

Client: Personal – Morgan Evans

Brand: Personal Brand Development for E-Portfolio and Other Media

Campaign Deadline: November 26, 2018

1. Why am I doing this integrated campaign? (specific campaign objectives)

As a student of a creative department, it is expected that I present myself and my work in a creative way. In order to do so, I will develop and adopt a new logo, personal brand position, and design my own website to function as an e-portfolio. I am aiming to develop a clear message that can portray who I am as an individual and a creative professional, while also showing some of my personal values.

2. Who is my target audience? (audience profile)

My main target audience is prospective employers looking to hire younger working professionals. These employers are likely to be part of a company that takes a more modern or innovative approach to technology and the hiring process. While employers are my primary target audience, it is important to keep in mind that my peers could be a secondary audience; just as I look at their websites and work, I am sure they will also look at mine.

3. What is the key consumer insight? (core TA motivation/need relevant to campaign)

Employers need to be able to view my work and know why they should continue pursuing me as an employee. They have a multitude of other applicants and options, so I need to be able to show them what makes me different and more deserving than my competitors.

4. What is/are the main propositions/offers? (core messages or offers)

The main proposition that I want to show is that I am a dedicated and accomplished creative professional. I want my portfolio and my work to showcase the fact that I have a proven track record in various aspects of the creative process, whether that be brainstorming, planning, or executing ideas and events. I also want to show them that I am dedicated to other things outside of my school and professional life, such as my friends, family, sorority, and other extracurricular activities.

5. What is the convincing support for the claim? (credibility of the offer)

Ideally, my work experience and samples presented on my portfolio will support that I am a creative professional worthy of my primary and secondary audience's time. The portfolio should essentially be able to speak for itself.

6. Elements of the campaign

- a. What is the core brand positioning? (what does my brand stand for)

My personal brand shares many of my own ideals and further pushes the idea of being a creative professional, despite my young age. What makes myself and my brand stand out from my competitors is my enthusiasm and dedication to be successful, which can be seen in my accelerated college graduation and the numerous opportunities I have taken since determining a career path.

- b. Personality? (of brand)

The brand shown on my website and distributive pieces (resume, business card, etc.) should give the audience the vibe that I myself would give during an in-person conversation; sincerity, friendliness, warmth, determination, maturity, and devotion.

- c. Tone of voice of the campaign? (how I plan to talk to audience)

The tone of this campaign should be inviting and informative to help further convey the personality of myself and my brand and truly make my audience feel like they are having an in-person conversation or interview with me, even though they are just looking at my website.