cphbusiness

Multimedia Designer

lulu's drawer
campaign

1. Introduction

The scope of your assignment.

1. You are to brainstorm and create a marketing campaign for the newly established website and webshop for lulu's drawer.
2. Your solution should employ the use of digital tools and marketing insights to increase efficiency of company activities
3. You must add an additional creative element for the marketing campaign beyond those required in this assignment.

2. Case/Scenario

lulu's drawer is a new fashion brand just about to launch via own web shop and store dealers in Denmark.

The brand concept is affordable luxury lingerie, sleep -wear and fashion essentials. It is high quality Scandinavian coolness, beautiful details and supreme comfort.

To lulu's drawer every detail is extremely important. This does not only mean clothing details, but also details in the purchase experience as well as media appearance. lulu's drawer is aiming to create the feeling you get when purchasing very expensive and high quality clothes, and for instance this means that all lulu's items purchased will be delivered in thick cardboard boxes or beautiful linen lingerie bags.

The target group is women at the age of 25-45, but more important than the age, is the type and purchase pattern of these specific women. The stereotypical lulu's woman usually buys high quality clothes, which often are rather expensive, so she will find that lulu's items provide great value for money. She is very focused on details as well as visually orientated, and she thinks that well contemplated details are very important value add-ons.

The type of woman described above will appreciate the extra features and services that lulu's drawer is offering compared to competitive brands and will consider lulu's drawer a value added choice.

3. Goals

As lulu's drawer is a new brand just about to launch, the main goals of the marketing campaign are to create awareness and sales as the result of the awareness.

The specific goals to be achieved from campaign budget at DKK 30.000 within 3 months from launch are following:
• 5.000 followers on Facebook
• 5.000 followers on Instagram
• Mentioned by 3 magazines
• Daily average sale at webshop reaching DKK 5.000 for the last 14 days of the 3 month period

4. Purpose and learning objectives

The purpose of this assignment is to demonstrate that you have the working skills defined in the curriculum for the first year of study at the Multimedia Designer course.

You must demonstrate the skills you have acquired over the past two semesters in the four educational elements, Business (The Company), Communication and Presentation, Design and Visualization and Interaction Development.

5. Product

The product consists of:
• Problem Formulation
• Report
• Marketing Campaign
• Landing page

Problem Formulation

Based on company brief and current scenario you are responsible for defining your focus through a problem statement that must be approved by project counselors; What is the focus your project and wow do you intend to provide value for the company through your solution?

Marketing Campaign

A detailed description for a proposed marketing campaign including a campaign landing page, content designed specifically for Instagram & Facebook as well as least three of the following:
- Ad for print media
- Ad for electronic media
- Content for emails: Textual & Visual content. Regular mailing list and/or follow-up emails: potential and current customers
- Banner ads: Static and/or dynamic; e.g. gifs
- SEO strategy (including social media)
- Video for social media or webpage/landing page
- Strategy for measuring the effect of marketing material

Landing Page

Your landing page must include server-side technology (PHP, mySQL) in a meaningful way.
- Valid (and validated) HTML 5
- SEO
- Dynamic CSS (Less/Sass)
- Meaningful visual effects and user input validation with JavaScript/jQuery
- Appropriate user feedback on any action
- Basic use of PHP, including connection to a database server
- Basic use of mySQL (SELECT, INSERT)
- Meaningful implementation of a basic database (1 table, 1st normal form)

lulu's drawer campaign • Multimedia Designer 2nd sem • Exam Project May 2016 – Jun. 2016 • Copenhagen Business Academy • cphbusiness.dk

3

6. Evaluation and exam

Examination and Assessment:

The Danish 7-point scale is used. Grades will be given individually based on a general assessment of the project and the oral performance during the examination.

6.1 Requirements

The project report and products must be handed in on time and the portfolio must be updated in order for you to go to the exam.

7. Method

Your report should clearly document your process and methods used in the project.

8. Groups

The exam project is to done in groups of 3-5 students per group. Groups must be finalized by project formulation hand-in.

9. Deadlines

Introduction

Monday 2. May 13.00 in room 364

Problem Formulation Hand in

Wednesday 4. May at 14.00 on Fronter

Guidance

Guidance during the project can be seen in TimeEdit

Hand-in

Friday 27. May at 14.00
Hand-in on Wiseflow

Exam

13. June 2016
14. June 2016
15. June 2016
Plan for the exam days shall be made when group lists are uploaded to Wiseflow

10. Guidance

Guidance for the first year exam project is placed in TimeEdit. To make sure that you get the best results for your exam by booking guidance with the individual tutor when they are available for guidance.

11.Formalia

Hand-in

The project is to be handed in on Wiseflow on 27.05.2016 - 14:00

The project report and appendix is to be handed in as one single PDF file containing the URL link to any online digital productions that go with it.

The complete online version of the project (all HTML, PHP, CSS, JS, images and other files in the original folder structure) as well as any possible additional files must be handed in as one single compressed ZIP file.

Database file (format: SQL)

All files handed in must be named as follows:
mmd.classname.projectname.groupname.ext
Example:
mmd.15mul1a15e.LulusDrawerCampaign.TeamAwesome.pdf

Frontpage
(Optional. You may use Fact Sheet as frontpage)

Frontpage must contain.
- Project title

Fact Sheet (Required)

Fact Sheet must contain:
- Project Title
- Project URL-address
- Full names of all group member, email address and Portfolio links

- Group name/number, class name, names of all guidance teachers
- All group members must sign the fact sheet.
- Total keystrokes in the report

Table of content
- There must be a table of content with page numbers or numerical structure (chapters and sub-sections).
- There must be headlines and sub-headlines which must match the table of content.

Report scope

The project report may not exceed 20 normal pages plus 3 pages per group member, including spaces, footnotes and text boxes. A standard page is defined as 2,400 characters, including spaces. This means that the actual number of pages in your report are not important, only the total number of keystrokes is important.

Report content

The report should as a minimum contain
1. **Front page (or front page + fact sheet)**
   The front page must contain:
   a. Project title
   b. Link to website
   c. Full names of the group members and their e-mail addresses (no nicknames)
   d. Links to each group member's portfolio (direct link to the project's sub page in the portfolio - not to the portfolio's front page)
   e. The class name, year, names of your supervisors, name of the educational institution
   f. All team members must sign the front page or fact sheet
   g. Number of keystrokes in the report

2. **Table of contents with page numbers/structure**
3. **Project description and problem formulation**
4. **Theory**
5. **Project Plan**
   a. Describe the project development method used and why
   b. Stakeholders and risk analysis
   c. Project schedule (i.e. Gantt etc.)
6. **The Company**
   a. Short presentation of the company's basic idea (pitch/elevator speech)
   b. Analysis of your campaign.
   c. Market analysis - analysis of the industry and competitors
7. **Discussion of business communications**, including communication plan with definition of target audience and message
8. **Design brief**
9. **Documentation of the development of the design** from the first handdrawn sketches to the final design, incl. presentation design, information design and navigation design
10. **Design Manual** with presentation of the company's visual identity and guidelines for use
11. **Presentation of the ad and reasoning for the chosen solution**
12. **Presentation and discussion of the technical solution** and its development process, including data dictionary (attribute table), use cases/userstories or similar description of functionality, and documentation of SEO
13. **Preparations/planning for user testing** the website, with reasoning for the selected test method(s)
14. **Conclusion and reflection**
15. **References (literature and sources)**
16. **Appendix**

Notes

There must be footnotes on all and any references in the text.

Appendix

Appendix must be page numbered. Anything in the Appendix must be referred to in the report.

11.1 Source of reference

Your report must contain a correct use of sources and reference according to either MLA or APA standard
If these requirements are not met the report may be rejected.

12. Cheating

Rules of plagiarism and copying is referred to BEK nr. 782 af 17. august 2009, § 19.

1.1. Hand-in on Wiseflow

Hand-in on Wiseflow will be scanned in Urkund, which tracks for plagiarism.

1.2. Copying without proper references

If content is copied from teaching material, books, presentations or copied from the Internet or previously handed-in assignments without reference, this will be seen ad cheating.

In cases of cheating the project may be rejected and the student may be expelled from the study.

If a case of cheating is found after the exam, the grade may be retracted ad the student may be expelled from the study.