**Objectives:**

The students will demonstrate knowledge and skills needed to address the components of the project as described in the content outline and evaluation forms as well as learn/understand the importance of:

• The student knows that successful marketers must develop, implement, and evaluate a promotional plan. The student is expected to:

(A) identify components of the promotional mix such as advertising, visual merchandising, and personal selling;

(B) demonstrate visual merchandising techniques for advertising marketing goods, services, or ideas; and

(C) analyze a promotional plan for effectiveness.

***What is an Advertising Campaign?* -** A coordinated series of linked advertisements with a single idea or theme. An advertising campaign is typically broadcast through several media channels. It may focus on a common theme and one or few brands or products, or be directed at a particular segment of the population. Successful advertising campaigns achieve far more than the sporadic advertising, and may last from a few weeks and months to years.

**Advertising Campaign Written Paper Format Guidelines**

**Title page.** The first page of the written campaign is the title page and will not be numbered. It must include in any order, but is not limited to, the following:

ADVERTISING CAMPAIGN EVENT

Name of high school

School address

City, State/Province, ZIP/Postal Code

Names of participants

Date

**Table of contents.** The table of contents should follow the title page. The table of contents may be single-spaced and may be one or more pages long. The table of contents page(s) will not be numbered.

**Body of the written entry**. The body of the written entry begins with Section I, Executive Summary, and continues in the sequence outlined below. The first page of the body is numbered 1 and all following pages are numbered in sequence through the bibliography (required) and the appendix.

The body of the written entry must be limited to 11 pages, not including the title page and table of contents page. The pages must be numbered in sequence, starting with the executive summary.

Major content of the written entry must be at least double-spaced (not space-and-a-half). The title page, table of contents, executive summary, footnotes, long quotes (more than three typed lines), material in tables, figures, exhibits, lists, headings, sample letters, forms and financial reports may be single-spaced.

Project must be typed/word processed.

**Purpose**

The Advertising Campaign Event provides an opportunity for the students (teams consisting of up to two students) to prepare an advertising campaign of any length for a real product, service, company, or business and to present the campaign to a prospective client/advertiser. The students will also indicate an appropriate budget and select the media for their advertising campaign.

**Overview**

The DECA Advertising Campaign Event consists of 11 parts, as shown below. This DECA event also appears in [www.DECA.org](http://www.DECA.org). The assignments provided here will help you further enhance the advertising campaign and build an advertising campaign from the ground up.

I. EXECUTIVE SUMMARY (one-page description of the campaign)

II. DESCRIPTIONS OF THE BUSINESS AND ITS PRODUCTS OR SERVICES

III. OBJECTIVE(S) OF THE CAMPAIGN

IV. IDENTIFICATION OF THE TARGET MARKET

A. Primary markets

B. Secondary markets

V. LIST OF ADVERTISING MEDIA SELECTION NECESSARY FOR THE CAMPAIGN

VI. BUDGET (detailed projections of actual cost)

VII. SCHEDULES OF ALL ADVERTISING PLANNED

VIII. SCHEDULES OF ALL SALES PROMOTION ACTIVITY(IES) PLANNED

IX. STATEMENT OF BENEFITS TO THE CLIENT/ADVERTISER

X. BIBLIOGRAPHY

XI. APPENDIX (optional)

**(NOTE: Refer to the DECA website at www.deca.org for more details about this event. )**

**Assignment 9: Executive Summary**

**(Yes, that says 9. It’s the first item in your campaign, but it will be done after all of the other sections are completed.)**

**Directions:** The executive summary is a one-page summary of the advertising campaign that succinctly describes the topics listed in the table below. There is a sample of an executive summary below. Select a company for your advertising campaign proposal, and then complete the table below for the company you selected.

Use this information to compose **Part I (Executive Summary)** of your advertising campaign. (**HINT**: Although the executive summary is the first part of your advertising campaign, it should be written after the other parts have been completed because it is a restatement of the most important points made in the other parts of the project.)

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| **Item** | **Content for the Executive Summary** |
| Name and description of the  business (client/advertiser) | *Answers will vary. Students can select a local or national company that interests them.* |
| Obstacles (at least three  obstacles, such as the competition, economy, or budget) | *Answers will vary. Students should consider the challenges faced by the company selected.* |
| Objectives (at least three  objectives) | *Answers will vary. Students should give three examples of goals (objectives) the company wants to accomplish with its advertising campaign.* |
| Target market | *Answers will vary. Students should provide a profile of the most likely customers for the company.* |
| Advertising media selected | *Answers will vary. Students should describe different forms of media that the company could use to convey its advertising message.* |
| Budget (total dollar amount  and percentage for different  categories of advertising) | *Answers will vary. Students can conduct research to determine the average advertising costs for a company in the industry they selected.* |
| Benefits to the business  (client/advertiser) | *Answers will vary. Students should explain how the advertising campaign will benefit the company. For example, will it increase brand awareness, create product preference, or increase sales?* |

**Assignment 9 (Continued)**

**Sample Executive Summary**

Art F/X is a full-service, one-stop apparel screen-printing and embroidery company. Art F/X can design, develop, scan, prep, digitize, and produce the final product without the customer leaving his or her office or home. Art F/X wants to increase the presence of its college merchandise at major university campuses across the country. Prices charged for merchandise produced by Art F/X are generally more reasonable than comparable merchandise produced by nationally recognized manufacturers of sporting goods. Art F/X is dedicated to providing clients with the highest-quality, screen-printed and embroidered products. This means having a highly trained and knowledgeable staff, using the latest equipment, and staying on top of the latest industry and fashion trends. Graphics can be reproduced on almost any item using today’s technology. Over the years, sales at Art F/X have increased dramatically because the Art F/X philosophy is based upon great designs, quality production, and excellent customer service, unlimited choices of designs and garments, and quick turnaround times. Art F/X faces the challenge of developing an advertising campaign to outperform the competition.

Obstacles

The market is cluttered with producers of collegiate merchandise. Many of the nationally recognized companies use mass production to supply merchandise to bookstores and specialty shops located on campuses throughout the country. Since Art F/X has limited finances, the advertising campaign’s budget will be limited to $12,500.

Objectives

• Increase merchandise sales at university bookstores and specialty shops by 20 percent.

• Create an effective national advertising campaign for Art F/X.

• Make retailers aware of the specialty products and quick turnaround times for orders offered by Art F/X. Because Art F/X has the licensing rights to the logos and names of 60 major universities, the company is equipped to meet merchandise needs for bookstores and specialty shops located on campuses throughout the country.

Target Market

This campaign’s primary market is university bookstores that sell collegiate specialty goods, ranging from shirts and caps to flags and home décor.

Advertising Media Selection Media Description

**Print**  Develop advertisements for major university sports publications.

**Online**  Create a website that has greater national presence and showcases

merchandise on Facebook and YouTube.

**Guerilla Advertising (Flyers)** Supply flyers to university organizations and bookstores to advertise customized merchandise.

Budget

The total budget for this campaign is $12,500. The percentage break down of this budget is as follows: print advertising–80 percent; guerilla advertising–12 percent; online advertising–8 percent.

Benefits to Art F/X

With this advertising campaign, Art F/X will target the primary market (university bookstores and specialty

stores) as well as other sporting goods stores through the use of the print, Internet, and other advertising media. Three important benefits that this advertising campaign will provide Art F/X include the following:

• expansion of brand awareness throughout the country

• increased customized sales in an expanded market

• increased overall sales of 20 percent or $640,000

**Assignment 1: Description of the Business and Its Product or Service**

**Directions:** You must understand a business and its products before developing an advertising campaign that will reach the goals set by the company. The Internet is one good source for information about a business, the mission of the business, and the products or services that the business sells.

Conduct research to learn more about the business that you have selected for your advertising campaign project. Complete the following table and use the information to compose **Part II**

**(Descriptions) of your advertising campaign**.

|  |  |
| --- | --- |
| **Business Facts** | **Description** |
| Location/years in business |  |
| Business’s objectives or  mission |  |
| Business’s products and/or  services |  |
| Business’s achievements |  |
| Biggest competitors |  |
| Current advertising campaign |  |
| Reason for new advertising  campaign |  |

**Assignment 2: Objectives of the Campaign**

**Description:** The objectives for the advertising campaign are the goals or desired results to be achieved when the campaign is implemented. Objectives may include such things as increasing sales, increasing the size of the target market, or increasing product awareness. Most advertising campaigns have three (3) to five (5) measurable objectives. List the objectives (goals) that you will include in **Part III (Objectives of the Campaign)** of your advertising campaign.

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| --- |
| **Objectives/Goals for My Proposed Advertising Campaign** |
| *Students may list the goals noted above or others such as communicate product benefits; encourage trial purchases; create, change, or reinforce consumers’ attitudes about a brand; or attain brand loyalty. Goals should be measurable, meaning they state specific results that can be tracked.* |
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**Assignment 3: Identification of the Target Market**

**Directions:** Designing an effective advertising campaign requires an understanding of the target market. Primary target markets consist of consumers or other businesses that need your client’s product or service. Secondary markets are smaller markets that also have an interest in your client’s products or services. As an example, the primary target market for Art F/X includes university bookstore managers because the objective is to sell more customized merchandise representing universities. A secondary target market includes sporting goods store managers because their business also sells collegiate merchandise.

Complete the tables that follow by gathering details about your primary and secondary target markets. Then compose **Part IV (Identification of the Target Market)** of your advertising campaign.

**Primary Target Market:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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| --- | --- |
| **Characteristic** | **Details about the Primary Target Market** |
| Location(s) of the primary  target market | *Answers will vary. The advertising campaign must reach and resonate with consumers who are most likely to purchase the business’s products (primary target market). Students should conduct research to learn about the characteristics of the target market as well as the best ways to reach them.* |
| Reasons why the primary  target market needs your  product or service  (product/service benefits) |  |
| Primary target market  characteristics |  |
| Best strategy for  communicating with the  primary target market |  |
| Size of the primary target  market |  |

**Assignment 3 (Continued)**

**Secondary Target Market(s):\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

|  |  |
| --- | --- |
| **Characteristic** | **Details about the Primary Target Market** |
| Location(s) of the secondary  target market | *Answers will vary. The advertising campaign must reach and resonate with consumers who are most likely to purchase the business’s products (primary target market). Students should conduct research to learn about the characteristics of the target market as well as the best ways to reach them.* |
| Reasons why the secondary  target market needs your  product or service  (product/service benefits) |  |
| Secondary target market  characteristics |  |
| Best strategy for  communicating with the  secondary target market |  |
| Size of the secondary target  market |  |

**Assignment 4: Advertising Media Selection**

**Directions:** Types of advertising include, but are not limited to, those listed in the table below.

When developing an advertising campaign, you must determine which forms of media will provide the most desired impact for the amount of money spent. The types of media used for advertising campaigns are highly influenced by the budget, which is covered in the next assignment. Conduct research and list the advantages and disadvantages of each type of media listed below. Use the information recorded to compose **Part V (List of Advertising Media**

**Selection Necessary for the Campaign).**

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| --- | --- | --- |
| **Advertising Media** | **Advantages** | **Disadvantages** |
| Television | *Answers will vary. Students should*  *consider the media’s reach,*  *frequency, lead time, and cost.* |  |
| Cable Television |  |  |
| Radio |  |  |
| Internet |  |  |
| Newspaper |  |  |
| Magazine |  |  |
| Billboard |  |  |
| Direct mail |  |  |
| Mobile communication |  |  |
| Other |  |  |

**Assignment 5: Budget**

**Directions:** The advertising budget is based on the cost of the selected media and the duration of the advertising campaign. Conduct research to determine how much money the business you selected typically budgets for an advertising campaign. (**Note:** As an alternative, you can research the average amount spent on advertising by businesses in your client’s industry.) After

you determine the dollar amount to be spent on advertising, use the table below to split the amount among the media you have selected. Include a description of the type of media coverage you will get (for example, a 30-second radio ad, a full-page color print ad, and so forth). Use the information gathered below to compose **Part VI (Budget)** of your advertising campaign.

Amount budgeted for the advertising campaign: $ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

How was the advertising budget determined? *Students may conduct research to determine industry averages.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

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| **Advertising Media selected** | **Cost (in $$)** | **Description of the Media Coverage** |
| *Answers will vary*  *based on the results of*  *Assignment 5.* | *Answers will vary.*  *Students can find average*  *advertising costs online* | *Answers will vary. Students should describe the*  *type of media coverage their money will buy.*  *For example, a black-and-white newspaper ad*  *or a color ad.* |
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**Assignment 6: Schedules of All Advertising Planned**

**Directions:** Advertising campaigns must include a calendar of events indicating the best times to incorporate advertising throughout the year to stimulate sales. Because most advertising budgets are limited, they easily can be spent on five or six advertisements run throughout the year.

Successful advertising plans require an understanding of the busy/slow business cycles for the business so that ads can be coordinated with these cycles. Also, the objective(s) of the advertising campaign must be considered when scheduling advertisements.

Using the questions below, interview the person who owns/manages the business you have selected for this project to determine the busiest and slowest business cycles during the year. As an alternative, conduct research about the industry to determine typical busy and slow times.

On the next page, complete the table to outline the advertisements you have planned for the business. Provide the date the advertisements will run. Also, describe the purpose of each advertisement—how will it help meet the advertising objective(s)? Use the information to compose **Part VII (Schedules of All Advertising Planned)** of your advertising campaign.

Name of Business: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Person Interviewed: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. When are the business times during the year for your business? Note: *Businesses that are seasonal, such as lawn care companies, will experience a surge in business during certain months of the year. Even retailers are busier during certain times of the year, such as at the start of the school year and at Christmas*

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1. When are the slowed times during the year for your business:

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1. Based on the company’s business cycle and the objectives you outlined in Assignment 3, when are the six best times to implement the advertising campaign?

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**Assignment 6 (Continued)**

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| **Description of Advertisement** | **Date** | **Purpose of Advertisement** |
| *Answers will vary. Students should describe the type of advertisement, such as a print ad, radio ad, Internet ad, or television ad.* | *Ads should*  *coordinate with business cycles and advertising objectives.* | *Answers will vary. Students should describe the purpose of the ad by explaining how it will meet advertising objectives.* |
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**Assignment 7: Schedules of all Sales Promotion Activities Planned**

**Directions:** Sales promotions are used to increase customer traffic and sales. Examples of sales promotions include price discounts, coupons, rebates, giveaways, contests, sweepstakes, product displays, free product samples, and loyalty marketing programs. Sales promotion activities go hand-in-hand with the advertising scheduled throughout the year.

Complete the table to describe the sales promotion events you have planned for the business.

Include the dates of the sales promotion events and explain the purpose (objective) of the sales promotions. Use the information to compose **Part VIII (Schedules of All Sales Promotion**

**Activities Planned)** of your advertising campaign.

|  |  |  |
| --- | --- | --- |
| **Description of Sales Promotion** | **Date** | **Purpose of Sales Promotion** |
| *Types of salespromotions include price discounts,coupons, rebates, giveaways, contests,sweepstakes, product displays, and loyalty marketing programs.* | *Answers will*  *vary, but may*  *coordinate with*  *the advertising*  *schedule..* | *Students shouldexplain how the sales promotions will*  *help increase customer traffic and sales.* |
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**Assignment 8: Statement of Benefits to the Client/Advertiser**

**Directions:** The business (client/advertiser) you selected for this project must understand the value of your advertising plan. You should be able to provide 5 to 10 benefits that the business will receive by incorporating your advertising campaign. List the benefits below and then compile Part IX (Statement of Benefits to the Client/Advertiser) of your advertising campaign.

|  |
| --- |
| *Answers will vary. Students should list benefits the client will experience, such as increases inside sales, customer traffic, or product awareness. The student should recognize that the business will not invest in the advertising campaign if it doesn’t receive a return on investment.* |
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**Assignment 10: Bibliography**

**Directions:** Advertising campaigns should be supported with facts and opinions uncovered

through primary and secondary research. Sources of information used to produce the advertising

campaign should be listed in the bibliography. A client is more likely to be persuaded by an

advertising campaign built on factual statistics. List the resources you will include in your

bibliography.

*Answers will vary. Students should recognize the importance of backing up information*

*with reliable, credible resources. Credit must be assigned to the sources used in creating*

*the proposed advertising campaign*

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**Assignment 11: Appendix**

Including an appendix as part of your advertising campaign is optional. If included, it should

contain any documents and support materials used in preparing the advertising campaign, such as sample questionnaires used, letters sent and received, general background data, exhibits, tables, notes from meetings, and so forth. List items that you could include in your appendix.

*Answers will vary. Students should recognize the importance of supporting documents.*

*Providing them as part of the advertising campaign presentation allows the client to see the information on which the advertising campaign was built.*

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