



ANNA KAELIN
BBR MUSIC GROUP

PROJECT PROPOSAL

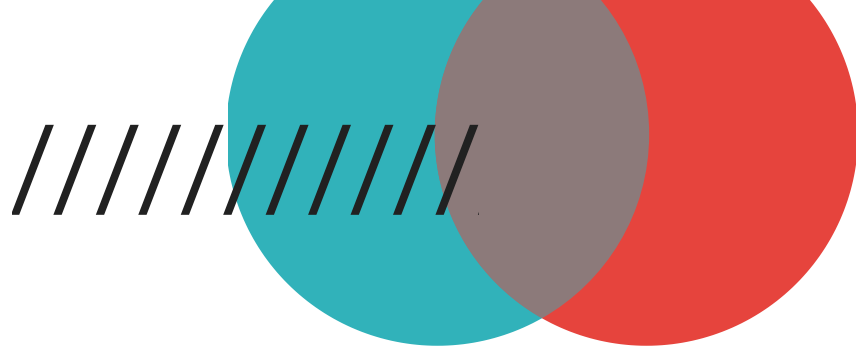


THE COMPANY

BBR • Nashville, TN

THE PROJECT

IMC plan created by Anna Kaelin for Master's
of Strategic Communications semester project



PROJECT OVERVIEW

The average IMC plan costs between \$10,000-\$40,000. This IMC plan will be presented to the client free of charge. The client has the option to utilize and apply it to their company or event, however, will not be required to.

This project can be used to analyze how best to market a certain album, which distribution channels are the best for an upcoming project, help solve current marketing problems, or research how to fundraise for an upcoming event, etc.

INVOLVEMENT

FROM BBR

The client will be asked to have an initial meeting with the client, which will be set up virtually with a representative of the client's choice. The representative must have a good understanding of the question needing to be answered. This meeting will be used 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.

PROJECT STAGES

01

ASSEMBLE 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.)



EXAMPLES

FROM BBR

Included is an IMC plan created for Samsung's SMART TV. This campaign aims to increase brand awareness and improve the current IMC campaign to grow consumer awareness and interest of the product. This plan was not created by Anna Kaelin and is being used strictly to show the client an example of an IMC plan.

ABOUT

ANNA KAELIN

Anna Kaelin is currently in her final year of a Master's in Strategic Communications program. Prior to being accepted into the program, she held titles of Director of Artist Relations and Director of Events Production. She has worked with companies such as HGTV, Viacom, Condé Nast, and has created marketing plans for McDonalds, Amanda Kloots, the University of Alabama, The Hive Winery and Distillery, and independent music artists.

DEADLINES

01

SEPTEMBER 12 - ANALYSIS

I will create a situational analysis, to assess the current and potential environments, based on the following:

- determine factors that may affect the marketing of your organization, product, or service.
- Analyze the current marketing strategies employed by the competition of your client's organization, product, or service.

02

OCTOBER 10 - TARGET MARKET AND CONSUMER PROFILES

I will conduct a target market analysis based on the information provided by the client. I will then generate consumer profiles based on that data.

- Select and apply the research methods to analyze potential markets using surveys, focus groups, and secondary sources.
- Identify key characteristics of selected target markets.
- Create consumer profiles.

03

OCTOBER 24 - OBJECTIVES, STRATEGIES, AND TACTICS

I will take the objectives set out by the client and create strategies and tactics in order to achieve those objectives and goals.

- Create measurable marketing objectives.
- Determine the best way to position and communication your client's brand and products.
- Formulate a unique selling proposition.
- Determine appropriate strategies and tactics.
- Create an executional framework.

04

NOVEMBER 14 - EVALUATION PLAN AND ETHICS ASSESSMENT

I will determine how to evaluate and measure the success of those objectives, strategies, and tactics and develop a thorough evaluation plan.

- Identify effective evaluation techniques.
- Match evaluation techniques to objectives.
- Develop an evaluation plan.

05

NOVEMBER 28 - COMPLETE IMC PLAN WITH COLLATERAL PIECES

I will combine all information from the previous assignments and present it to the client in a complete IMC plan report, along with coordinating collateral pieces that will demonstrate the information found in the IMC plan.

- Combine previous work into a user-friendly document.
- Revise document for macro and micro issues.
- Design document to be presented to client

