Group Project

Assignment 1a: Situation Analysis

*(Max 40 points)*

In this class, you are developing an anti-drunk driving campaign. As you are working on a social campaign (a campaign that benefits society), we are not analyzing the competitive situation of a specific brand. Instead, your task will be to research previous anti-drunk driving campaign and consider their strengths and weaknesses, as well as their target audiences.

*Please complete Module 1 reading and Module 1 Quiz before working on this assignment.*

Your task is to:

1. Download this document and save as **Assignment 1a GroupNumber** (enter the number of your group) E.g. if you are Group 1 then you will save this file as **Assignment 1a Group 1**
   1. Do not delete this page.
   2. You will answer the questions listed below by filling out the template starting on page 2 of this document.
2. Find 3 previous anti-drunk driving campaigns
   1. (*Max. 1 point for each campaign)*
3. Analyze what are their strong points
   1. (*Max. 3 points for each campaign)*
4. Analyze what are their weak points
   1. (*Max. 3 points for each campaign)*
5. Who was the target audience of the campaign
   1. (*Max. 1 point for each campaign)*
6. Do your research on:
   1. How driving under influence is defined in the U.S.
      1. (*Max. 1 point)*
   2. What are the consequences of drunk-driving and being stopped while drunk-driving
      1. (*Max. 5 points)*
7. Identify what is missing in the existing campaigns (*Max. 5 points)*
8. Brainstorm preliminary ideas of how the existing campaigns could be improved and what is the message that a totally new campaign could convey (*Max. 5 points)*

*Only assignments returned on this template and submitted to the Assignment folder on CourseDen will be graded. Please do not modify the formatting and do not delete any parts of the template.*

Points 2-5 (Maximum score: 24 points)

| **CAMPAIGN 1:**Campaign Name | | | |
| --- | --- | --- | --- |
| **Links to campaign videos or other campaign materials**  *Max. 1 point* | **Strong points of the campaign**  *Max. 3 points* | **Weak points of the campaign**  *Max. 3 points* | **Target audience**  *Max. 1 point* |
| Campaign Name  Copy Link 1 here  Copy Link 2 here  .  .  . | * Discuss strong points of the campaign here * Discuss strong points of the campaign here | * Discuss weak points of the campaign here * Discuss weak points of the campaign here | Who was the target audience of the campaign - discuss here. |
| **CAMPAIGN 2:** Campaign Name | | | |
| **Links to campaign videos or other campaign materials**  *Max. 1 point* | **Strong points of the campaign**  *Max. 3 points* | **Weak points of the campaign**  *Max. 3 points* | **Target audience**  *Max. 1 point* |
| Campaign Name  Copy Link 1 here  Copy Link 2 here  .  .  . | * Discuss strong points of the campaign here * Discuss strong points of the campaign here | * Discuss weak points of the campaign here * Discuss weak points of the campaign here | Who was the target audience of the campaign - discuss here. |
| **CAMPAIGN 3:** Campaign Name | | | |
| **Links to campaign videos or other campaign materials**  *Max. 1 point* | **Strong points of the campaign**  *Max. 3 points* | **Weak points of the campaign**  *Max. 3 points* | **Target audience**  *Max. 1 point* |
| Campaign Name  Copy Link 1 here  Copy Link 2 here  .  .  . | * Discuss strong points of the campaign here * Discuss strong points of the campaign here | * Discuss weak points of the campaign here * Discuss weak points of the campaign here | Who was the target audience of the campaign - discuss here. |
|  |  |  |  |

Points 6a-b (Maximum score: 6 points)

**How driving under influence is defined in the U.S.** (*Max. 1 point):*

Enter the definition here. (Provide references)

**What are the consequences of drunk-driving and being stopped while drunk-driving** (*Max. 5 points - 1 )*

1. Consequence 1 (Provide references)
2. Consequence 2
3. Consequence 3
4. Consequence 4
5. Consequence 5

Points 7-8 (Maximum score: 10 points)

**Based on your research, identify what is missing in the existing campaigns. Which of the consequences have not been highlighted in the previous campaigns?** (*Max. 5 points - 1 per each point)*

1. X
2. Y

**Brainstorm preliminary ideas of how the existing campaigns could be improved and what is the message that a totally new campaign could convey** (*Max. 5 points - 1 per each idea)*

1. X
2. Y