is to prepare a **presentation to sell your communication strategy**
- **Dead-line** Saturday November, 30 (midnight)
- Presentation in class of the best works on Thursday December, 5
 - **All the members of the best 3 teams will get 1 point** to add to the written test
 - **All the members of the winning teams will get 2 point** to add to the written test
- And (if you can speak Italian) you can apply for an **internship!**



More instruction about the communication strategy

- Consider **Owned media** (make a **proposal** of *what* owned media to use and *how* for both brands),
- **Earned media** (*explaining how you're going to stimulate UGC, use the STEPPS framework*)
- and **Paid Media** (*explaining what media and why*)

For the paid media you will get further instructions regarding the prices



Start **IMMEDIATELY** with the things that you
already know:
Buyer Personas
Customer Journey and touchpoints
Owned media and Earned media



And proceed, **week by week**, with the topics that we will see in class

For the Meta For Business Campaign
I will give you further instruction later on



Grading criteria - Rubric

Each member of the group has to write down how she/he contributed to the project
Ad fill in a Peer Review chart

TEAMS		
3	Useful buyer personas profile, communication objectives, explanation of the Media choice	
6	Communication plan: exhaustive choice of media	
6	FB: Comprehensive, accurate and clever campaign structure	
6	Quality of the targeting, full use of the FB segmentation variables	
6	Clever and effective creativity	
3	Complete, clear and easy to follow presentation	
TOTAL SCORE:		0



The peer review



Each student will be evaluated (0 to 5) from the other students

	EVALUATIONS					SUM	
	0	0	0	0	0	0	No contribution not valid
From 1 to 5	1	1	1	1	1	5	MINUS 4 points
From 6 to 10	1	1	1	1	2	6	MINUS 3 points
	2	2	2	2	2	10	
From 11 to 15	2	2	2	2	3	11	MINUS 2 points
	3	3	3	3	3	15	
From 16 to 20	3	3	3	3	4	16	MINUS 1 point
	4	4	4	4	4	20	
From 21 to 25	4	4	4	4	5	21	FULL MARKS
	5	5	5	5	5	25	

If all the team members receive 5, the team keeps the **full mark**



If one member doesn't do anything and score ZERO, the work is not valid for the exam (only for him/her, of course)



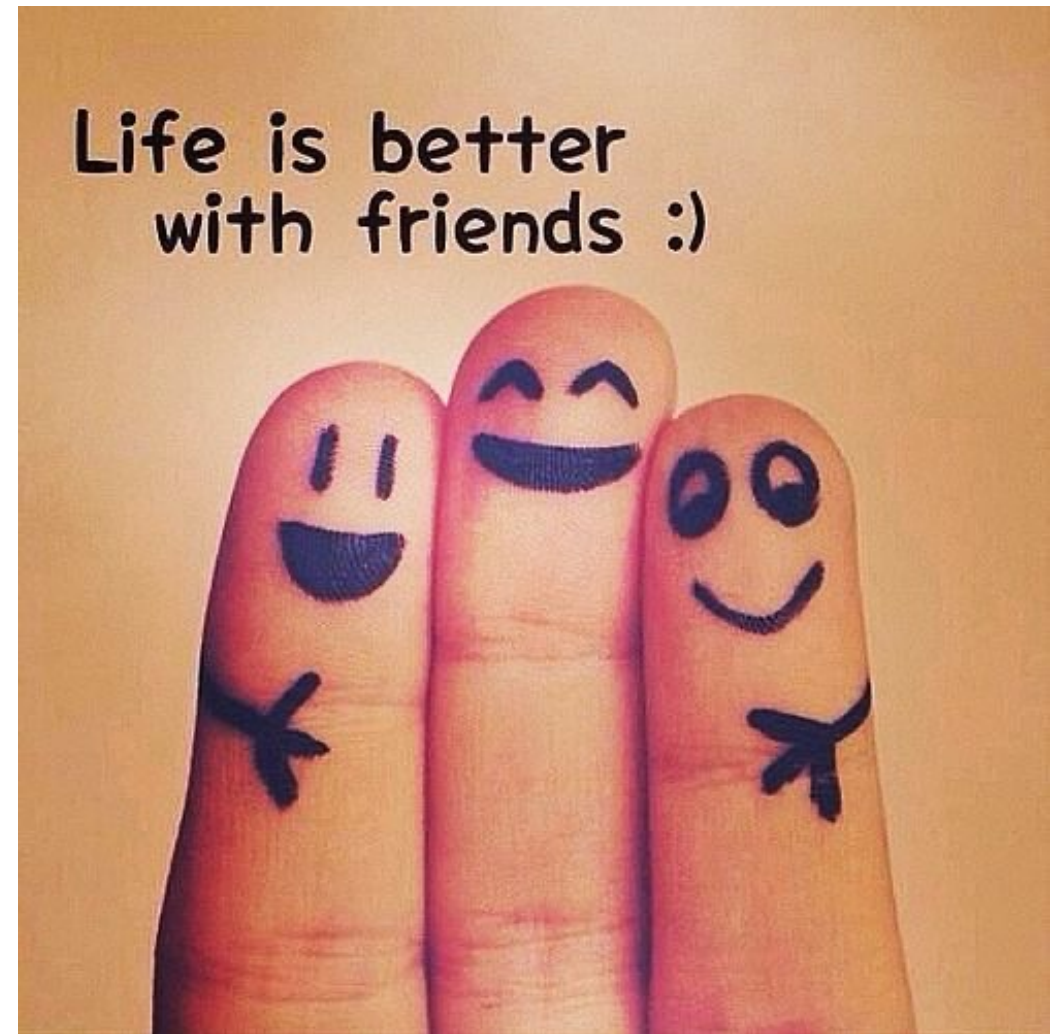
In a 7 members' team, each member will receive 6 evaluations
 In a 8 members' team, 7... and so forth

	EVALUATIONS						SUM	
	0	0	0	0	0	0	0	No contribution not valid
From 1 to 6	1	1	1	1	1	1	6	MINUS 4 points
From 7 to 13	1	1	1	1	1	2	7	MINUS 3 points
	2	2	2	2	2	3	13	
From 14 to 18	2	2	2	2	3	3	14	MINUS 2 points
	3	3	3	3	3	3	18	
From 19 to 24	3	3	3	3	3	4	19	MINUS 1 point
	4	4	4	4	4	4	24	
From 25 to 30	4	4	4	4	4	5	25	FULL MARKS
	5	5	5	5	5	5	30	



Some tips on how to work as a team

Know each other, make friends



Choose a **coordinator**, someone in charge with timing.
And define a **timeline with milestones**.
(A simple GANTT chart could be useful)



Share the work among you and define **clear dead-lines**. Leave enough time for you to **read the work of the others**, and agree about revisions, in case.





Be curious and have FUN!