**Due Week 1**

Complete this form and submit it to the Week 1 Course Project: Topic Proposal Dropbox. Your instructor must approve your idea, and will give you feedback and suggestions if you need help.

Begin by brainstorming and generating a list—you have several options when choosing a product or service for your IMC plan.

* Consider choosing a brand that you have a passion for or creating a new brand for a new company or a new brand for an existing company.
* Perhaps you would want to select a product extension of an existing product.
* You might consider a different approach to marketing an existing service—you may select a product or a service.
* You can target consumers or businesses.
* You may choose a product or service offered by your employer or your own business, or one from another organization.

Ultimately, to maximize your learning experience, choose a product or service brand that you have an interest in. Make sure there is information available about the industry and target market of the brand that you have selected. Think about why this brand needs an IMC Campaign—or why the existing campaign needs to be changed—what problem are you solving?

In assessing what product/service/brand to choose, use the brand analysis framework below, to gain an understanding of your selected brand. Fill in as much as you can in the current column when you submit your proposal. In the next two weeks, you can then work completing the current on gathering data and map out your ideas for the Week 4 deliverable the Course Project: Outline. The outline should help you determine what you know and where gaps still exist.

**Brand Analysis Framework**

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| **Situational Analysis** | | |
| Opportunity/issue: | **NEED TO FIND AN OPPORTUNITY/ISSUE** | |
|  | **Current** | **New** |
| Target Customer | Target Corporation doesn’t have a particular customer. Target believes in seeing each guest as equal. |  |
| Product/service offered: | Target offers Beauty and health products; bedding; clothing and accessories; electronics; food; furniture; house wares; jewelry; gardening supplies; pet supplies; shoes; sports equipment, toys, small appliances; prescriptions. |  |
| Competitive advantage: | Target is a superstore where you can find everything that you need under one roof. |  |
| Brand name (e.g. Nike): | Target Corporation |  |
| Brand tagline (e.g. Just do it): | Save more, Pay less |  |
| Symbol (e.g. Swoosh): | C:\Users\Tempestt\Pictures\download.png |  |
| Functional benefits (basic benefits relating to performance – e.g. Nike – a good quality shoe): |  |  |
| Emotional benefits (benefits that make the customer feel good – e.g. Nike – makes you feel fit and healthy): | Make the guest fill like family. |  |
| Brand concept (essence of the brand – e.g. excellence in performance): |  |  |
| **Brand Identity:** | Archer farms |  |
| Physique – tangible form, sound, smell, color, feel | Target is known for its bright red and white colors. |  |
| Personality - character |  |  |
| Relationship – what is exchanged, shared | Fast, Fun, Friendly |  |
| Culture - the system of values represented by the brand | Target values each and every one of their guess. |  |
| Reflection – what is the aspired image? | Target believes that diversity and inclusivity makes a team and Target better. Having that attitude target corporations can live that belief as champions of a more inclusive society by creating **a diverse and inclusive work environment,** cultivating **an inclusive guest experience**, and fostering **equality in society.** |  |
| Self-image – what is the image of actual customers? | As demographics shift and people define their identities in increasingly nuanced ways, we’ll continue to evolve our guest experience to make sure it reflects the changing world. By integrating diversity and inclusion throughout our business and company culture, we'll be able to offer guests more innovative and relevant experiences, which lead to growth and competitive advantage. Bottom line: It's good business. |  |

**Topic Proposal**

Team Members:

Identify and describe the selected brand. Is it a product/service or company? Target corporation is a super store that offers Beauty and health products; bedding; clothing and accessories; electronics; food; furniture; house wares; jewelry; gardening supplies; pet supplies; shoes; sports equipment, toys, small appliances; prescriptions

What brand opportunity/issue are you attempting to impact via an integrated marketing communication plan (IMC)? Archer farms

Who do you think the target audience is? Stakeholders? (Remember that you will need to confirm this with research.) The target corporation has a diverse audience. Target believes that diversity and inclusivity makes a team. By having a larger number of partnerships can do them good, increasing relationships with the communities, government, non-government will help them understand what they are up against.

Are similar or competitive brands available? List or briefly describe a similar brand.

Target has quite a few competitive brands out that are similar to its company.

* Walmart
* Costco
* Amazon

How does your brand differ from competitors? What is the distinctive competitive advantage? Target stands out more than its competitors by being a fantastic superstore where you can buy everything you need in one convenient place.Target has set the bar for other retailers when it comes to creating an in-store experience that encourages  you to spend more than you planned to and return sooner than you thought. Me as a customer of target agrees with this 100%.

Outline what you need to learn about the brand and where you will research/look for the information. Refer to the gaps in the brand analysis framework above.

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| Information Needed | Source |
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Do you have questions for your instructor? Please list them here.