



ANNA KAELIN  
BBR MUSIC GROUP

# PROJECT PROPOSAL

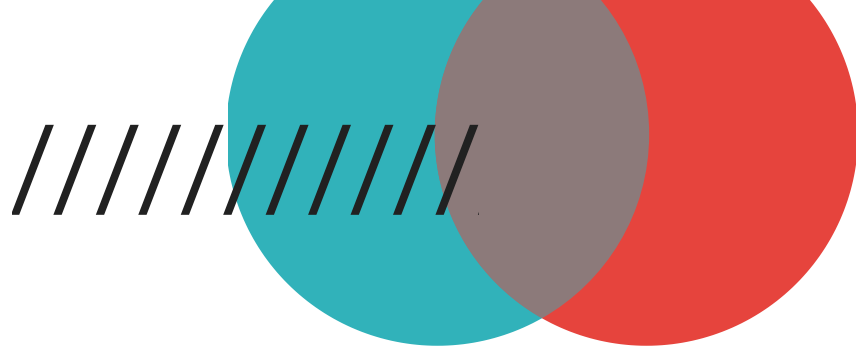


## THE COMPANY

BBR • Nashville, TN

## THE PROJECT

Anna Kaelin Master's Semester Project



## PROJECT OVERVIEW

For this semester's project, I will create a complete integrated marketing communications plan which includes: a detailed, research-driven plan for marketing an organization, project, event, or service.

In relation to your company, I could do this plan around an upcoming album release, tour, or something artist-specific rather than doing something for your whole company.

## INVOLVEMENT

### FROM BBR

I will meet with someone designated by your company, to identify the project needed, and define constraints, goals, and timeline. From there, I will check-in, as needed, for updated info, and send status reports, as requested by the company representative.

## THE STAGES

01

### ASSEMBLE S.W.O.T. ANALYSIS

A research-driven situation analysis, crafted primarily through interviews and secondary research.

02

### CONDUCT RESEARCH

Conduct a target market analysis, researching demographics, psychographics, and behavioristics of your intended audience.

03

### CREATE S.M.A.R.T. OBJECTIVES

Work with you to determine quantifiable, measurable goals and objectives for your business, product, event or service.

04

### PROVIDE RESEARCH PLAN

Identify appropriate strategies: message-focused approaches to collateral design and market reach. I will map out a plan for marketing tactics and provide a thorough, research-driven plan for message distribution in appropriate channels (like social media, email campaigns, SEO, print ads, events, etc.)

