

CLIENT PROJECT | Acemcee: MOBERA – Europeans leading conference on mobile platforms

COMPANY CONTACT | Jaroslav Skrabalek, PhD, MBA

CLIENT PROJECT OVERVIEW

The written IMC Strategy Plan for Acemcee 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 11 th , 2012 CLASS 1	Initial Project Introduction
May 14 th , 2012 CLASS 2	Project Introduction by the Client, Jaroslav Skrabalek
May 16 th , 2012 CLASS 3	Research Report Due
May 18 th , 2012 CLASS 5	Creative Brief Due
May 21 th , 2012 CLASS 6	Final IMC Plan DRAFT Due & Practice Presentation (Creative Pitch) Due
May 23 rd , 2012 CLASS 7	Final Client Presentations & Final IMC Plan Due

ABOUT MOBERA

The goal of the conference is to provide participants with comprehensive insight into mobile platform trends, and especially into their potential for development of software applications. MOBERA conference intends to become the leading professional event both on European and international levels. MOBERA connects the creative community with mobile industry professionals, and imparts knowledge to those who influence the development and trade in the sphere of modern mobile devices. This is also the motto of the conference — **“Meet the Future of Mobile Era”**.

MOBERA connects the mobile world at one time & place. Learn literally everything about the key players in the mobile operating systems playground. The most successful platforms will be presented together:

- Android
- iOS
- Windows Phone 7

WHY IS PROJECT NEEDED?

Conference MOBERA was prepared in the 2011 as a first event of its kind in CEE region with focus on foreign speakers and direct knowledge transfer from leading persons in an area of modern mobile platforms to conference’s attendees. In 2011 there were 42 speakers – half of them from western countries (see <http://mobera.eu/domains/mobera.eu/2011/programme>). Unfortunately due to undervalued marketing activities low awareness of MOBERA 2011 conference caused low attendance and the conference had to be postponed to April 2013. Restart of all processes and setting up proper international (EU focus) marketing and communication operations is essential. Fortunately, we benefit from the previous established relationships with speakers and partners. We are expecting to have a programme of the conference ready till the beginning of June 2012, which may play an important role in marketing activities

PROJECT GOALS & OBJECTIVES

The goal of this project is to develop and present a integrated marketing strategy that will ensure success of the MOBERA event and brand.

- Promotion of the new year
- Increase awareness of MOBERA conference
- Sensitive communication of the conference’s restart
- Marketing & Communication strategy focused on the EU region
- Communication diversification to the participants and partners / sponsors

- Acquiring attendees
- Design of promo materials
- Running social network communication
- Press reach in EU region – Techcrunch, Mashable, TheNextWeb, BusinessInsider etc.
 - o Identification of targeted press & media
- Partnership with hubs, clusters, innovation and incubation centers
- Survey about mobile platform usage, mobile application development, business and marketing etc.
- Proposals of supporting activities – competitions, panel discussions
- Addressing at least 5 potential attendees / partners

PROJECT BUDGET

“empty shell” business model, starting with \$0 with prospective investment ending at ~\$10000 (depends on sponsorships etc.). PR agencies of partners and sponsors and their resources could be used.

REWARD FOR THE WINNING TEAM

To be announced by Mr. Jaroslav Skrabalek on Monday, May 14th, 2012.

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.