



# Creative Projects

## MARKETING AND COMMUNICATIONS

### Project 1: Campaign Analysis



In this project, you will explore the field of marketing and communications by analyzing advertising and promotional campaigns. You will examine messaging, branding, target audiences, and communication strategies to understand how organizations attract attention and influence consumers. Using your research, you will identify trends and evaluate what makes campaigns effective.

#### Step 1: Analyze Marketing Campaigns (4–5 hours)

Analyze **5–8 marketing or communication campaigns** (social media campaigns, advertisements, email campaigns, public relations efforts, etc.)

Record the following for each:

- Brand or organization name
- Campaign purpose or goal
- Target audience
- Communication methods used (social media, print, video, etc.)
- Key messaging and branding elements

#### Step 2: Organize Your Data

- Create a **comparison chart or table** (Google Sheets, Excel, or document)
- Clearly display all articles and their details
- Group or sort in a meaningful way (by platform, audience, or campaign goal)

#### Step 3: Analyze Strategy Insights

Identify patterns such as:

- Effective branding techniques
- Common messaging strategies
- Use of visuals and storytelling
- Differences between platforms or audiences

Answer:

- What trends do you notice in marketing campaigns?
- What makes a campaign successful?
- How do brands communicate effectively with audiences?

#### Step 4: Make Recommendations

Based on your findings, answer:

- What should marketers focus on to improve communication and audience engagement

Provide **2–3 specific, realistic suggestions** and explain them.

Examples might include:

- Creating stronger visual branding
- Using audience-focused messaging
- Increasing interaction on social media platforms

#### Final Deliverables (2 Completed Projects)

##### 1) Comparison Chart (Required)

A clear chart or table showing your 5–8 articles and analysis

##### 2) Strategy Insights (Required)

Choose one format:

- 1–2 page written summary  
OR
- 10–12 slide presentation

Your analysis must include:

- Overview of campaigns analyzed
- Key marketing and communication trends
- Explanation of effective strategies
- Your recommendations for improvement



# Creative Projects

## MARKETING AND COMMUNICATIONS



### Project 2: Campaign Creation

In this project, you will take on the role of a marketing or communications professional by creating your own campaign. You will design promotional content and develop a strategy to reach a target audience effectively.

#### Step 1: Choose a Product, Service, or Cause

Select something to promote.

**Examples:**

- School event or organization
- Product or brand
- Community awareness campaign

#### Step 2: Define Your Audience and Goals

**Determine:**

- Target audience
- Main message
- Desired outcome or action

#### Step 3: Create Campaign Content

Create 3–5 pieces of marketing content.

**Examples:**

- Social media posts
- Posters or flyers
- Advertisement mockups
- Email or slogan ideas

**Each piece should include:**

- Consistent branding
- Clear messaging
- Visual appeal

#### Step 4: Reflect on Your Work

Create a brief plan that explains:

- Why you chose your communication methods
- How your campaign targets the audience
- How you would measure success

#### Final Deliverables (2 Completed Projects) ★

##### 1) Sample Content (Required)

3–5 completed marketing or communication pieces

##### 2) Strategy Plan (Required)

A written explanation of campaign goals and strategy

##### 3) Extension Activities (Optional)

- Launch a real social media campaign
- Conduct audience surveys or feedback sessions
- Present your campaign as a professional pitch