

Brand Launch Project Summary- **Supplementary Material for Project Brief**

Description

- Launch a product, service, or entertainment brand.
- This project is an opportunity to **expand** and **enhance a project** from another course in your BDes Program.
- You can create a product specifically for this project, but it is not necessary if you already have something developed that you can expand.
- Create **multi-channel marketing content** to **help your brand's connectivity** and **touch points**.
 - Telling your brand's story (emotional connection)
 - Vision and plan (mission, vision, values statement)
 - Data, stats, and facts (analytics, SEO, Tag management, ROI)
 - Brand Identity & Awareness
 - Brand Management & Health (Performance)
- Your promotional / branding material must establish **reputation, credibility** and **retention** with customers.
 - Brand Personality & Recognition
 - Brand Loyalty & Brand Equity

Goals (Unit Outcomes)

Brand Identity (Digital Marketing & Advertising)

- **Design graphics** and **visual layouts** for a **cross platform** media industry (computer screens, tablets, mobile devices, and print).
- Examine different **modes of distribution** and **dissemination** of marketing and branded design material.
- Discuss the advantages and disadvantages of the **different approaches to visual communication** such as brochures, magazines, newsletters, websites, blogs, interactive design, and social media.

- Consider how **outbound marketing, inbound marketing, and omni-channel marketing** can build business and attract potential customers by driving **awareness**.
- Explore how different **types of marketing** can impact **visual design decisions** and communication.

Brand Performance & Analytics (Big Data)

- Illustrate how you will **manage your marketing channel content** for various promotional platforms (print and multiple devices).
- Demonstrate a proper **Tag and Keyword Management system** for your brand. This is not simply about hashtags. Companies such as Google and Adobe have tools for businesses.
- Show an **understanding of** how **SEO** along with tags and keywords can increase your Google ranking.
- Consider a **cost-benefit analysis (CBA)** when developing and budgeting for design, marketing and promotion.
 - **ROI** (Return On Investment) to **POS** (Point of Sale)
 - For example: Use Google Analytics for **Success Metrics** (Online Data Management)

Strategic Report

- A professional strategic report **visualizes** and **analyzes data**.
- Effectively link communication strategies to the **AIDA model** and **SWOT Analysis**.
- Compare goals to outcomes.
- Overall effectiveness- How should you proceed going forward?

Key Questions

- Does your business plan address a target audience and reach? How will you achieve connectivity and touch points?
- How will you manage your marketing channel content?
- What is your plan to measure the effectiveness of your advertising?
- How will you generate income money and achieve a valuable ROI?
- What business tools and methods will you use to track website usage and social media engagement?

Brand Launch Project Evaluation- **Supplementary Material for Project Brief**

Description	Mark
Research: Brand Example <ul style="list-style-type: none"> Effective research for an example of a strong brand as a case study to learn from Provide a very clear, compelling explanation on how researching a brand case study example was useful in your own design/ branding practice. 	/10
Brand Identity: Design, Layout, and Visual Design (Graphic Communication) <ul style="list-style-type: none"> The visual design clearly communicates a brand identity (personality) to an intended audience. Project uses a compelling variety of visual design media (e.g. logo, photographs, design assets, motion graphics, and video) Visual design demonstrates communication skills that leave a positive impact on the intended audience (brand loyalty & equity) Visual communication material looks professional, uses a unifying theme or concept throughout all aspects of the design. Explain how the design(s) may be adapted across different platforms (mobile, tablet, desktop, print) 	/25
Brand Identity: Messaging (Written Communication) <ul style="list-style-type: none"> Promotional and branding copy (written text) enhances brand information (personality and recognition) Written material establishes reputation and credibility with customers. Clear illustration of brand's current and future direction through mission, vision, values information MVV tells the brand's story in a unique, compelling and persuasive way Conveys clear and consistent key messages Your copy communication appeals persuasively to potential customers and strikes an emotional chord 	/20
Brand Performance & Health: Graphics & Data Visualization <ul style="list-style-type: none"> Graphs, charts, stats and other forms of data visualization have been used to outline and measure performance with your brand's website and social media presence. Demonstrate a proper Tag and Keyword Management system for your brand. This is not simply about hashtags. Companies such as Google and Adobe have tools for businesses. Show an understanding of how SEO along with tags and keywords can increase your Google ranking. Examine ROI (Return On Investment) to POS (Point of Sale) 	/15
Brand Performance & Health: Strategic Plan & Goals <ul style="list-style-type: none"> The presentation examines an omni-channel marketing and social media promotional plan Return on investment (ROI) has been clearly considered. A professional strategic report visualizes and analyzes data. Effectively link communication strategies to the AIDA model and SWOT Analysis. Compare goals to outcomes. Overall effectiveness- How should you proceed going forward? 	/20
Explanations to Key Questions have been Provided <ul style="list-style-type: none"> Does your business plan address a target audience and reach? How will you achieve connectivity and touch points? How will you manage your marketing channel content? What is your plan to measure the effectiveness of your advertising? What business tools and methods will you use to track website usage and social media engagement? What are the key messages you want to use to attract customers to your content? 	/10
Total Mark	/100