Group Project

Assignment 6: Creative Strategy

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

*Please complete Module 6 reading and Module 6 Quize before working on this assignment.*

Your task is to:

1. Download this document and save as **Assignment 6 GroupNumber** (enter the number of your group) E.g. if you are Group 1 then you will save this file as **Assignment 6 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 message strategies and advertising appeals
   1. How is your campaign going to accomplish your goals?
      1. Discuss key message strategies and advertising appeals you will use in your campaign to convey the intended message.
      2. Be specific, do not just say “we use humor appeal” explain exactly how this appeal will be introduced in your campaign
      3. Support your choices with research on your target audience (Look back at what you discussed in Assignments 2a-b)
      4. Make sure that your creative strategy is in alignment with your campaign goals (Assignment 1b)

**Make sure to provide references when you argue why specific advertising appeals and message strategies are effective at persuading your target audiences.** 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.*

Creative Strategy

Discuss message strategies and advertising appeals. How is your campaign going to accomplish your goals?

* 1. Discuss key message strategies and advertising appeals you will use in your campaign to convey the intended message.
  2. Be specific, do not just say “we use humor appeal” explain exactly how this appeal will be introduced in your campaign
  3. Support your choices with research on your target audience (Look back at what you discussed in Assignments 2a-b)
  4. Make sure that your creative strategy is in alignment with your campaign goals (Assignment 1b)

**Fill out the table below. Make sure to provide references when you argue why specific advertising appeals and message strategies are effective at persuading your target audiences.** 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.*

| **CAMPAIGN 1 (***Max. 21 points for each campaign)* | | | |
| --- | --- | --- | --- |
| **Advertising Appeal or Message Strategy**  *(Max. 1 point for each appeal. Max 3 different appeals/strategies)* | **Discuss how this advertising appeal will be implemented in your campaign**  **(***Max. 3 points for each appeal)* | **Discuss why this advertising appeal/message strategy 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** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
| **CAMPAIGN 2 (***Max. 21 points for each campaign)* | | |  |
| **Advertising Appeal or Message Strategy**  *(Max. 1 point for each appeal. Max 3 different appeals/strategies)* | **Discuss how this advertising appeal will be implemented in your campaign**  **(***Max. 3 points for each appeal)* | **Discuss why this advertising appeal/message strategy 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** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |