ADVRT 434

Advertising Campaigns

Michael Wigton + 211C Hamilton Hall + wigton@iastate.edu
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Instructor Information
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Wigton’s ISU Classes (Facebook)
@wigton (Twitter)
Appointments: www.calendly.com/wigton

Please set up time with me to ask questions about course materials, projects, or career guidance. Do not wait until assignment deadline to seek me out. The best way to ensure I am available is to schedule an appointment.

My Background
As an advertising/PR professional, I have over 20 years of experience working at agencies such as Carmichael Lynch (Minneapolis), Arnold Worldwide (Washington, DC) and VML (Kansas City). My clients have included Northwest and Delta Airlines, The Islands of the Bahamas, Harley Davidson, Amtrak, PBS, Children’s National Medical Center and Boy Scouts of America, to name a few. It is my mission to make this course as “real-world” as possible. We will have a lot of fun in this class, but you will work hard. Deadlines will be tight and expectations high, just as it is for professionals in the industry.

Course Goal
This course will help you gain the knowledge and experience associated with working on a campaign as conducted by an agency. It will draw heavily upon the skills you have already learned in other classes. Over the course of this semester, you will work together in agency teams to develop a campaign for a real client. This semester our client is Jethro’s Steak & Chop in Ames. You and your team will participate in all phases of campaign development including planning, research, target audience analysis, media planning, writing objectives/strategies/tactics and developing tactics for advertising and public relations.

Jethro’s BBQ
Learning Objectives

• Apply primary and secondary research methods, creative and strategic thinking skills, knowledge of creative development, target audience selection criteria, media planning skills, and communication theories related to the development of a campaign.
• Understand the role of research in developing and evaluating an effective campaign.
• Develop a research plan and analyze findings.
• Produce key insights that lead to the selection of a target audience, a media plan, development of advertising and PR strategies/tactics to meet your client’s objectives.
• Evaluate/critique all aspects of your campaign development.
• Create and provide rationale for your campaign budget.
• Cooperate as a team in all phases of the campaign development process: research, planning, creation and presentation.
• Write and design a thorough plans book that demonstrates both your team’s perspectives on good advertising and details the research and rationale for your recommendations.
• Assemble and present a compelling, creative and persuasive business pitch for your client.
• Evaluate and defend your campaign proposal.

Accreditation Core Values and Competencies
(Those checked are covered in this class.)

✓ To understand the role of communication as it relates to the mission and goals of the employing organization.
✓ To work ethically in pursuit of truth accuracy, fairness and diversity.
✓ To show sensitivity to diversity and cultural issues in verbal and visual communication.
✓ To think critically and independently.
✓ To write correctly and clearly in appropriate forms and styles.
✓ To understand and/or use good visual communication concepts and techniques.
✓ To demonstrate creativity in completing assignments.
✓ To apply basic numerical and statistical concepts.
✓ To demonstrate adequate skills in appropriate technology and software.
✓ To demonstrate research/fact finding skills.
✓ To critically evaluate one’s own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.

Prerequisites

ADVRT/PR/JLMC 301, C+ or better in ADVRT 334 or ADVRT 336; Major status
Required Materials and Texts
There are no required textbooks for this class. Instead, you are expected to read industry news, participate in class social media and be prepared to discuss topical issues in class as assigned. There will also be handouts.

Required Social Media
- Facebook Page: “Wigton’s ISU Classes”
- Twitter: @GreenleeNews and discussion topics at #Wigton434

Just as in a real agency environment, this campaigns class will interact with the other advertising disciplines. Social media interactions will take place among my other ADVRT classes this semester (334, 336, 436) to share ideas, information, and critique campaigns. Discussions are to take place and will be graded. Substantive posts will be required as indicated in the coursework schedule.

A substantive post is one in which you contribute your ideas, add new information, pose questions to your fellow students, offer personal experiences to illustrate a point, or otherwise demonstrate that you understand and can apply the content of the course. A reply that simply states, “Good question,” or “Great post,” or “I agree,” or “Good job,” may be appropriate at times, but does not count as a substantive posting.

Recommended Sites/Blogs for Posts and Class Discussion:
1. Ad Age: http://adage.com
2. Adweek: http://adweek.com
3. AdCracker: http://www.adcracker.com
4. Creativity: http://creativity-online.com/
7. Social Media Today: http://socialmediatoday.com/
8. Social Media Alltop: http://social-media.alltop.com
11. Erik Qualman’s Socialnomics: http://socialnomics.net/category/social-media/
18. Social@Ogilvy: https://social.ogilvy.com
20. PR Squared: http://www.pr-squared.com/
22. NextWeb: http://thenextweb.com/
27. Inside Instagram: (Follow them on Facebook)

- Additional articles and handouts will be posted on Canvas for students to access during the course.
- Lists of web and hard copy resources will be provided to students as needed during the course.
Coursework Summary and Point Potential
You are responsible for keeping track of assignment criteria and due dates. This is the best way to replicate the agency environment and work as a member of your advertising team. Detailed assignment handouts and grading criteria will be provided. Other homework and exercises will be announced in class only. If you are not in class, you will need to check with a classmate for notes and homework. This is approximately how the points break out.

Class Attendance/Participation (100 pts. - 20%)
You are expected to attend all classes and complete assignments upon due dates. I will take attendance and note class participation. More than two absences will result in loss of points. If you are unable to attend, you MUST contact me as your supervisor and explain. Just as in the real world, you need to show up for “work” and contribute. You cannot just miss a day of work without reason. Additionally, I am looking for you to contribute to class in a thoughtful and productive way. There will be times where you will need to complete an exercise, create a post for our Facebook page, think about an answer to a creative problem, contribute knowledge of a news event, or bring in other homework. Always be prepared.

Progress Report Meetings/Assignments (100pts. - 20%)
There will be key milestones identified for the progress of your campaign throughout the semester. These reports will highlight your team’s status and need to be written in a business-style format. They will be submitted to me as your supervisor for review and be included in
your final plan book. Other components of your final plan book will be submitted throughout the semester for review.

**Final Plan Book (125 pts. - 25%)**
This is your final report and leave-behind for the client. It will detail the work you’ve done all semester including research, planning, objectives/strategies/tactics, media and creative executions.

**Client Presentation (100pts. - 20%)**
A presentation will be given to the client during the designated time of finals week.

**Peer Evaluation (75pts. - 15%)**
This is a semester-long capstone project. You will be placed on a team and required to lead/participate in a meaningful way. This means you show up for meetings, are prepared and contribute in a meaningful way, complete assigned tasks, share creative ideas and display a good/helpful attitude. Disagreements are expected, but as in the real world they must be worked out. This is a critical element of working in an advertising agency and with many different personalities. I place a high value on the evaluations of your peers and that’s

**Grading Scale**

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<thead>
<tr>
<th>Grade</th>
<th>Percent</th>
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<tbody>
<tr>
<td>A</td>
<td>94 – 100%</td>
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<tr>
<td>A-</td>
<td>90 – 93%</td>
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<tr>
<td>B+</td>
<td>87 – 89%</td>
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<tr>
<td>B</td>
<td>83 – 86%</td>
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<tr>
<td>B-</td>
<td>80 – 82%</td>
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<tr>
<td>C+</td>
<td>77 – 79%</td>
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<tr>
<td>C-</td>
<td>70 – 72%</td>
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<tr>
<td>D+</td>
<td>67 – 69%</td>
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<td>D</td>
<td>63 – 66%</td>
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<td>D-</td>
<td>60 – 62%</td>
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<td>F</td>
<td>0 – 59%</td>
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Course Policies

1. **No electronic devices.**
   No phones, no laptops. You may use lab computers only during class. If it is important, please leave the room.

2. **Attendance is graded.**
   You are allowed 2 unexcused absences before losing points. Excessive tardiness (3+ times) will greatly affect your grade.

   You must be present in order to receive credit for work you are submitting. Attendance is mandatory on days where you are expected to present and on all days of project presentations. Not attending on days when you present will result in a zero for the assignment, your grade will be lowered one letter grade for each day of class presentations missed. Students who are not in attendance during these times will receive a zero for the assignment.

3. **Participation is required.**
   Please come to class prepared to discuss the topic for the day, including assigned readings and/or exercises. Each day we will discuss the assignments for the next class. Lack of participation in your group will result decreased participation points and a lower peer evaluation.

4. **There are two due-dates: on time and early.**
   Assignments will be collected at the beginning of class on the specified due date (this means you must come to class to turn it in or via Canvas). Turning in an assignment late will result in zero credit for that assignment. Please come see me before an assignment is due if you will be unable to turn the work in on time.

5. **Always act as the ambassador for your agency and a steward of the brand.**
   Look professional. There will be times where you are expected to present to the class. Please treat this as an opportunity to present in front of a “client” and put as much thought into the presentation of the assignment as the assignment itself. When you present, you will have a limited amount of time to make your points, so please rehearse what you want to say before you get to class.

   Presenting is an important part of working in the field of communications. Good presentation skills will allow you to effectively communicate your ideas, organize your thoughts, inspire or persuade a consumer, client, team, or boss. This is a learning experience, any student who
would like advice on presenting please feel free to come see me.

6. **Motivate and inspire your team to do their best.**
Through role-plays or team exercises you have the opportunity to learn from each other and get practice in team working arrangements you will experience on the job. Please take this responsibility to each other very seriously. There will be times where we disagree or have differing points of view; there may not always be “one right answer” as some problems have many solutions. Please be respectful of opinions that differ from your own.

7. **Check your work and check it again.**
All work should be “client ready” and error free of typos and other grammar issues.

8. **Be open-minded – you never know from where a good idea will come.**
Please respect other students, opinions differing from your own, and different presentation styles. If you believe any teacher or fellow student is disregarding these standards, please notify me immediately.

**Academic Dishonesty**
The class will follow Iowa State University’s policy on academic dishonesty. Anyone suspected of academic dishonesty will be reported to the Dean of Students Office.
http://www.dso.iastate.edu/ja/academic/misconduct.html
Disability Accommodation
Iowa State University is committed to assuring that all educational activities are free from discrimination and harassment based on disability status. All students requesting accommodations are required to meet with staff at Student Disability Resources (SDR) to establish eligibility. A Student Academic Accommodation Request (SAAR) form will be provided to eligible students. The provision of reasonable accommodations in this course will be arranged after timely delivery of the SAAR form to the instructor. Students are encouraged to deliver completed SAAR forms as early in the semester as possible. SDR, a unit in the Dean of Students Office, is located in room 1076, Student Services Building or online at www.dso.iastate.edu/dr/. Contact SDR by e-mail at disabilityresources@iastate.edu or by phone at 515-294-7220 for additional information.

Dead Week
This class follows the Iowa State University Dead Week policy as noted in section 10.6.4 of the Faculty Handbook http://www.provost.iastate.edu/resources/faculty-handbook.

Harassment and Discrimination
Iowa State University strives to maintain our campus as a place of work and study for faculty, staff, and students that is free of all forms of prohibited discrimination and harassment based upon race, ethnicity, sex (including sexual assault), pregnancy, color, religion, national origin, physical or mental disability, age, marital status, sexual orientation, gender identity, genetic information, or status as a U.S. veteran. Any student who has concerns about such behavior should contact his/her instructor, Student Assistance at 515-294-1020 or email dso-sas@iastate.edu, or the Office of Equal Opportunity and Compliance at 515-294-7612.

Religious Accommodation
If an academic or work requirement conflicts with your religious practices and/or observances, you may request reasonable accommodations. Your request must be in writing, and your instructor or supervisor will review the request. You or your instructor may also seek assistance from the Dean of Students Office or the Office of Equal Opportunity and Compliance.

Contact Information
If you are experiencing, or have experienced, a problem with any of the above issues, email academicissues@iastate.edu.
Course Schedule

Following is a list of topics in the general order they will be covered in class. Part of working in an agency is to plan for the unexpected. There will be some unpredictability in topics discussed on any given day or week. As a group, it will be up to you to determine your due dates on various phases of the campaign development. I let each team determine their own fate. The final date is set in stone, so that is what each team will be working towards: presenting their campaign. Each class I will announce what is planned for the next class(es). It will be up to you to stay informed.

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<tr>
<th>Course Outline</th>
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<tbody>
<tr>
<td>- Secondary research</td>
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<tr>
<td>o Situation analysis</td>
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<td>o Brand and competitive review</td>
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<td>- Primary research</td>
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<tr>
<td>o Develop a plan</td>
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<tr>
<td>o Field the research – gather data</td>
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<tr>
<td>o Analyze findings – determine “big idea”</td>
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<td>o Prepare report/edit</td>
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<td>o Submit report</td>
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<tr>
<td>- Creative</td>
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<tr>
<td>o Develop brief</td>
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<td>o Submit for feedback on brief</td>
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<tr>
<td>o Creative development (advertising vehicles and PR tactics)</td>
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<td>o Submit for feedback on concepts</td>
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<tr>
<td>o Build/edit creative pieces</td>
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<tr>
<td>- Media Planning</td>
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<tr>
<td>o Develop plan/budget</td>
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<tr>
<td>- Primary research round #2</td>
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<tr>
<td>o Develop plan</td>
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<tr>
<td>o Field the research – gather data</td>
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<tr>
<td>o Analyze findings</td>
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<tr>
<td>o Prepare report/edit for presentation</td>
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<tr>
<td>- Presentation</td>
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<tr>
<td>o Build presentation</td>
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<td>o Edit</td>
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<tr>
<td>o Rehearsal</td>
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<tr>
<td>o Present date</td>
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<tr>
<td>- Primary research</td>
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<tr>
<td>o Field the research – gather data</td>
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<td>o Analyze findings</td>
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<tr>
<td>- Presentation</td>
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<td>o Build presentation (+ budget)</td>
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<td>o Rehearsal</td>
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<td>o Present date</td>
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Key Dates:
- 1/15 Monday: No Class for MLK Day
- w/o 3/12: No Class for Spring Break
- 3/12 Friday: Midterm grades due
- 4/30 Monday: Final Presentations 12:00pm – 2:00pm