Name:

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**Assignment Title: Developing and Promoting my Brand**

You are working for a marketing consultancy business. You have been given the task of **design**ing **a promotional campaign for a brand** in response to a request from a client. To fulfil the client brief, you will need to go through the process of objective setting, applying branding methods and techniques, and promoting the brand image.

**You can use the NEW Start-Up Business you created in Unit 1 or you can use a new design brief.**

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| **Task** | **Details** | **Deadline** | **Completed** |
| The name of the product/service and business |  |  |  |
| The features and benefits of the product/service |  |  |  |
| The target market, including information about the age, gender, income, attitudes, lifestyle and an explanation of how you decided on the target market |  |  |  |
| The brand personality, including an explanation of how you decided upon this, and the methods and techniques used |  |  |  |
| The brand objectives |  |  |  |
| Ideas for branding or logo |  |  |  |
| An explanation of why these branding methods are appropriate for the target market and how they will help make the promotional plan successful |  |  |  |
| SMART promotional objectives |  |  |  |
| Costs for the campaign | How much will the campaign cost you to run? |  |  |
| The selected promotional mix | Which elements of the promotional mix will you employ?  Advertising  Personal Selling  Public Relations  Direct Marketing  Sales Promotion |  |  |
| The media you intend to use and the reasons why you have chosen these media | TV?  Radio?  Newspaper Ads?  Magazine Ads? |  |  |
| The campaign’s integration with the rest of the marketing mix |  |  |  |
| How you will use the AIDA model to communicate with customers | Attention  Interest  Desire  Action |  |  |
| An explanation of why this promotional mix is appropriate for the product/service and how it will make the promotional plan successful. |  |  |  |
| What is outcome of the campaign in terms of whether it has been successful or not? |  |  |  |
| What are its strengths? |  |  |  |
| What are its weaknesses? |  |  |  |
| What would you do differently to improve the campaign? |  |  |  |