



SOCIAL CAMPAIGN : ROUGH CUT

Storyboards and screentests! This is your first group assignment. It is due before class on **Tuesday, May 10**. Please submit a PDF of your one-pager as well as a link to your video and/or PDFs of any slides to **BEST.stanford@gmail.com**. Thanks!

SOCIAL CAMPAIGN. It's difficult to pin down what each team's campaign should be. For one brand it might be a viral video, for another it might be a fleet of tweets, for others still it might be a live spectacle in downtown Palo Alto that grabs attention and drives a storm of Facebook photo posts. Your campaign is free to do anything you need to in order to reach your single focused goal. Your only restrictions are local and national laws, and your own sense of good taste and decorum.

ONE PITCH

In addition to Jennifer and Chris, two incredible filmmakers Justine and Oren Jacobs – the first a documentarian, the second a Pixar-ian – will be coming in to listen and respond to your rough cut. Your team will have three minutes to present the following:

- YOUR GOAL.** What is your brand, what is the context, and what is your single focused goal?
- YOUR PITCH.** What campaign is going to help you achieve that goal? If we were movie execs, or an executive committee overseeing communications, how would you pitch us your campaign?

Online, you will only have seconds to intrigue, engage, and motivate your users. Focus on the concepts or ideas will hook them in an instant. This becomes as much about distilling the essence of your brand as it is about understanding what excites your users.

ONE PAGE

Your one-page briefing is a chance to convince us that your campaign is the best possible vehicle for achieving your single focused goal. This is an opportunity to frame your campaign in the same way that you might pitch it to your brand's VP of marketing or Director of Social Media.

Your write up should include:

- YOUR GOAL.** What is your brand, what is the context, and what is your single focused goal?
- YOUR PITCH.** How would you describe your campaign in 15 seconds? In one paragraph, give us a high-level brief of your campaign. We will have supporting materials from your presentation (PPTs, mock ups), so no need for an in-depth description.
- YOUR LOGIC.** How will you launch this campaign? Who will you send it to, via which media? Why do you believe this campaign will be successful? What elements within the campaign will drive virality? Dig into your ethnographic research and any research on the your brand's competitive environment and highlight the insights that lead you to this approach.
- YOUR METRICS.** How will you measure success? Will you focus on sales or consumer sentiment? How would you measure these and when would you expect to see results? What will be the primary, secondary and tertiary affects of a successful campaign? (E.g., primary affect of increasing Likes, secondary affect of increasing sales, tertiary effect of album sales of the viral video's song.)