

LITTLE BIG ASSIGNMENT #4: 360° Campaign for a Fortune 500 Company

Corporate advertising (also known as institutional advertising) is a means by which companies promote goodwill with the population at large. This advertising may include information about a company's scientific research; global awareness, employee relations, customer service, corporate citizenship or contributions to worthy causes. It is not meant to sell a particular product, but to inform or educate the public about the company in general.

This is the advertising "big leagues"- developing an overall brand positioning campaign for a large, multinational company.

This is an 8-week (half semester) project that could easily expand to a full semester.

In all, you should end up with 5 portfolio-worthy pieces.

A sample full-fledged campaign could include: (* = required)

- *3 print or poster ideas to seed the concept.
- *1 launch tv spot (storyboard, "rip-o-matic," or filmed)
- *1 web home page r campaign launch page
- Event posters or publicity
- Nontraditional media: anywhere and everywhere
- Vehicle or environmental graphics (signs, trucks, buildings, blin
- Campaign t-shirt, uniforms, buttons or hat
- Other items specific to your client and idea

LEVEL:

College - advanced

OBJECTIVES:

Learn about strategy.
Practice complete, structured ideation process.
Research a company in depth

TOOLS:

Little Big Idea Book
sharp pencil
computer with design software
other art supplies, as per idea

TIME:

Half / full semester

DELIVERABLES

Five items across at least three different media forms

CLIENT

For this assignment, you will choose your own client from a list of the 500 largest companies in the United States, as listed each year by Fortune magazine (the "Fortune 500"). Many of the companies are highly recognizable consumer brand names like Apple, Microsoft and Walmart; others are more obscure companies that do a large volume of business but may not sell consumer products. They make things like chemicals, food ingredients, and technology hardware and software.

For seniors who are thinking about their portfolios, take some time to analyze the product categories that are already represented in your work, and try something different. Consider what type of company you want to work for (for instance, if you really want to work in fashion, sports, or alcoholic beverages, do so now).

WHY DO THIS?

- Learn about marketing for large corporations
- Analyze the reasons a company would advertise
- Have a large, multimedia campaign in your book to demonstrate depth of thinking.
- Crate an integrated campaign with a strong concept.

Step 1: Gathering Raw Material (ongoing)

1. Sources of information (page 1)

- The Fortune 500 list (search on google)
- The corporation website for your "client"
- News articles / interviews / case studies about your "client"
- Fan sites about the company, products
- Critical or negative reviews, news or information about the company, products

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2. Audience demographics (page 1)

- Who is the most important audience for your message?
Consumers? Shareholders? C-level executives? Congress? Employees?
- What is the largest source of profit for the company?
- Are there vocal fans or critics of this company? Are they affecting the bottom line?
- Search online for both positive and negative opinions about the organization.
Who is writing them? Activists? Customers? Shareholders?
- fill out demographic section of your book.

3. Locate an Adobe Illustrator version of the company logo (you may have to scan and trace it). In fact, draw it (or something that inspires you about this client) on the cover of your book. Good procrastination task!

5. Research the history / mission / purpose of the company. What seems interesting or surprising to YOU?

6. Answer the product benefit questions (page 5). This is substantially harder for a large company than with a single product, because you are thinking about the entire BRAND or company, not just one product. For instance, Under Armour or Adidas has a particular stance on athletic performance, rather than a sales message about a particular shirt or shoe.

Step 2: Digesting the Material (1 week)

1. Press release (page 6) - skip this form now, and come back to it after you have developed a STRATEGY.

- This is an exercise which may or may not reveal a big truth to you.
What kind of event, invention, or news around this company would attract a big crowd?
Where would it take place?
What kind of people would be invited? Why would they want to come?
How would you get national writers, bloggers, news media there?
- party, performance, show
 - competition or game
 - conference, lecture, educational event
 - invention or product
 - social media happening

One approach to your corporate campaign could be to design your ads just around this interesting “thing.”

2. Truth triangle (page 7)

Now that you are somewhat familiar with the company and its customers, come up with one or more central / core:

PRODUCT TRUTHs are the important product benefits, or corporate “mission” or goodwill enterprise you have uncovered about this company. It may be a restating of the overall brand benefit, or you may focus on one particularly strong new product area, or even one product. What facts could increase “goodwill” or name recognition for a corporation if they were known? This is a chance for the company to tell the best possible “brand story” about itself.

CUSTOMER TRUTHs are issues that are top-of-mind to your biggest customers. What needs do this company and its products help them fulfill? What are they looking to get out of the transaction? It could be something intangible like trust, prestige, or a sense of personal contribution. (See Maslow's chart)

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CULTURAL TRUTHs are usually the hardest. What “big trend” or current news ties in with your company's mission right now? What is going on in the larger world of ideas that relates to it? Research trendspotting information or TED talks. What's hot in the product areas related to your company and its consumers? What is happening in the news that the target would be watching? Use your knowledge of people, issues and society to look around you and find some big idea, current issue, or general cultural “mood” that connects to this company.

3. Possible strategies (page 8)

Come up with three different “stories” your organization could convincingly tell. Don't be clever or cute here. These are not “taglines” or headlines. These are ARGUMENTS - compelling, interesting facts that your company is ACTUALLY DOING that make people feel good about it.

Each strategy should be a word (an adjective) or (adjective) phrase you want to “hot-glue” to the brand.

Ford is eco-friendly. Starbucks is committed to fair trade farmers. Mercedes invents cutting edge technology.

Remember: Try to come up with a strategy that....

- Is specific to your company (different than its close competitors)
(REALLY hard! Big faceless companies are hard to differentiate)
- Fits the brand image of the company (and is true)
- Is strong enough to actually change public opinion.
- Seems like it could lead to interesting ads

STOP

Show this page to some people you trust (instructor - friend - parent?)

Get their honest opinion before you start writing ads.

Do these strategies have some promise? Are they unique, specific, interesting?

Write down comments, reminders, thoughts, opinions - your focus group (page 9)

4. Writing (pages 10 - 14)

Now you're ready to brainstorm. Maybe you've even already started!

For each potential strategy, start listing ideas, headlines, concepts, events, crazy, impossible plans - or .urls.

Frequently, companies interested in reaching a large, mass market do a big “launch” television spot. It may be 30 or 60 seconds. This often sets the tone of the campaign and tells the overall “story.” Recent examples are the Chipotle “Back to the Start” commercial, and the Enimem homage to Detroit for Chrysler. It may be helpful to try to write as if you are a voiceover narrating the story of your campaign (in advertising, we call this the campaign “manifesto”) It's usually a short paragraph or two.

If you stumble across something that seems like it is newsworthy, stop and try to flesh it out into a Press release (page 6).

As Luke Sullivan says, “Don't just write willy-nilly. Start with willy, and move on to nilly.”

If you're a methodical type, make lines 1-20 on Strategy A, 11-20 on Strategy B, and so on.

Use these lines to write about product truths, or customer truths, or cultural truths.

Come at it from lots of different angles. Be playful. Just generate. Don't judge. Just freestyle it. Once you get going, you'll flow for a while, and then it will get hard. Then you'll have another burst. One thought will lead to another. Just keep going. Write nonsense. Write poetry. Rant about the issues. If

you get stuck, loan your book to a friend and have them add some ideas. Why not? They're free.

WRITE 100 THOUGHTS DOWN!! You can do it.

5. Thumbnails (pages 15 - 19)

REview your 100 headlines. Circle the ones that have promise. Circle interesting words or ideas. Now is the time to try to figure out how to USE those ideas in some ad-like object. In the thumbnails section, write one strategy, large, across the top of each page. Underneath it, brainstorm around ideas that seem to fit in that "bucket" (sift thorough your 100 headlines or generate more). Start making visual associations. Using your writing list, play with symbols. Combine visual clichés. It's ok. Use visual shorthand. Play with the company logo. Draw cartoons.. Interpret the truths visually- what do they look like? Try all the brainstorming techniques you know.

These are tiny little boxes, aren't they?
That's on purpose - so you don't get caught up in drawing STYLE and focus on drawing CONCEPTS. Stick figures are fine. These are visual notes for yourself. They have to remain simple, since they're small.
In advertising, simple = good.
Nobody has time to decipher a really complicated idea in an ad (unless complexity is your strategic benefit.. then... well, have fun with that!)

DO 100!! You can do it.

Congratulations!

Whew! You did it! Now you can stop thinking for a while. Time to start making some art!

Step 3: Unconscious Processing (24 hours)

6. Swipe /scrap / inspiration (pages 18-19)

Take a break from all this ideating and just start looking around for inspiration. You've been immersed in the assignment for a while, so kind of shove it to one side of your brain and just go on gut feeling for a bit. Be a visual pack rat - collect pretty (or interesting) objects / images - ones that somehow "feel" right. You are going to be executing your ideas in a lot of different ways. Start looking for cool techniques. Just keep the mood, image, and contents of your various campaign ideas in mind.

Get out your Pantone books and your paper samples. Dig through old magazines, or go down to the magazine store and thumb through some new cutting-edge ones. What kind of photography, illustration, typography seems like it would be fun to do? Don't worry about "stealing" stuff right now - you have your own ideas. Just open your eyes to what's going on out there that might give your ideas a new spin, or a different visual approach. Feel confident that you already have some ideas - now let the designer in you (even if you are a writer) be inspired.-

This could be the time to do something on your "bucket list".
Feel like making a watercolor painting, a cartoon character, a piece of street art? Go for it.

Make any notes here about things you need, places you want to visit, stuff you found, people who

might help, talent you could use, etc.

Step 4: The Aha! Moment (2-3 days)

7. Roughs (pages 20-23)

Take the best seeds, scraps and beginnings from all the other pages - and AT LAST try to turn them into actual ad-type things. Remember: you are generating at least one "print" item (billboard, poster, print ad, newspaper ad...) plus a web page, emailable item, wearable items, banners, event posters, etc.

Remember that the best corporate campaigns generate human emotion, are believable, and are always, always, always SIMPLE ideas.

Use those gridded pages (24-26) to focus on the design of your company logo and your campaign idea, url, or tagline. think about the Nike Swoosh + JUST DO IT. What is the "lockup" that can launch your big idea and appear on all communication?

8. Variations (page 27)

Now that you have settled on a campaign idea, a tagline, and approach, think about as many possible executional ideas as you can. Where will your message appear? How can you reach your most interested customers? What fits the campaign idea best?

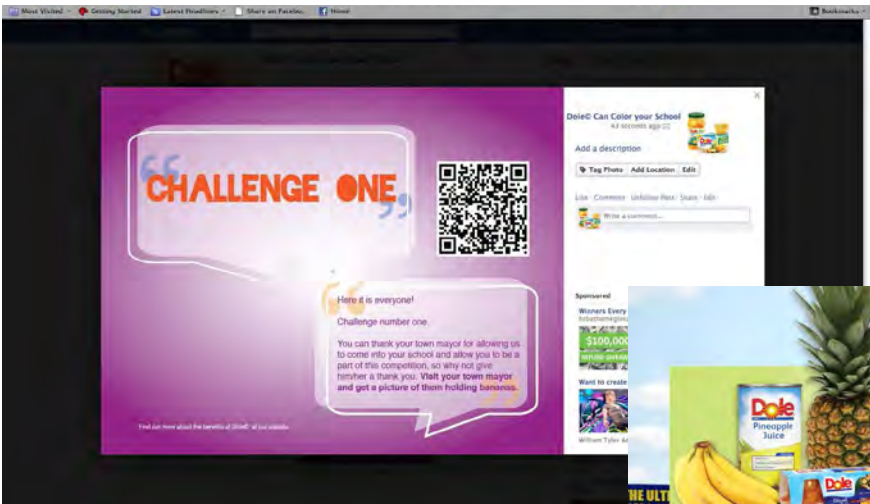
After designing your rough ads, step back a minute - what other media could carry your corporate message? Give yourself at least two totally different kinds of media to try. Just for fun.

9. Feedback (pages 28-29)

Use this page for friends, classmates, or instructors to make suggestions and point out the strengths and weaknesses of your idea before you jump out of the book and onto a computer or drawing board.

Instructors can use this page for a process grade.

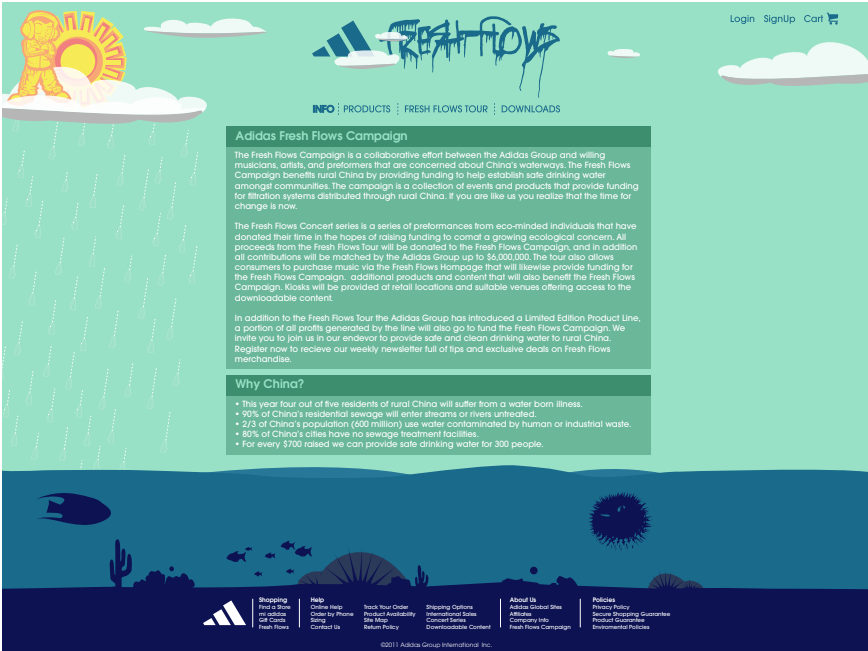
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Corinne Bolanos and Jenn Haskins did this corporate campaign for Dole to encourage people to get more colorful fruits in their diet. Programs were created to educate consumers about maintaining good nutrition through “color theory”.



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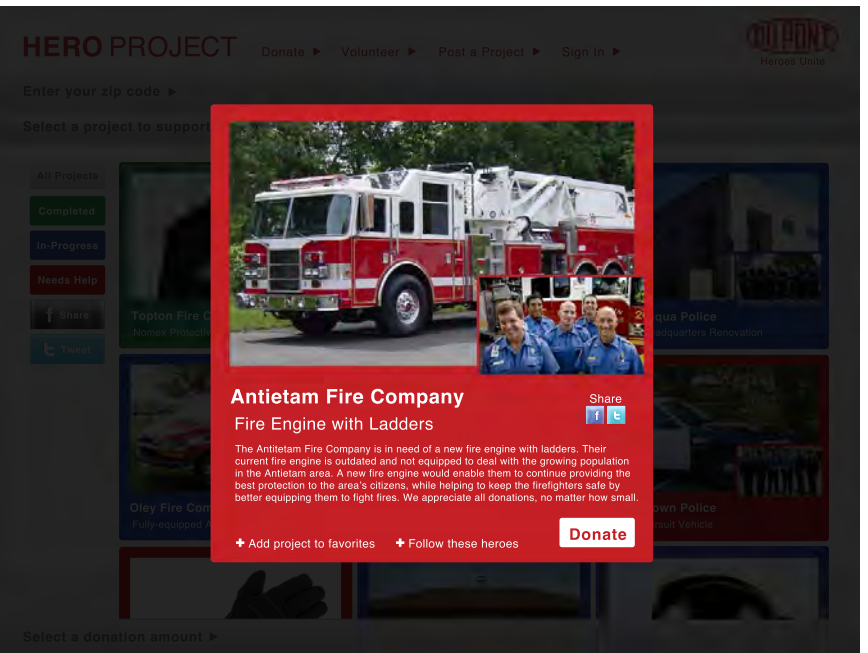
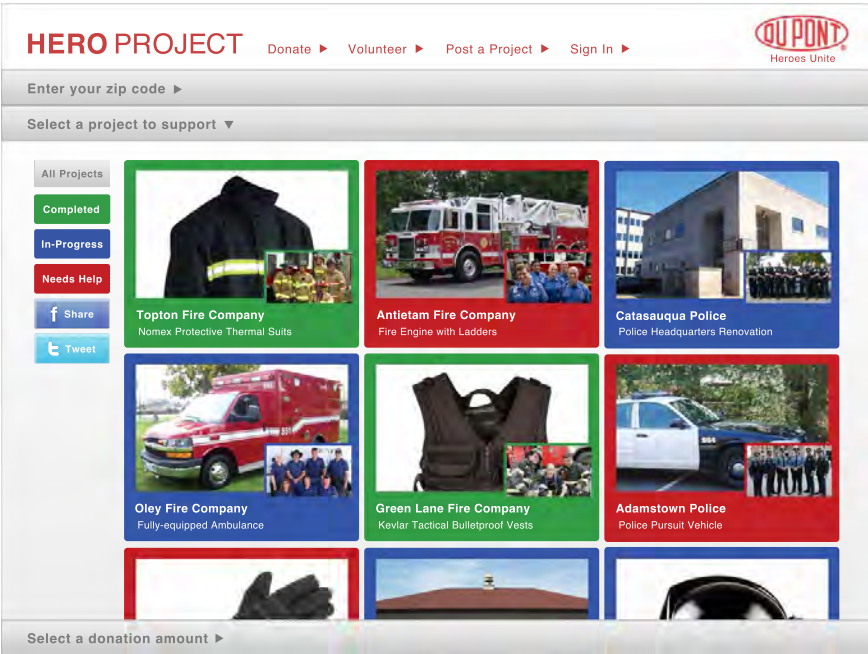
Brad Shilling's campaign for Adidas was a solution to recent criticism about their poor practices in developing countries. The Fresh Flows concert series would be sponsored by Adidas, and donate all profits to create fresh water access in every city where the company manufactures.

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Chelsea Adams and Sarah Harthung positioned Marriott as a company that cares about housing - for both its high-end business customers and the homeless. The Home Sweet Homes campaign would raise money to fight homelessness, and highlight the charitable donations of the company.

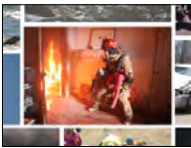
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Hero Project Commercial Storyboard Client: Dupont Title: Hero Project Length: 60 Seconds Narrator: Liam Neeson Agency: Jordan Gehman Design



Narrator: Tragedies happen every day. Things we never expect.
Scene: Opens with slow pan and zoom out from a heroic picture of a firefighter saving a little girl.



Narrator: Things that are too hard to handle alone.
Scene: Camera continues to zoom out and pan slowly to reveal more photos surrounding the one of the firefighter and child.



Narrator: These are the times we can't stand on our own. These are the times we need heroes.
Scene: Camera continues to zoom out and pan slowly to reveal many different photos laid out closely next to one another, each depicting scenes of heroism.



Narrator: Heroes rush in when others rush out, they fight when others retreat.
Scene: Camera continues to zoom out and panning increases in speed as it shows more photos of heroic acts.



Narrator: Heroes are strong when we are weak; they pick us up when we fall.
Scene: Camera continues to zoom out while increasing in speed as it reveals a massive collage that makes up the shape of the United States.



Narrator: They are the backbone that unite us all, but pick us up when we fall.
Scene: Camera continues to zoom out while increasing in speed and panning to reveal a massive collage that makes up the entire world.



Narrator: Support your local heroes today by visiting heroproject.com.
Scene: Camera stops zooming out when world and website come into position. Both begin rotating to transition to next scene.



Narrator: The Hero Project by DuPont. Heroes Unite.
Scene: DuPont logo and tagline rotate from last scene and stop when in position, then fade out.

Jordan Gehman did his research and discovered that DuPont chemicals creates almost all of the high-tech components used to protect First Responders. His Heroes project would honor individual units from fire companies, police forces, and EMTs, and help them raise money for new equipment. At the same time, DuPont gets to take credit for patents on products like Kevlar and Fire-Retardant materials.