

Picture This IU Media School

B-line

Emily Eastern, Anna Hosfeld, Julia Spector,
Malik Roberson, Jacqueline Lorenzo

Executive Summary

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B-Line advertising agency’s main focus is to show potential students what it would be like to be a student a part of the Indiana University Media School. The way we chose to do that is through our hashtag: #PictureThisIUMediaSchool. B-Line’s objective was to really encompass all that the media school has to offer and the unique opportunities that they have to draw these potential students in. We did this through our unique advertising, social media and our branded event that we have created. B-Line advertising group has also incorporated the quote, “the best way to predict your future is to invent it” by Marc Cuban. We feel that this embodies our brand for the media school and hopefully inspires potential students to choose the IU Media School. Through our advertising, we hope that students choose the Indiana University Media school over other media schools because we have the most to offer.

Our target market are the typical teenagers from the New York City area. We chose to target these teens because our advertising group feels that there is a presence at Indiana University from this area currently and we only want to grow that presence. Another one of our objectives that we are trying to show potential students is what it is like to be at the IU Media School. We plan to do that not only through our advertising and showing them all the opportunities we have, but we want our prospects to come visit our branded event where they can truly experience the feel of the media school. Our branded event will be

a mini, interactive Indiana University Media School pop up museum in New York where they can try the different aspects and majors of our school. The types of exhibits that we will have at our museum will be a broadcasting studio, a game design lab and a virtual reality tour of The Media School.

The way we will measure our success from our advertising campaign is hopefully see the number of students rise in the Media School. Through our campaign we want to highlight all the unique opportunities that the IU Media School has to offer, and we hope that potential students see that and choose to attend not only Indiana University, but choose one of our many majors in the Media School.

Consumer Profile

Our Ideal Consumer

“Lauren’s Story”

Lauren is a 17 year old junior in high school from New York. She has been searching for a college for sometime now and wants to make a final decision, but she is unsure as for where to go. Lauren has always been interested in media such as advertising, public relations, and film. However, she doesn’t know exactly what she wants to do and she doesn’t have much experience in those fields. Even though she may not be exactly sure of her career path for the future, she wants to make sure that whatever she studies will allow for both success and enjoyment in her work. She values her experiences and believes that you should be passionate about your work. She not only wants to be a part of something that she finds interesting, but she also wants to be a part of something that she sees value in. She wants to feel connected to her work so that she enjoys her time working on projects and feels passionate about what she does. Lauren wants to have educational opportunities at her college that she didn’t have in high school in order to find her niche.

Currently, Lauren lives at home with her family and her cherished labradoodle. She is excited to start college because she appreciates her freedom and independence. She is known for being a leader both in her everyday life and her curriculum. She is dedicated to her studies and strives to achieve in everything that she does. Lauren maintains a high GPA, so she wants to be a part of a study body who value their education as much as she does. She enjoys working in a competitive environment, but prefers to focus more on encouraging those around her rather than intimidating her peers.

She is always up for a challenge in order to grow and develop in her life. Lauren currently works at a local retailer but she hopes to expand her experience with internships during college.

She considers her music taste to be alternative, and she doesn’t like following the norm. She is independent and strong willed, and those characteristics are revealed through her unique sense of style. She is known for her trendy outfits, knowledge of pop culture, and amazing Instagram posts. Her favorite clothing brands are Lululemon and Urban Outfitters. She’ll spend her free time editing photos on Photoshop, drawing, reading fashion magazines, or exploring cities with her friends. She loves movie nights with her friends but also spends a lot of time out of the house visiting cities across the country. She enjoys experiencing the individual cultures of each city by going to concerts and trying new restaurants.

When it comes to managing her money, she is rather frugal in her expenses. She prefers to save money, but is willing to invest heavily in experiences and products that she is passionate about. She considers these purchases to be worthwhile because her main goal in spending money is to get a high return on investment. This return would be in valuable experiences that will benefit her in the long run.

Target Consumer Specs:

Demographics

- Ages 16-19
- Male or female
- Education: High school student searching for universities
- Single
- Middle to upper income depending on if in-state student or not

Geographics

- United States - emphasis on the Midwest and East Coast
- Live in diverse areas with a wide variety of types of people to learn from
- Mix of both suburban and urban areas, but minimal rural areas

Psychographics

What is important to them in a school?

- High inclusivity/high chance of admission
- No experience required - opportunity to grow/learn
- Modern and innovative environment and resources
- Accessibility to unique resources
- High rated equipment
- Advisors
- Experienced professors
- Leadership opportunities
- Internships and research opportunities
- Clubs
- Study abroad
- Alumni network
- Encouraging environment

What motivates them to make an important decision like this?

- The desire to be a part of an organization that allows them to grow and develop into the marketable, successful person that they wish to become
- Invest their time, money, and energy into an education that both fulfills their interests and translates their passions into a career
- Go to a college that will have a wide variety of opportunities that allow them to explore multiple paths in media while also being practical in that they have plans for their future

How do they look at life?

- With both a practical and hopeful perspective on life
- According to the VALs survey, members of The Media School and those who would:
- Benefit from being a part of The Media School are “Experiencers”
- Have high hopes for their future
- Are first in and first out of trend adoption - follow current fashions
- Go against the current mainstream
- Are more inclined to be a leader and start their own path than follow others
- Are sensation seeking in that the work that they do feels thrilling and enjoyable
- Want their work to have meaning and feel valuable
- Very sociable
- Spontaneous
- Physically active
- Value friendships and their relationships
- Heightened sense of visual stimulation

What are their needs and wants?

Needs

- Proper training and education in media in order to excel at their studies and in their future
- High quality resources to practice and learn
- Experienced professors who can educate them on media outside of the classroom
- Qualified advisors who can guide students to succeed both in their studies and after graduation in their field of interest. The advisor can assist in discovering the field that is best for each individual, while helping them find a future career that best fits their skills

Wants

- The opportunity to study a variety of types of media so that they find one that they feel most passionate about
- To be a part of a student body who care as much about their field as much as they do
- Leadership opportunities within the college
- Clubs that allow them to gain experience and have fun with their peers
- Study abroad and research opportunities to gain unique experiences outside of the classroom

What are their decision making patterns?

- They will weigh the options of a serious decision such as this one, but they value spontaneity and will follow their gut reaction
- They make decisions based on what they feel closest to
- Emotional impact has a strong influence in their decision making process

Media Habits

Social media

- Use mobile social media more than any other medium
- High use of Instagram and Snapchat
- According to a 2018 Pew Research study, young adults ages 18-24 are high users of these platforms
- 78% use Snapchat, and 71% of this group use the platform multiple times per day
- 71% of this age group use Instagram, and 60% of this group use Instagram at least once per day

Print media

- If they live in urban areas, they will be frequent users of public transportation
- Will occasionally read magazines such as Adweek, Vogue, Seventeen
- Reads newspaper on a mobile phone such as TheSkimm

Creative Brief

1. **Current Situation:** In the competitive environment of marketing students to colleges, it is important to differentiate Indiana University from all of the other choices. Students often are unsure of what career path they want to pursue, in this case, we want to encourage the media school.
2. **Consumer Problem:** A student’s college decision can impact the rest of their life, so it is critical that they choose the best fit. Students often feel overwhelmed with this decision. It is our job as advertisers to directly reach out to them so that they feel connected and compelled to join our university. Once students learn about the variety of opportunities and resources that the school offers, they will be able to picture themselves a part of it.
3. **Advertising Objective:** Differentiate the experience and values of the Indiana University Media School from any other university. It is essential for the media school advertisements to embody that message and highlight why it is the best choice.
4. **Brand Strategy Positioning:** One of Indiana University’s greatest attributes is its wide variety of student resources. Our brand should be positioned in the mind of consumers as innovative, welcoming and intellectual. We want The Media School to be as established and respected as the top tier media programs in the country, but we want to differentiate ourselves by promoting inclusivity. Everyone should have the opportunity to be successful in the media industry, and the first step to success is a proper education at the IU Media School.
5. **Target Audience:** Our ideal consumer is age 16-19 male or female, who is searching for a university to go to after they finish high school. These students families have middle to upper income in order to afford either in state or out of state tuition. These consumers are motivated by success and a passion for their work. They value experiences and unique learning opportunities that will allow them to grow and develop in their field. Even though they value their future, they also cherish their present experiences. They are sociable individuals who prioritize their friendships and are interested in thrill seeking behaviors. The target audience is intentional about being a trend-setter in both their individual style and their leadership qualities. They are both academically inclined and creative individuals who are heavily involved in

organizations that they feel connected to. With that in mind, they take control of their future by weighing the options of serious decisions such as choosing their college. However at the end of the day, they trust their gut because their choices are based heavily in emotion. Most of their media consumption is through social media which is primarily Snapchat and Instagram. As a result, they are influenced by personalized messages that connect to them as an individual.

6. **Competition:** According to collegefactual.com, the Best Communication & Media Studies Colleges Ranked in Order of Quality, (top 5) is University Southern California, Stanford University, Wake Forest University, Northwestern University, and University of North Carolina at Chapel Hill. These programs have reported that most of their students have incredibly low rates of debt after graduation as a result of how marketable and hireable they are. However, they state that the average ACT score for acceptance is above a 30, proving to be extremely difficult. Therefore, a strength of the IU media school is that we have similar resources as the top tier schools (study abroad/internships/placement rates), but we invite a wider academic range of students into the program. We can evaluate our competitive position with a SWOT analysis:
7. **Strengths:** Our unique selling proposition is the fact that The Media School has extensive elite resources that are not provided at many universities. We have a beautiful, modern building that is supplied with production equipment, a television studio, the Cuban Center, and much more. All students also have the opportunity to utilize resources such as academic and career advisors, internship and study abroad programs, clubs with leadership opportunities, and a professional alumni network.
8. **Weaknesses:** We are still in the introductory stage of advertising since The Media School is so young. This limits us in how we are able to advertise to customers. Since not many people know about The Media School, they do not understand the credibility or value of this type of education. People are likely to compare The Media School to Kelley School of Business, and they are likely to believe that Kelley would be better for your hireability and professional development after college. There is a misunderstanding that The Media School is for arts students because people are ill informed about the opportunities and resources that the college provides.

9. **Opportunities:** with the new advertising campaign that we are releasing, we are rebranding The Media School in a way that encourages people from every branch of life to start their path at our college. This will encourage a wide variety of people to find both their home and their launching pad for success because if you're going to start somewhere, everyone can start at the Media School. Because we are promoting this concept on social media, transit ads, posters, and a branded event, we are expanding our reach and frequently talking to customers throughout their day. This will remind customers of the potential and possibilities that they have at the college.
10. **Threats:** Since we are not ranked among the top media schools in the nation, we are not as well known across the country. This could damage our reputation because not many people outside of the midwest are familiar with the resources and majors in IU's Media School. Since our competitors already have established brands, we are already behind in both reputation and marketing strategy.
11. **Creative Strategy:** Prospective students will choose the IU Media School over competing media schools because of the numerous unique opportunities. The IU Media Schools allows its students access to the greatest resources available, such as the Cuban Center and a cutting-edge television studio that includes all professional equipment and technology.
12. **Brand Promise:** Our overall campaign slogan is #PictureThisIUMedia. When potential students are looking at our ads, we want them to visualize themselves in the IU Media School. We would like to provide a sense of welcoming and feeling at home when they see ads from B-Line promoting the Media School. This is important because visualization is imperative in making a lifetime decision as well as in studying Media. We would like to inform future students that they would have the opportunity to study in an environment that is capable of growing along with the Media industry.
13. **Main Idea:** We are trying to create an ad campaign that, when the prospective students see it they are able to picture themselves in the IU Media School. We want to display all of the unique opportunities that The Media School has to offer and why our media school is superior to others.
14. **Call to Action:** We want our prospects, before entering Indiana University, to know that the IU Media School is the best around to help lead you in the clear direction of your future. Once entering The Media School, we want to show our students that our school is better than the other schools on campus because of all of the special opportunities and majors we have to offer.
15. **Media plan:** We want to reach our audience in way that is effortless for them. We believe that the best way to reach them is through the social media that they view everyday. One particular channel would be a sponsored instagram post that appears on instagram users even though they do not follow our account. The second most popular social media is snapchat, in which we planned to post a story on a snapchat subscription that appears underneath their friend's snapchat stories. This allows our target audience to view our message in a comfortable, familiar way. Our print media will appear on public transportation and a magazine spread to allow more copy and information.
16. **Net impression:** Our WOW statement is "picture this". We want to create an ad campaign that really sums up what the Indiana University Media School is all about. We want to make the prospective students feel like they are stepping into an amazing adventure because of what they have to offer.

Magazine Ad



Live through the cutting-edge experiences offered by the Cuban Center. Perfect your craft, whether it be photography, film, broadcasting, and many more. Feel the support of your peers and the care from your professors. Picture yourself taking part in something bigger than ever before. A league of its own, and a pioneer for all of its kind. Imagine becoming a Hoosier in the Media School. You deserve to reach your full potential, and promise yourself the best experience possible. Bring value to your journey with elite preparation for your future. Choose from numerous customizable majors and create the experience for you. Exceed all goals you have ever set for yourself. Feel the pride in being a part of The Media School.

"The best way to predict the future is to invent it"

-Mark Cuban

Discover more at:

<https://mediaschool.indiana.edu>

#PictureThisIUMediaSchool



Indiana University
The Media School
Fulfilling *the* Promise

Magazine Ad Full Spread



“The best way to predict the future is to invent it.”

-Mark Cuban

The IU Media School provides you with the diverse environment necessary for your experiences going forward. Leaving with an experience that holds unique value will place students of the Media School at the forefront of their respective career path. The promise of the IU Media School is that everyone has the confidence and capability to explore throughout the Media industry. To become an IU Media student is to become elite, versatile and chosen.





INDIANA UNIVERSITY
FULFILLING the PROMISE
The Media School

Newspaper Ad

DECEMBER 21 - 23, 2018

Jason Momoa plunges into 'Aquaman'

This manly man has no trouble wearing pink, and he and his character are one: "He took all my style." *Is Life*

JASON BOLAND/WARNER BROS.

NEWSLINE

IN NEWS

Poll: Americans agree that nation is divided

As Democrats prepare to take control of House, most expect a bumpy 2019

Crowdfund the wall? It's not that simple

Congressional approval necessary before any money could be accepted

IN MONEY

Despite its issues, few can give up Facebook

Social media network intricately embedded in fabric of people's lives

Dow suffering worst December since 1931

Index closes down 464 points amid reaction to Fed's interest rate increase

IN SPORTS


BOB D'AMICO/USA TODAY SPORTS

Saints' aim is to be home for the holidays

Jarrett Bell: After tough road swing, New Orleans can clinch NFC's top seed

Gordon is sick and needs help, not scorn

Nancy Armour: Suspended WR has been open about his mental health

IN LIFE

Women were story of this busy TV season

Kelly Lawler: Added focus on female characters a side effect of "Peak TV"



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USA SNAPS HOTSPOTS


50 years ago today

NASA launched Apollo 8 on its way to the first manned orbit of the moon.

SOURCE: History.com
MIKE B. SMITH, JANET LOHMEYER/USA TODAY

House votes to avert shutdown

Spending bill adds \$5B funding for border wall

Michael Collins, David Jackson and Bill Theobald
USA TODAY

WASHINGTON — A deeply divided House voted on Thursday to add \$5 billion in border wall funding to a short-term spending bill, yielding to President Donald Trump's demand for the money but casting further doubts upon the fate of efforts to avert a government shutdown.

The bill, which the House approved by a vote of 217-205, now heads back to the Senate, which must either approve the measure or risk shutting down a quarter of the government at midnight Friday. A Senate vote is expected Friday afternoon.

The House vote capped a drama-filled day that started with lawmakers anticipating quick passage of an already approved Senate funding bill, but then erupted into chaos when Trump announced he would not support the measure because it did not contain funding for the border wall — one of his signature campaign promises.

At an Oval Office meeting a few hours earlier, Trump had informed House GOP leaders that he would not sign the Senate version, sending them scrambling to deliver new legislation that included \$5 billion in border wall funding.

See SHUTDOWN, Page 2A

Muslim women hope election helps curb bias

"We want things to be easier for our sisters and for the society to understand who we really are," Ahmedulhadi Sharif, imam of the Islamic Center of Tennessee


HELEN COMER/USA TODAY NETWORK

Ayat Abu of Tennessee says she has been harassed for her religious beliefs many times. HELEN COMER/USA TODAY NETWORK

Holly Meyer Nashville Tennessean | USA TODAY NETWORK - TENNESSEE

NASHVILLE, Tenn. — Ayat Abu will never forget the time a stranger called her a "terrorist" in front of her children. ■ The mother of four, a Muslim who covers her hair with vibrant scarves and wears modest fashions as part of her religious practice, was walking out of a Walmart in Murfreesboro, Tennessee, in February with two of her boys when a man lobbed the insult at her. ■ "My son was extremely aggravated," Abu said. "I said, 'Do not do anything because the

Law would help ID dead immigrants near border

Rick Jervis
USA TODAY

FALFURRIAS, Texas — The skeletons are kept in a storage shed next to the parking lot at the Brooks County Sheriff's Office, in large black body bags or brown paper evidence bags,

Don't Predict the Future, Invent it

- Mark Cuban

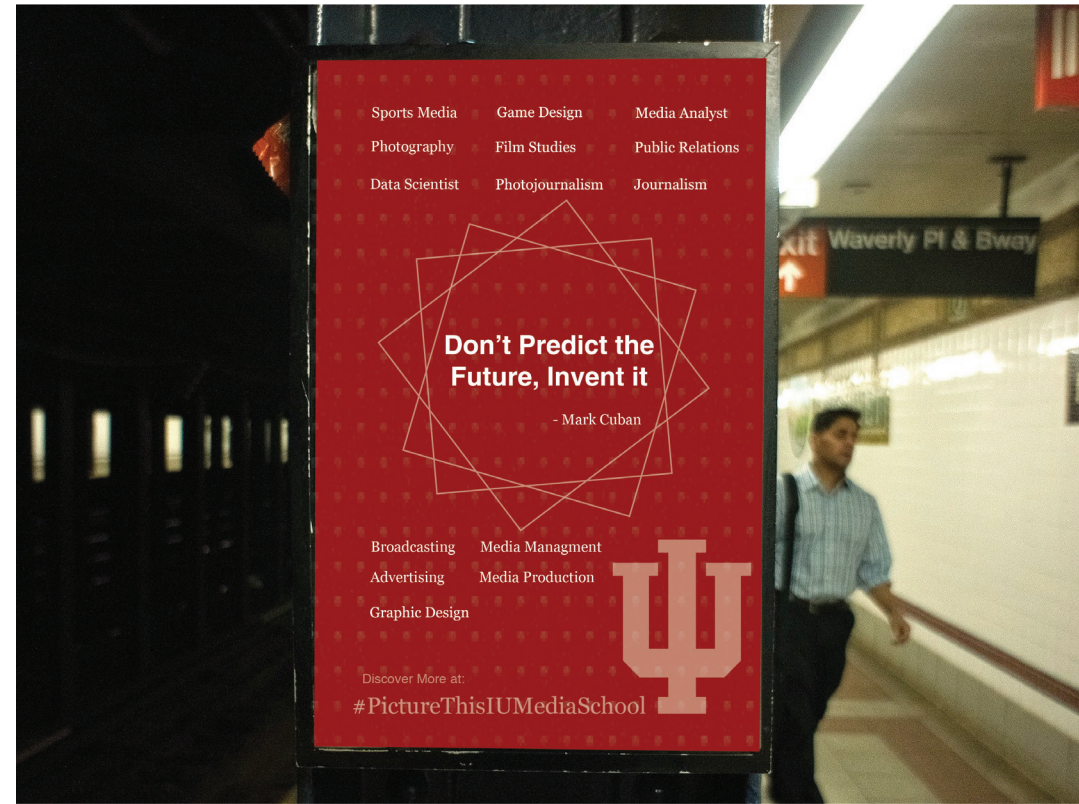
#PictureThisIUMediaSchool

 **INDIANA UNIVERSITY**

STATE-BY-STATE 5B AMERICA'S MARKETS 5B MARKETPLACE TODAY 8C PUZZLES 2D TONIGHT ON TV 5D WEATHER 4A YOUR SAY 5A

Transit Ads

Subway



Train

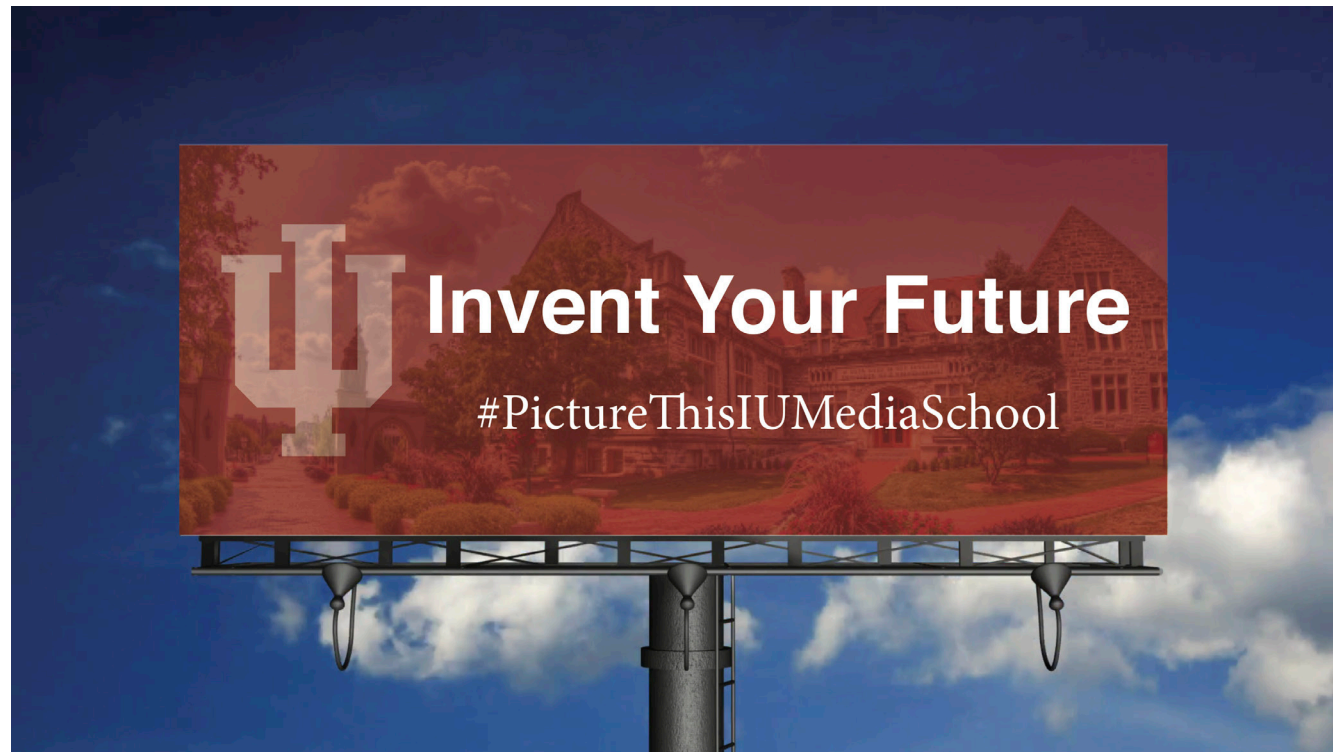


Bus



Outdoor Ads

Billboard



Outdoor Poster 1



Outdoor Poster 2

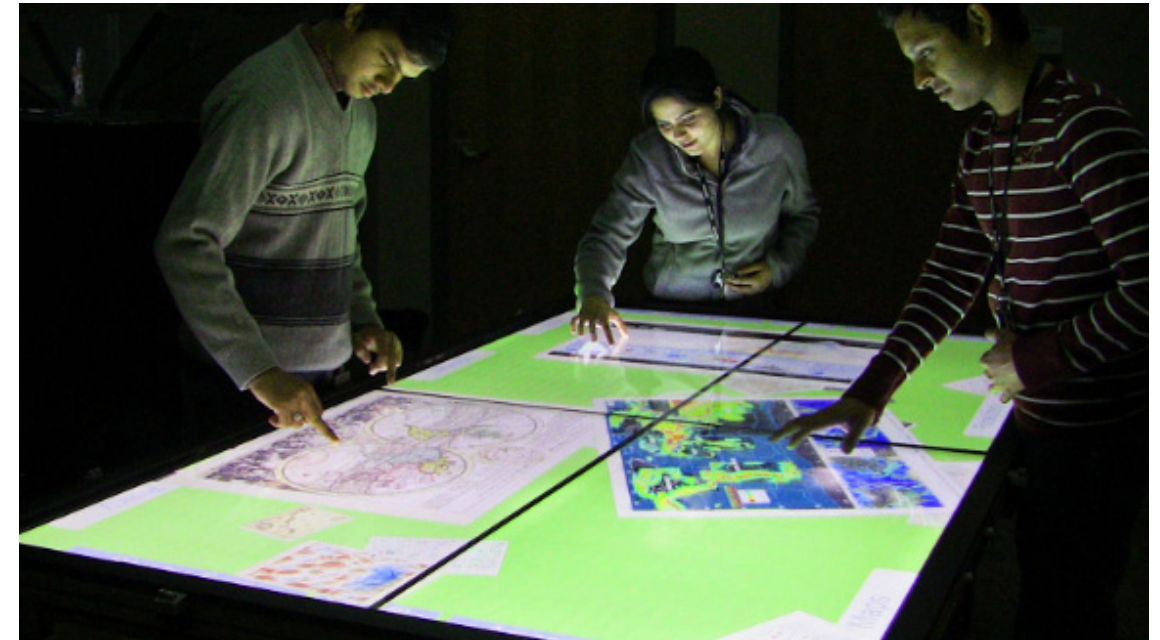


Branded Event

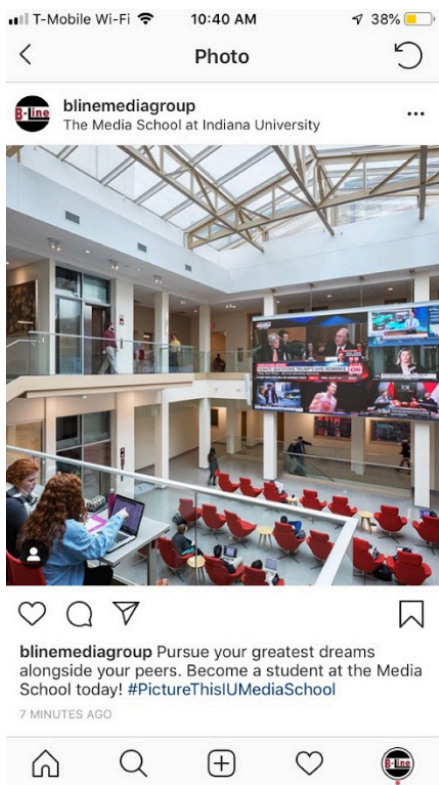
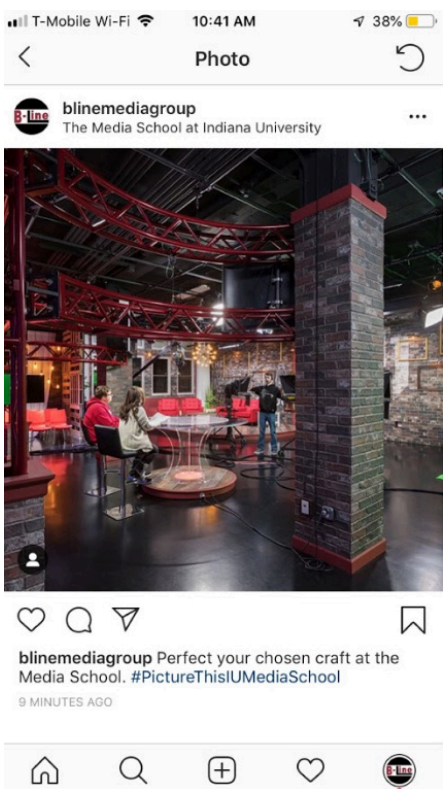
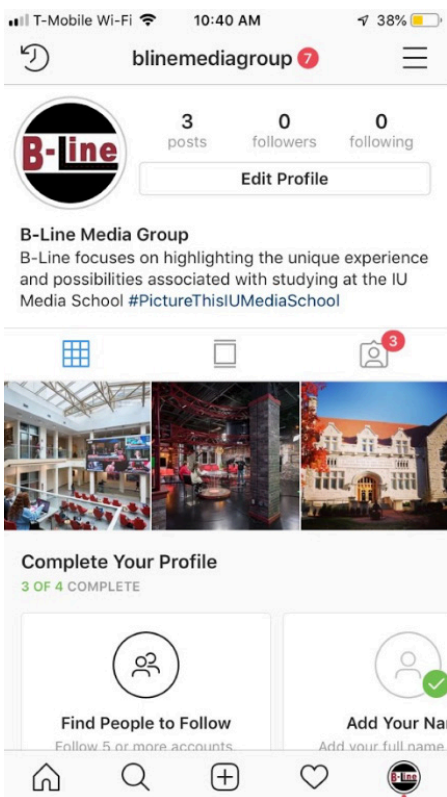
Held in New York City, B-Line agency will hold a branded event to promote the Indiana University Media School. On a busy square for thousands of people to see, we will reach a market that is unique to IU who would be interested in the resources that the Media School has to offer. New York City is well known for its interest in modern media, so it would be beneficial for us to hold an event here so that it stands out among the competitive New York schools. In order to stand out, we want to create an Instagram-worthy event for all of the social media lovers in the city. Similar to a pop-up museum, we will do a pop up media school. The event will be promoting some of the most unique majors provided at the college including sports media, game design, and research. This event will be promoted on social media including Snapchat and Instagram in order to attract high school aged individuals who live around NYC.

For the sports media major, we would set up a small replica of a broadcast studio

equipped with everything provided at IU. This will include the green screen, high quality cameras, microphones, and teleprompter in order to best replicate the experience of someone in sports media. Participants are able to test out the studio from any job they desire so that they can get quick, hands on experience with the production industry. For the game design pop up, participants will be immersed in the gaming world through interactive components such as IQ tables and free computer software. With these resources, visitors could test their creativity by learning how they can build their own game from scratch with the resources given at the college. And lastly, the final room will include virtual reality headsets for visitors to tour the Media School. Since our college is newly renovated, the study spaces, interactive classrooms, and production studios are a unique selling point that should be promoted. All of these activities will follow along with our advertising campaign as it allows individuals to picture themselves at the IU Media School.



Social Media - Instagram



Social Media - Snapchat



Media Plan and Budget

MARKETING BUDGET PLAN				B-LINE Advertisement Agency- IU MEDIA SCHOOL CAMPAIGN	
Projected Subtotal to date: \$ 64,470.00					
CAMPAIGN TYPE	QTY	PROJECTED COST PER UNIT	PROJECTED SUBTOTAL	COMMENTS	
Local Marketing			SUBTOTAL \$ 33,650.00		
Subway Ad	1	\$ 3,000.00	\$ 3,000.00	Subway Entrance advertisement	
Bus ad	1	\$ 9,000.00	\$ 9,000.00	Bus Stop advertisement	
Train Ad	100	\$ 200.00	\$ 20,000.00	Train Rail advertisement	
Posters	200	\$ 8.25	\$ 1,650.00	Distributed locally	
Public Relations			SUBTOTAL \$ 9,065.00		
Branded Event	7	\$ 1,295.00	\$ 9,065.00	Pop Up in NYC	
			\$ -		
Outdoor Advertising			SUBTOTAL \$ 10,000.00		
Billboard	1	\$ 10,000.00	\$ 10,000.00	Downtown Manhattan	
			\$ -		
Online			SUBTOTAL \$ 375.00		
USA TODAY Online version	5	\$ 75.00	\$ 375.00		
			\$ -		
Print Advertising			SUBTOTAL \$ 4,580.00		
College Weekly Magazine	2	\$ 2,500.00	\$ 5,000.00		
USA TODAY Ad	2	\$ 790.00	\$ 1,580.00	Pay extra \$85 per extra line starting at \$620	
			\$ -		
Market Research			SUBTOTAL \$ 4,800.00		
Surveys	6	\$ 800.00	\$ 4,800.00		
			\$ -		
Other			SUBTOTAL \$ -		
			\$ -		
			\$ -		
Total			\$ 64,470.00		

The above chart explains the allocated budget. B-Line’s proposed budget would be approximately \$65,000. Our target audience fit the demographic of 16-18 year olds looking for a potential college fit. In addition to this niche audience, we also have to appeal to the parents of these children. In order to successfully campaign to our target audience, we needed a variety of advertisements in a prolific amount of places which explains the expensive budget. However, the channels used to distribute our advertisement will prove most effective.

Due to expensive prices, we only have one subway advertisement but it will be located at one of the subway entrances in New York City for thousands of people to see

everyday on their way to work or school. Our bus advertisements featured an entire bus wrapped in our advertisement. The buses are visible to any pedestrian walking or waiting in cabs to read which gives people ample time to read our concise advertisement. Our other transit advertisement will be located on train rails. There are numerous trains in the NYC area, however Port Authority Bus Station had relatively inexpensive train advertisement space. People all over the world use this bus station and will be able to recognize the IU Media School.

Other outdoor advertisements are our posters that are distributed on trains and on billboard. Because we wanted to advertise to the east coast we located our

billboard advertisement in Manhattan. It was expensive but we think it is \$10,000 well spent since the exposure reaches all types of audiences in New York City.

Our branded event will be located in New York City as well. We chose SOHO as our location because our target market are potential students in and around the city of New York. We rented a small retail space to host our pop up event that will be open for one week. This will cost approximately \$1,295 for each day we are there and we plan to be in this space for one week.

Social Media is the largest platform that our target audience utilizes. We are targeting Generation Z and they are just as social media driven as most millennials. However, the best way to reach Gen Z isn’t through Facebook. Studies show that middle aged Gen Zers are leaving Facebook because it is too “old school.” The psychographic of Gen Z correlates most with instagram and snapchat. We also have a trending hashtag #PictureThisIUMediaSchool because potential students will want to see the social side of each university. Snapchat is a platform that is used more for communication than amusement. However, when people are viewing their friends stories, Snapchat sneaks in a few advertisements that they feel will please their users. The biggest month in deciding schools is March-April. This is the month that we would want our instagram and snapchat stories to be seen.

People of this demographic and psychographic rarely read magazines, but one that they may read is College Weekly when sifting through their college acceptances. We chose this magazine to distribute our spread in hopes that people see the real opportunities that the media school

offers. It was also cost efficient. In addition to that print ad, we chose USA Today to distribute our other advertisement. USA today is a national newspaper that also gives the opportunity to distribute your advertisement online for a small fee (\$75) in addition to the flat \$620 charge. Most adults still read the daily newspaper, so this was a great channel for us to reach the parent demographic.

The last and final piece of the budget is surveys. Surveys are a provide great insight for a company and their demographic. If we conducted surveys we could have a better idea of what channels work best, how to really capture their attention and make ourselves stand out. We decided to round up our budget for incidentals and room for negotiation with distributing companies.

Meeting Log

3/26

Who is present: all members
Location of meeting: 4th floor of west tower in Wells Library
Date of Meeting: 3/26
Consistent meeting time: Mondays at 7pm
What we talked about: assigned roles, goals, ice breakers
Length: 1 hour

3/27

Who is present: Emily, Anna, Julia, Jacqueline
Location: classroom
What was talked about: agency name, met with Kathleen to talk about our agency
Length: 30 minutes
Actions: consumer profile

4/1

Who is present: Emily, Anna, Julia, Jacqueline
Location: classroom
What was talked about: consumer profile, thoughts on creative advertising
Length: 30 minutes
Actions: creative breif

4/1

Who is present: Emily, Anna, Julia, Jacqueline, Malik
Location: library
What was talked about: consumer profile, creative ideas for magazine and other print ads, created magazine spread, worked on creative brief
Length: 1 hour
Actions: creative brief and start advertisements

4/3

Who is present: Emily, Anna, Julia, Malik
Location: in class
What was talked about: finished creative brief, talked about other creative ideas for transit ads
Length: 30 minutes
Actions: magazine ad

4/8

Who is present: Everyone
Location: in class
What was talked about: branded event, modified magazine ad, talked about budget, newspaper ad
Length: 30 minutes
Actions: transit advertising

4/8

Who is present: everyone
Location: library
What was talked about: finished branded event, newspaper ads, transit ads, media planning budget, reworked magazine ad, made 1 pager
Length: 1 hour
Actions: transit and outdoor advertising

4/10

Who is present: Anna, Malik, Jacqueline, Julia
Location: in class
What was talked about: what we need to complete in order to finish the project, who is working on what, what type of transit ads are we making
Length: 30 minutes
Actions: outdoor advertising, media plan

4/15

Who is present: Emily, Julia, Anna, Jacqueline
Location: in class
What was talked about: talked about everything we need to get done by the end
Length: 30 minutes
Actions: media plan, branded event

4/15

Who is present: Emily, Julia, Anna, Malik
Location: library
What was talked about: 2 outdoor advertisements created, indesign book worked on
Length: 1 hour
Actions: branded event

4/17

Who is present: Emily, Anna, Julia, Malik
Location: in class
What was talked about: what is left in the project, how to build the book, how to print, who needs to do what
Length: 30 minutes
Actions: social media, finalize plan book

4/22

Who is present: Emily, Anna, Julia, Jacqueline, Malik
Location: In class
What was talked about: finalizing plan book, finished social media
Length: 30 minutes
Actions: print plan book