

## CLIENT PROJECT | Microsoft Innovation Center

COMPANY CONTACT | Mgr. Michal Hrabí, Manager of Microsoft Innovation Center

### CLIENT PROJECT OVERVIEW

The written IMC Strategy Plan for Microsoft Innovation Center (MIC) and its presentation in front of the client are required for the completion of the course. You will be divided into teams of 3-4 students and work on the project as a team. Each team will perform their own research to gain solid understanding of the industry, category, company, and consumer, keeping in mind the goal and objectives of the project. The comprehensive analysis of the research data should lead to an **actionable research insight** (the Big Idea) upon which you will develop your communication and execution strategy. Your IMC Plan will also include visual execution (Creative Design) – examples of creative ads, etc.

**CLIENT PROJECT TIMELINE & DELIVERABLES** (examples of Research Report, Creative Brief, & IMC Strategy Plan are included at the end of this document)

May 19 <sup>th</sup> , 2011 CLASS 1	Initial Project Introduction
May 23 <sup>th</sup> , 2011 CLASS 2	Project Introduction by the Client, Mr. Michal Hrabí, Research Report Due
May 25 <sup>th</sup> , 2011 CLASS 4	Creative Brief Due
May 30 <sup>th</sup> , 2011 CLASS 6	Final IMC Plan DRAFT Due & Practice Presentation (Creative Pitch) Due
June 02 <sup>nd</sup> , 2011 CLASS 7	Final Client Presentations & Final IMC Plan Due

### ABOUT Microsoft Innovation Center

Microsoft Innovation Center Brno (MIC Brno) is a joined project of South Moravian Innovation Centre (JIC) and Microsoft. MIC Brno was established in February 2008 and nowadays it belongs among most active MICs in the world.

Main goal of MIC Brno is to support creation and growth of innovative IT companies. Priority is also bringing knowledge about new technologies to IT professionals and everyone who cares about technology progress. Another priority is creating an environment, which helps cooperation and growth of companies in the region of South Moravia. MIC Brno services are available for any interested person. More information is available at [www.msic.cz](http://www.msic.cz)

### WHY IS PROJECT NEEDED?

The main focus of the project will be to increase awareness of MIC and its programs. There is no other option right now for university students in the region of South Moravia to gain a hands-on experience and knowledge how to start their own businesses. MIC Accelerator also helps active students to find other team members to build a commercial and successful product.

### PROJECT GOALS

1. Increase awareness about MIC, its programs and entrepreneurship
2. Increase number of students interested in next year MIC Accelerator program
3. Increase number of new companies in the Incubation program

### LONG-TERM GOALS

1. Increase number of students interested entrepreneurship
2. Increase number of new employees in successful companies, lower unemployment and higher tax income for the region
3. Position the MIC as a main player in the entrepreneurship growth in the region

### PROJECT BUDGET

200 000 Kč per year

### REWARD FOR ALL THE TEAMS AT FI

Nice party on 2nd of June 2011 at JIC.

### REWARD FOR THE WINNING TEAM participating in MIC Accelerator

Best team in MIC Accelerator gets:

- Windows Phone 7 and XboX +Kinect
- Covered expenses (travel, accommodation, entrance fee) for European conference such as Le Web or Tech Ed
- Own 20m<sup>2</sup> office space at 5<sup>th</sup> floor of Incubator – for 3 months for free

Best 3 teams in MIC Accelerator gets:

- Telco and business plan revision with VC from Silicon Valley
- Shared office space and incubator services for 12 months for free
- Covered Notary expense for creating Ltd. company

**MORE PROJECT INFORMATION** will be provided during the Project Introduction in Class 1 & 2.

**CLIENT PROJECT DELIVERABLES EXAMPLES** (detailed information will be provided during the course)

### Research Report

- Research & Situation Analysis (online/offline)
  - Industry (general overview of trends)
  - Category (general overview of trends)
  - Consumer Behavior (biggest portion of your Research Report)
  - Competitive Analysis (who are the direct and potential competitors)
  - Current Product/Service Assessment & Analysis (offerings, activity, brand development level, etc.)
- SWOT Analysis
  - Strengths of the organization
  - Weaknesses of the organization
  - Opportunities in the environment (e.g., demographics, political, legal, technological, social, cultural, economic, ecological)
  - Threats in the environment (e.g., demographics, political, legal, technological, social, cultural, economic, ecological)

### Creative Brief

- Overview
  - Project Goal (summarize this campaign/program and what you want to achieve – desired results)
  - Project Objectives (list measurable objective(s))
  - Who is the project sponsor? Who are other campaign stakeholders?
  - Describe your research insight
- Audience
  - Who is the primary audience & why?
  - What are they passionate about?
  - What should be avoided in talking to this audience?
  - Who is the secondary audience?
- Message
  - Describe your communication message and explain your tone of voice (funny, casual, educational, etc.)
  - If you could get one sentence through all the clutter, what would that be?
  - What is your brand holistic selling proposition? What are the key points you are trying to communicate?
- Medium (Internet must always be one of the media)
  - What the best (primary) medium to reach this audience?
  - Explain in detail how you would use that medium.
  - What are other media channels suitable for your campaign? Explain why and how you are going to use them.
- Visual Image/ Creative Design
  - Develop & show your creative visual design work.
  - Describe what your visual goals are.
  - Explain why you think they will be effective.
- Schedule & Budget
  - When must the message get to the audience for maximum effect?
  - (How much money do you have to spend on this project?)

### Creative Pitch

- Prepare a Power Point presentation of your Creative Brief and “pitch” it in front of the class.

### Final IMC Strategy Plan

FORMAT: Nicely presented (paper) Word/PDF document (2 copies - one copy for the client, one copy for me)  
Electronic PDF copy of the project and presentation emailed to me

#### PART I. - INTRODUCTION

- Executive Summary (1 page)

#### PART II. – RESEARCH

- Research Report (Completed Research Report)

#### PART III. – IMC PLAN

- Communication/Creative Strategy
  - Audience
  - Message
  - Media/Channel Mix
  - Branding Strategy/Recommendations: color, symbols, logo, name, theme, etc.
  - Creative Strategy/Recommendations: product/service and packaging recommendations (color, font, images, style, etc.)
- Execution Strategy - Channels (*Pick channels most suitable to your campaign. Internet must always be one of the media. Each channel must include strategy reasoning, objectives & specific tactics conveying the main message.*)
  - Advertising (Print, TV, Radio)
  - Public Relations
  - Direct Marketing

- Sales Promotions
- Event Marketing
- Digital/Interactive/Mobile (Internet)
- Personal Selling
- Social Media
- Sponsorship Programs
- Timing/Schedule
- Measurement Strategy
- Budget

PART IV. – CREATIVE DESIGNS (1 page or as many as necessary)

- Describe and show your Creative Designs
- Develop, implement & show Creative in your chosen channels

### **Final IMC Strategy Plan Presentation**

FORMAT: 20 minute PowerPoint presentation to be presented in front of the client.

PowerPoint Outline & Content: You can arrange your presentation as you see fit but keep in mind that it has to have main elements from your written IMC plan. The goal of the presentation is to sell your ideas and tell a good story.

PART I. - INTRODUCTION

PART II. – RESEARCH INSIGHTS

PART III. – IMC PLAN

PART IV. – CREATIVE DESIGNS

Notes: You do NOT have to include your Creative Brief in your Final IMC Strategy Plan.