

IMC Activity Examples

MKT301

As part of your marketing plan you are required to create a promotional plan as described in the instructions. There are two parts – the creative brief that explains the action item or activity and mock-ups of your ads or promotional materials as shown in the following examples. As you'll see – most of these are nothing more than PowerPoint slides created by students like yourself taking MKT301. You are not expected to be design experts or graphic artists. Your instructor simply wants to see that you can demonstrate the concept of matching message, imagery and choice of media to your target audience. Be creative and have some fun with this!

The first few are for a non-profit providing low cost spay and neuter services.

The first two are print ads and the second two are billboards.

The last is a direct mail piece for a fundraising event.

Now this is what I call a Mother's Day



ANIMAL COALITION OF TAMPA

www.act-tampa.com

555-555-1212

Follow us at #catmomday

Come on, give her break on Mother's Day by not letting her become a mother. Spayed kitties live longer and healthier lives and don't contribute to overpopulation.

Call the Animal Coalition of Tampa today to make your low cost spay or neuter appointment.



Billboard



Low Cost Spay and Neuter

813-555-1212

www.acttampa.org



Oh boy, oh boy, oh boy I love a car ride!



Neutered dogs live longer, healthier lives and make better pets. Call Animal Coalition of Tampa today for your low cost spay or neuter appointment (sunglasses extra).

It may be the most important trip of his life

Contact information



MAY 5, 2009 7:00pm
SKIPPER'S SMOKE HOUSE
5000 SKIPPER ROAD

Animal Coalition of Tampa
1719 Lemon Street
Tampa, FL 33613

Indicia
USPS
non-profit

INDIVIDUAL TICKETS \$\$

COUPLES \$\$

**BUY THREE AND THE FOURTH IS ON THE
KITTIES!**

CORPORATE TABLES AVAILABLE

Call 813-555-1212 for Reservations

Music • Food • Cash Bar • Silent Auction

ADDRESS BLOCK

The next two are for Elder Care, an in-home service for retirees.



Print ad

Taking care of our parents

Elder Care

“Say No to nursing homes and YES to in-home care”

Call us at 1 800 555 1234
www.eldercare.com



Elder Care

Billboard

We'll do
everything, so
you don't have
to!

#momcare



352-555-1212
care@eldercare.com

The next two are for Kid Keeper, a device that allows parents to keep track of their kids in busy public places

IMC

Print ad, billboard or online ad



Kid Keeper, the latest in child tracking technology.

Not only will it keep them safe, but they will love the fun colors and designs.

Call today to receive special pricing!

1-800-596-7743

www.kidkeeper.com

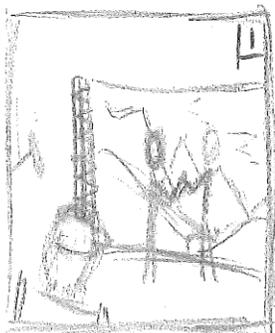
Print ad or movie theatre slide

KID KEEPER



The next one is a bit unique. It is a hand drawn storyboard for a YouTube video promoting a summer camps for aspiring film makers.

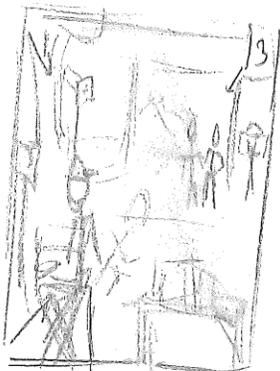
The one that follows it is a print or online ad for the same camp.



Video: Actors acting
Audio: Silence



Video: pull back
Audio: CUT!
CHATTER



Video pull Back
Audio: Good job
guys. Reset!



Video: Pull to stop
Audio: Campers settle
down! Quiet on set!



Video: Static
Audio: Alright 3, 2, 1



Video: Still

This could be you one day...



A summer camp to bring out your creative film aspects and unique ideas. Visit our twitter @BTSFILMcamp

This is an amusing print ad or billboard for a pet boarding or daycare business. Note the cute logo.

PRECIOUS PAWS RESORT

Caring for your pets when you can't!



The next two are ads for Officer Friendly, a non-profit associated with a police department.

The last of the three is another hand drawn storyboard.

ANNA WANTS REAL FRIENDS.

NOT THE TV.

NOT THE INTERNET.

NOT THE ADDICTIONS AND CRIMES THAT
MOST CHILDREN IN UNDERPRIVILEGED
NEIGHBORHOODS END UP WITH.



Officer Friendly



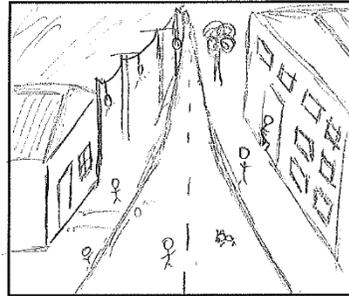


GIVE HER
THE
CHANCE
SHE NEEDS
TO SUCCEED



www.officerfriendlyFL.com [facebook.com/officerfriendlyFL](https://www.facebook.com/officerfriendlyFL)

Scene 1



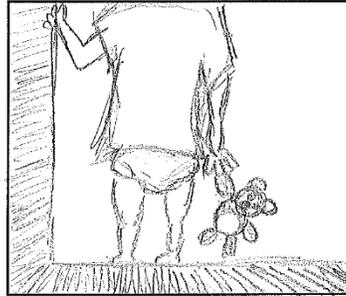
CAMERA: Pan Up, Zoom In

DIALOGUE:

FX: Car Noises, Animals, Kids, Guns

NOTES: Sketchy, Dark, Dangerous Neighborhood

Scene 2



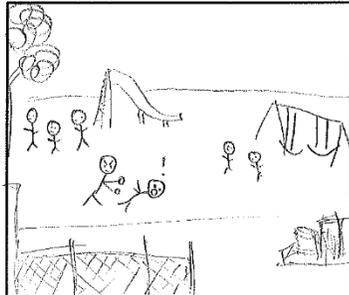
CAMERA: CU, Zoom In

DIALOGUE:

FX: Parents Fighting, (Noise from Sc. 1)

NOTES: Doorway, Baby in Diaper

Scene 3



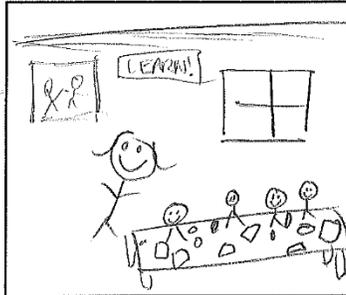
CAMERA: Still, WS

DIALOGUE: "Give those kids and others like them a chance."

FX: n/a

NOTES: Playground fight

Scene 4



CAMERA:

DIALOGUE: "Officer Friendly helps kids"...

FX: Happy Music, Kids talking

NOTES: Classroom, OF,

Mary helping kids with arts + crafts

The next is a bit more edgy and controversial. The student made this using clip art and then added text in MS Illustrator. This is more complicated than yours will likely be but is a great example of the possibilities.

ONE CHILD IS HOLDING SOMETHING
THAT'S BEEN BANNED IN AMERICA
TO PROTECT THEM.

GUESS WHICH ONE.



We won't sell Kinder chocolate eggs in the interest of child safety. Why not assault weapons?

MOMSDEMANDACTION.ORG

**MOMS
DEMAND
ACTION**
FOR GUN SENSE
IN AMERICA

The following slide is an ad for Gamedate.com, an online dating service for sports fans. This could serve as a billboard, print ad or movie theatre ad among other uses. Just modify the layout to fit the medium.

Got Game?



Gamedate.com
Find Your Match Here

The last few slides are examples of e-marketing or social media.

Review Ad

Please review your ad for accuracy.

Ad Preview:

Game Date



Seeking a relationship and love sports? Then check out Game Date! At GameDate.com you can find dates to your favorite sporting events!

Ad Name:

Audience:

This ad targets users:

- who live in the United States
- who live within 50 miles of Tampa, FL
- between the ages of 19 and 45 inclusive
- who like football, basketball, soccer, baseball or mma
- who are single

Campaign:

My Ads (New Campaign)

Bid Type:

CPC

Bid:

\$0.78 USD per click

Daily Budget:

\$50.00 USD per day

Duration:

This ad campaign will run indefinitely

[Place Order](#)

[Edit Ad](#)

Game Date



Seeking a relationship and love sports? Then check out Game Date! At GameDate.com you can find dates to your favorite sporting events!

Social Media: Twitter

The image is a screenshot of a Twitter profile page for Saint Leo SAAC. The top navigation bar includes 'Home', 'Connect', 'Discover', and 'Me' tabs, along with a search bar and settings icons. The left sidebar contains navigation options: 'Tweets', 'Following', 'Followers', 'Favorites', and 'Lists'. The main profile area features a blue header with the SAAC logo, the name 'Saint Leo SAAC', the handle '@SaintLeoSAAC', and the bio: 'Official Twitter for the Student-Athlete Advisory Committee of @SaintLeoLions at @Saintleouniv. Saint Leo, FL · saintleolions.com'. Below the header, statistics show 1 tweet, 7 following, and 0 followers. A recent tweet from 35 seconds ago reads: 'Dont forget to donate your gently used items and non-perishable foods to Dade City Catholic Charities! Donation boxes are all across campus!'. The tweet includes a small SAAC logo and an 'Expand' link.

Twitter: Tweets



Saint Leo SAAC @SaintLeoSAAC

23s

Dont forget to donate your gently used items and non-perishable foods to Dade City Catholic Charities! Donation boxes are all across campus!

[Expand](#) [← Reply](#) [🗑 Delete](#) [★ Favorite](#)



[Saint Leo SAAC](#) @SaintLeoSAAC

7s

As you move stuff home for winter break, make sure to donate your gently used items as well as any non-perishable foods!

[Expand](#) [← Reply](#) [🗑 Delete](#) [★ Favorite](#)

Social Media: Instagram

