Personal Branding Project

Project Objectives

- Manage your personal brand to showcase and sell yourself on an on-line platform(s)
- Develop material and a social media presence for marketing and promotional purposes
- Make a personal brand vision statement and tagline
- Design or use an existing logo (one you designed for another course) that speaks to your personal brand
- Create dynamic media content such as GIFs, video loops, animations and motion graphics to heighten your personal brand to an audience and get their attention
- Generate a list of key words for hashtags

Design Scope, 5-10 Minute Presentation

- The focus of this project is to build brand identity and awareness as well as to develop brand promotional and marketing strategies
- This is not a design course and this project is about the business of branding your own personal artistic/ designer image
- You are encouraged to use design work from other courses for this project
- Think about brand differentiation- How do you stand out from the crowd? Can you think of core values for a winning personal brand? What will make you look good?
- Use SWOT Analysis as part of your reporting cycle

Project Specifications
Research
- Demonstrate an understanding of Omni-Channel Marketing, H2H and B2B engagement strategies
- Find an example of a strong personal brand as a case study to learn from

Concept- Process Critique Workshop(s)
- Use the Roll Call at the start of each class to assist you with project questions, concerns and progress
- Manage, measure and track Social Media ROI

Execution- Present & Share with Class, 5-10 Min
- Utilize and practice Social Media & Digital Brand Management tools
- Make your brand more dimensional through storytelling and/ or a vision statement (philosophy)
- Use a unified visual and written voice to engage an audience with your brand
- Communicate a clear brand personality and identity through stylistic elements (e.g. synergy between logo and content)
- Include a Feedback Collection System at the end of your final presentation

Course/Unit Outcomes

1.1 Select appropriate materials and sources for brand case studies.
1.2 Research brand characteristics such as brand personality, differentiation, and visual identity.
1.3 Describe branding tools such as naming strategies, brand matrices, and customer profile.
2.1 Identify and use appropriate brand development tools in assignments and projects.
2.3 Develop and present promotional plans including media channels.
2.4 Develop criteria to measure costs and effectiveness of promotions.
4.0 Project Management (4.1, 4.2, 4.3) as outlined on the Feedback & Evaluation Concepts document

Resources
- Branding Resources website- Projects Info
- Guiding Course Concepts Document
- Feedback & Evaluation Concepts Document
- Key Buzz Words & Terms Document
- 5 Tools to Measure Social Media ROI

Evaluation

This project is worth 30% of your mark
*see page two for Rubric

Research	/20
Concept- Process Critique Workshop(s)	/20
Execution- Present & Share with Class	/60
Total	**/100**

Submission Specifications
- Be ready to present at the start of class
- Submit presentation slides, website and social media links to the Dropbox
- Include a Feedback Collection System at the end of your presentation

Deadlines
See Course Instructional Plan for details

SOMA+D Zero Tolerance Submission Policy:

Please see policy details in Student Handbook pg. 14 (http://www.conestogac.on.ca/fulltime/bachelor-of-design-honours#EM-PRR). Note: all projects are DUE at the beginning of class; therefore, if your class starts at 9:00 am, your project is DUE at 9:00 am – digital submission to eCon dropbox prior to 9:00 am and hardcopy submission and ready to present in-class at 9:00 am.

MKT72240 Branding: Project 2- Personal Branding Project

RUBRIC CRITERIA	Exceptional (90-100%)	Above Average (75-89%)	Average (65-74%)	Marginal (60-64%)	Not Satisfactory (35-59%)	Unacceptable (0-34%)
RESEARCH	1. Highly effective research for an example of a strong personal brand as a case study to learn from- strong implementation of constructing ideas this brand uses into your own original personal brand. 2. Provide a very clear, compelling explanation on how researching a brand case study example was useful in your own design/ branding practice. 3. A strong practical application between Omni-Channel Marketing, H2H & B2B is clearly evident in the execution of the final project.	1. Good level of research for an example of a strong personal brand as a case study to learn from- above average implementation of constructing ideas this brand uses into your own original personal brand. 2. Provide a clear explanation on how researching a brand case study example was useful in your own design/ branding practice. 3. A good practical application between Omni-Channel Marketing, H2H & B2B is evident in the execution of the final project.	1. Average level of research for an example of a strong personal brand as a case study to learn from- average implementation of constructing ideas this brand uses into your own original personal brand. 2. Provide a fair explanation on how researching a brand case study example was useful in your own design/ branding practice. 3. A fair application between Omni-Channel Marketing, H2H & B2B is evident in the execution of the final project.	1. Marginal level of research for an example of a strong personal brand as a case study to learn from- some evidence of using ideas from this brand into your own original personal brand. 2. Provide some explanation on how researching a brand case study example was useful in your own design/ branding practice. 3. Some application between Omni-Channel Marketing, H2H & B2B is evident in the execution of the final project.	1. Level of research for an example of a strong personal brand as a case study to learn from was not satisfactory- little evidence of using ideas from this brand into your own original personal brand. 2. A poor explanation was provided on how researching a brand case study example was useful in your own design/ branding practice. 3. No application between Omni-Channel Marketing, H2H & B2B is evident in final project.	1. Very little to no research provided. 2. Submission late (zero late policy).
CONCEPT	1. Overall concept uses SWOT Analysis and feedback to develop an exceptionally strong personal brand. 2. A strong plan and systems are being used to track Social Media ROI. 3. Highly effective use of a Feedback Collection System.	1. Overall concept uses SWOT Analysis and feedback to develop a good personal brand. 2. A good plan and systems are being used to track Social Media ROI. 3. Strong use of a Feedback Collection System.	1. Overall concept uses SWOT Analysis and feedback to develop an average personal brand. 2. An average plan and systems are being used to track Social Media ROI. 3. Adequate use of a Feedback Collection System.	1. Overall concept somewhat uses SWOT Analysis and feedback to develop a marginal personal brand. 2. A marginal plan and systems are being used to track Social Media ROI. 3. Little use of a Feedback Collection System.	1. Project does not use SWOT Analysis or feedback for proper development. 2. There is a lack of planning and systems used to track Social Media ROI. 3. No use of a Feedback Collection System.	1. Very little to no concept development submitted - concept does not meet standard level, concept was completely off point. 2. Submission late (zero late policy).
FINAL PROJECT EXECUTION	1. Project demonstrates an exceptional level of communication highlighting brand philosophy and identity through stylistic elements. -logo, text, dynamic media 2. Excellent written content helps outline brand personality and differentiation -tagline, vision statement (philosophy), storytelling 3. An exceptional unified visual and written voice highly engages an audience. 4. An effective, efficient and organized plan is in place to manage your social media and digital brand tools.	1. Project demonstrates a good level of communication highlighting brand philosophy and identity through stylistic elements. -logo, text, dynamic media 2. Good written content helps outline brand personality and differentiation -tagline, vision statement (philosophy), storytelling 3. A strong unified visual and written voice engages an audience. 4. A well organized plan is in place to manage your social media and digital brand tools.	1. Project demonstrates an average level of communication highlighting brand philosophy and identity through stylistic elements. -logo, text, dynamic media 2. Average written content somewhat outlines brand personality and differentiation -tagline, vision statement (philosophy), storytelling 3. An average unified visual and written voice engages an audience. 4. An average plan is in place to manage your social media and digital brand tools.	1. Project demonstrates a basic level of communication highlighting brand philosophy and identity through stylistic elements. -logo, text, dynamic media 2. Marginal written content somewhat outlines brand personality and differentiation -tagline, vision statement (philosophy), storytelling 3. A marginal unified visual and written voice somewhat engages an audience. 4. A marginal plan is in place to manage your social media and digital brand tools.	1. Project lacks a sufficient level of communication highlighting brand philosophy and identity through stylistic elements. -logo, text, dynamic media 2. Poorly written content discredits brand personality and differentiation -tagline, vision statement (philosophy), storytelling 3. There is a lack of a unified visual and written voice- low audience engagement. 4. The project does not have a plan to manage your social media and digital brand tools.	1. Very little to no organization. 2. Submission late (zero late policy).