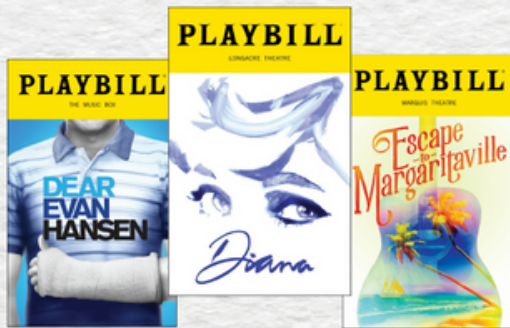




INSIDE THE MIND OF THE MARKETING & ADVERTISING TEAM



WITH
KIM HEWSKI AND
DJ MARTIN



► Think of a time when an advertisement made you want to purchase something.

It could be tickets to a sports game, a live event, a toy, clothing, beauty products or anything else.

► What images / words/ concepts from this advertisement stood out to you and persuaded you to want to spend your money?

► What feeling did this advertisement give you?

For example, did it give you 'the fear of missing out'? Did it make you feel excited?





HERE IS WHAT A CAMPAIGN BRIEF SHOULD INCLUDE:

Background: Why are we doing this?

Objective: What do we want the advertising to do?



“To be successful, a show needs to deliver on the marketing campaign's promise.” - DJ Martin

Target Audience: Who are we advertising for?

Big Idea: What is the project's single message?

In an example with *Diana, The Musical*, here are three narratives that the Marketing Campaigns could have sold:

1. The History of Diana and her life
2. A complicated marriage of three
3. An 80s pop/rock concert



HERE IS WHAT A CAMPAIGN BRIEF SHOULD INCLUDE:

Consumer Behavior: What behavior do we want to elicit from customers?

Tone and Manner: What is the tone we want to communicate?

Deliverables: How should the message be transmitted and what should it look like?



“This will establish everything. The visual look is found by everyone coming together and talking about the guiding principles of the show and how they will lead the campaign.”

- DJ Martin

Timetable: What is the timeline and key milestones of the campaign?

Budget: What is the budget?

