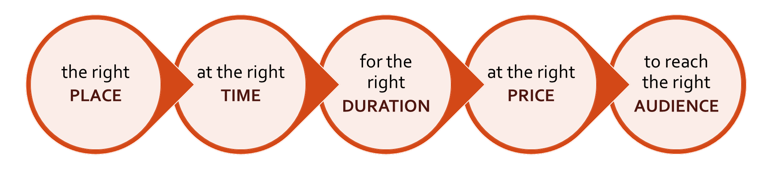
Group Project

Assignment 4: Media Mix

(*Max 42 points - Max. 21 points for each campaign*)

You now know which media are appropriate for various customer segments and can recognize key advantages and disadvantages of various modes of communication.

A Media Mix plan involves a set of decisions so that we can reach the right audience (our target audience). We want to find the right place for our ads (media and media vehicles), we want to post them at the right time and for the right duration of time (media scheduling - ***Assignment 3a***), and at the right price (media budget - ***Assignments 3b*** and ***5***).



These decisions are critical for the success of your campaign as if the right media are not in play, no matter how great the message, nobody sees or hears it.

*Please complete Module 4 and 5 readings and Modules 4 and 5 Quizzes before working on this assignment.*

Your task is to:

1. Download this document and save as **Assignment 4 GroupNumber** (enter the number of your group) E.g. if you are Group 1 then you will save this file as **Assignment 4 Group 1**
   1. Do not delete this page.
   2. You will answer the questions listed below by filling out the template starting on page 3 of this document.
2. Discuss the Media Mix for your campaign.
   1. Where exactly, will you advertise?
      1. Be specific. Do not just say “magazine ad”. Explain where exactly this ad is to be placed, e.g., Yoga International Magazine, March 2021, etc.
      2. Do not just say ‘Instagram’, specify where on Instagram the ad will appear (e.g., your page, an influencer’s page, sponsored ad etc.)
      3. Support your choices with research on your target audience and data on its media consumption and behaviors (Look back on ***Assignment 2a***)
      4. Make sure to specify the time and duration.

**Make sure to provide references for each point.** Submissions without references will receive 0 points.

*Only assignments returned on this 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.*

Your Media Mix  
(*Max 42 points - Max. 21 points for each campaign*)

**Discuss the Media Mix for your campaign. Where exactly, will you advertise? Be specific. Do not just say “magazine ad”. Explain where exactly this ad is to be placed, e.g., Yoga International Magazine, March 2021, etc. Support your choices with research on your target audience and data on its media consumption and behaviors (Look back on your Assignment 2).**

**Make sure to provide references for each Media Mix decision.** Submissions without references will receive 0 points.

| **CAMPAIGN 1 (***Max. 21 points for each campaign)* | | | |
| --- | --- | --- | --- |
| **Media Mix element - Media and media vehicle**  *(Max. 1 point for each - Max 3)* | **Discuss how this Media Mix element will be used (make sure to mention the time, place, duration - Provide arguments why)**  **(***Max. 3 points for each media element)* | **Discuss why using this Media Mix element will be effective at persuading your target audience and is in alignment with your campaign goals - Provide references in the next column**  **(***Max. 3 points for each media element if references are provided in the next column. If there are no references - 0 points)* | **Provide references** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
| **CAMPAIGN 2 (***Max. 21 points for each campaign)* | | |  |
| **Media Mix element - Media and media vehicle**  *(Max. 1 point for each - Max 3)* | **Discuss how this Media Mix element will be used (make sure to mention the time, place, duration)**  **(***Max. 3 points for each appeal)* | **Discuss why using this Media Mix element will be effective at persuading your target audience and is in alignment with your campaign goals - Provide references in the next column**  **(***Max. 3 points for each appeal if references are provided in the next column. If there are no references - 0 points)* | **Provide references** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |