

Project 3 [30%] - MKT72240 Branding Brand Launch Project

Project Objectives

- There will be two presentations- one informal and the other a formal strategic report
- Include a brand MVV philosophy
- Create a brand visual identity and personality
- Track & collect data analytics to review performance
- Generate a list of key words for hashtags

Design Scope

Presentation 1- Informal Workshop(s)

Getting Your Idea Out There (Using SWOT & AIDA)

- What are you branding? Why did you decide to brand it? How are you going to market your brand?
- Explain what you have set up and ready to go
- Outline what you want to accomplish (targets & goals)

Presentation 2- Formal Report, 5-10 minutes

Slideshow and Strategic Report (5-10 min overview)

- How is your brand performing? Are your marketing and promotional ideas working?
- Compare goals to outcomes. Have any surprises or interesting results emerged?

Overall Effectiveness

- How should you proceed going forward?
- Use [SWOT Analysis](#) as part your reporting cycle
- Develop communication strategies using the [AIDA Model](#)

Project Specifications

Research

- Demonstrate an understanding of [Omni-Channel Marketing](#), H2H and B2B engagement strategies
- Find an example of a similar brand that is performing well as a case study to learn from

Concept- Informal Presentation 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- Formal Report Presentation

- Track data and analytics to help drive action and monitor brand performance (health)
- Utilize and practice [Social Media & Digital Brand Management tools](#)
- Make your brand more dimensional through storytelling and/ or a vision (mission) statement
- Use a unified visual and written voice to engage an audience with your brand
- Communicate a clear brand personality and identity through stylistic elements (logo & content)
- Include a Feedback Collection System at the end of your report 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.
- 2.2 Develop proposals for a new brand using appropriate terminology and categories.
- 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)- Informal Workshop(s)	/20
Execution (Report) - Formal Presentation	/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 presentations

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 3- Brand Launch Project

RUBRIC CRITERIA	Exceptional (90-100%)	Above Average (75-89%)	Average (65-74%)	Marginal (60-64%)	Not Satisfactory (35-59%)	Unacceptable (0-34%)
RESEARCH	<ol style="list-style-type: none"> Highly effective research for an example of a strong brand as a case study to learn from- strong implementation of constructing ideas this brand uses into your own original brand. Provide a very clear, compelling explanation on how researching a brand case study example was useful in your own design/ branding practice. A strong practical application between Omni-Channel Marketing, H2H & B2B is clearly evident in the execution of the final project. 	<ol style="list-style-type: none"> Good level of research for an example of a strong brand as a case study to learn from- above average implementation of constructing ideas this brand uses into your own original brand. Provide a clear explanation on how researching a brand case study example was useful in your own design/ branding practice. A good practical application between Omni-Channel Marketing, H2H & B2B is evident in the execution of the final project. 	<ol style="list-style-type: none"> Average level of research for an example of a strong brand as a case study to learn from- average implementation of constructing ideas this brand uses into your own original brand. Provide a fair explanation on how researching a brand case study example was useful in your own design/ branding practice. A fair application between Omni-Channel Marketing, H2H & B2B is evident in the execution of the final project. 	<ol style="list-style-type: none"> Marginal level of research for an example of a strong brand as a case study to learn from- some evidence of using ideas from this brand into your own original brand. Provide some explanation on how researching a brand case study example was useful in your own design/ branding practice. Some application between Omni-Channel Marketing, H2H & B2B is evident in the execution of the final project. 	<ol style="list-style-type: none"> Level of research for an example of a strong brand as a case study to learn from was not satisfactory- little evidence of using ideas from this brand into your own original brand. A poor explanation was provided on how researching a brand case study example was useful in your own design/ branding practice. No application between Omni-Channel Marketing, H2H & B2B is evident in final project. 	<ol style="list-style-type: none"> Very little to no research provided. Submission late (zero late policy).
CONCEPT PRES # 1 -INFORMAL -PROCESS	<ol style="list-style-type: none"> Overall concept uses SWOT Analysis to develop an exceptionally strong brand. Communication strategies are clearly linked to AIDA. A strong plan and systems are being used to track Social Media ROI. Targets and goals are clearly outlined. Highly effective use of a Feedback Collection System. 	<ol style="list-style-type: none"> Overall concept uses SWOT Analysis to develop a good personal brand. Communication strategies are linked to AIDA. A good plan and systems are being used to track Social Media ROI. Targets and goals are outlined. Strong use of a Feedback Collection System. 	<ol style="list-style-type: none"> Overall concept uses SWOT Analysis to develop an average personal brand. Communication strategies are somewhat linked to AIDA. An average plan and systems are being used to track Social Media ROI. Targets and goals are somewhat outlined. Adequate use of a Feedback Collection System. 	<ol style="list-style-type: none"> Overall concept somewhat uses SWOT Analysis to develop a marginal personal brand. Communication strategies show little link to AIDA. A marginal plan and systems are being used to track Social Media ROI. Targets and goals are marginally outlined. Little use of a Feedback Collection System. 	<ol style="list-style-type: none"> Project does not use SWOT Analysis for proper development. Communication strategies are not linked to AIDA. There is a lack of planning and systems used to track Social Media ROI. Targets and goals are not clearly outlined. No use of a Feedback Collection System. 	<ol style="list-style-type: none"> Very little to no concept development submitted - concept does not meet standard level, concept was completely off point. Submission late (zero late policy).
FINAL PROJECT EXECUTION PRES # 2 -FORMAL -REPORT	<ol style="list-style-type: none"> Project report demonstrates an exceptional level of communication highlighting brand development and identity through stylistic elements. -logo, text, dynamic media Excellent written content helps outline brand philosophy -tagline, MVV A highly professional strategic report visualizes data, compares goals to outcomes and offers a clear future direction. (Consider a CBA) An effective, efficient and organized plan is in place to manage your social media and digital brand tools. 	<ol style="list-style-type: none"> Project report demonstrates a good level of communication highlighting brand development and identity through stylistic elements. -logo, text, dynamic media Good written content helps outline brand philosophy -tagline, MVV A professional strategic report visualizes data, compares goals to outcomes and offers a future direction. (Consider a CBA) A well organized plan is in place to manage your social media and digital brand tools. 	<ol style="list-style-type: none"> Project report demonstrates an average level of communication highlighting brand development and identity through stylistic elements. -logo, text, dynamic media Average written content somewhat outlines brand philosophy -tagline, MVV An average strategic report visualizes some data, compares a couple goals to outcomes and offers a vague future direction. An average plan is in place to manage your social media and digital brand tools. 	<ol style="list-style-type: none"> Project report demonstrates a basic level of communication highlighting brand development and identity through stylistic elements. -logo, text, dynamic media Marginal written content somewhat outlines brand philosophy -tagline, MVV A marginal strategic report visualizes little data, compares a couple goals to outcomes and offers an unclear future direction. A marginal plan is in place to manage your social media and digital brand tools. 	<ol style="list-style-type: none"> Project report lacks a sufficient level of communication highlighting brand development and identity through stylistic elements. -logo, text, dynamic media Poorly written content discredits brand brand philosophy -tagline, MVV There is a lack of visualized data and a basic level comparison between goals and outcomes. The project does not have a plan to manage your social media and digital brand tools. 	<ol style="list-style-type: none"> Very little to no organization. Submission late (zero late policy).