**College of Business Administration**

**MGT201- Marketing Management**

**Assignment-3**

**Total Grades for the assignment – 05**

**Due Date- End of Week-13th**

**Learning Outcomes:**

* Demonstrate a thorough understanding of an integrated marketing communication plan, which includes promotional strategies and measures of effectiveness (Lo 1.6 & 1.7).
* Utilize strong analytical skills and tools to develop objective and effective marketing plan (Lo 4.3 & 4.5).

**DEVELOP A CREATIVE BRIEF**

A creative brief is a structured document whose purpose is to communicate quickly and concisely to anyone who might be involved in the creation of promotional materials for a product. The key to making the project a success starts with having a thorough and well-thought-out creative brief. It explains the ins and outs of a project for the creative team, agency, or designer who will be working on it. It is like a blueprint for your project that not only helps the creative team but also will help you as you shape the overall strategy and goals for the project. It will also make the whole process smoother and more efficient, and most likely save your money in the long run.

**Assignment Questions:**

Write a 3-4 page ***creative brief*** directed to an outside marketing or advertising agency for the purpose of promoting your (Bed & breakfast or Small hotel).

The items below are the subheadings for your creative brief.

1. **Describe your company**

Provide context and background information on your company to help the designer or creative team get a better understanding of your business. Who are you and what services and/or products do you offer? Include links to your website and any other background material that might be helpful.

1. **Explain your objectives**

This is the most important part of the brief, and it is essential that you think through your strategy and objectives completely before you get the project underway. Why do you need this project? What are you hoping to achieve with it? What are your goals? Is there a problem you are trying to solve? How will you measure success?

1. **Define your target audience**

Who is your customer? Whom are you trying to reach with this project or campaign? Share demographic information about who they are and any behavioral insights you may have on them.

1. **Identify your competition**

Who are your competitors? You may want to include an overview of the competitive landscape and any trends or market conditions affecting your industry. For this project, what are your competitors doing as a point of comparison and as a point of differentiation? For example, if you are refreshing your logo, what types of logos and colors do your competitors use? You can also include a few examples of designs you like or do not like.

1. **Include details on the tone, message, and style**

The style and tone should be consistent with your brand and will hinge on what the project is, what you are trying to achieve, and what action you want your customers to take. To help inform the messaging and ensure it aligns with your objectives, be sure to include your strategic positioning and the key messages that need to be addressed.

1. **Provide the timing**

If you have a timeline in mind for your project, include it in the brief. During your kickoff meeting or initial conversations with your designer, make sure to discuss the timeline and agree upon a completion date.

1. **Specify your budget**

If you have a set budget for the project (which is often the case), include it in the brief and discuss it with your designer. If the designer’s estimate exceeds your budget, talk it over and agree upon realistic expectations, deliverables, and project costs before getting started.

1. **List the key stakeholders**

If other people on your team or within your organization need to be included in the review process, provide their contact information. You can also include how you would like to receive deliverables and provide feedback. On Up work, the Messages tool makes it easy to communicate and share files.

# **Assignment Regulations:**

* This assignment is an individual assignment.
* All students are encouraged to use their own words.
* Referencing is necessary and student must apply APA Referencing Style.
* Plagiarism in case of more than 30% will get zero grades.