

Marketing Collaboration: Product/Service Marketing Campaign

Learning Objectives

- Apply design methodology to work for an actual client
- Identify the key elements of
- Develop an understanding of the ways in which marketing research, target audiences, and user profiles affect the design process.
- Understand the basics of how marketing strategy is developed, updated, and expanded.
- Identify basic marketing terms and concepts.
- Develop an understanding of methods for presenting designs to a clients.

Timeline

April: Ideas and rough sketches for the items (25)

April 10: Site map, brochure/ card/poster layout

April 12: Infographics sketches

April: 17: Hand in draft deliverables to your groups

April 19: Pre-critique

April 24: Critique and hand in
April 24, 26, May 1: Marketing presentations

Based on marketing strategy that your teammates create, write a design brief. Together identify three deliverables: a brochure or postcard, website, blog or working app and an infographics. You will also customize the final powerpoint presentation to reflect your design choices (colors, backgrounds, fonts...)

In past, marketing and design were separate. Marketing strategy was developed first and marketers asked designers for specific deliverables to fit into the strategy. When the designer is involved earlier, design solutions tend to be integrated better into the strategy and are often more innovative.

Review who your target audience is and what your brand's positioning is in the market. How can you reach them with effective design deliverables? What marketing considerations do you have to consider? Create deliverables that expresses the personality or spirit of the company/product through the creative use of concept, imagery, materials used and typography. Produce visual elements that are appropriate and effective in representing the client / product / service by choosing graphics that portray the company, service or product in a positive way; communicate the mood, spirit and/or theme of the company and product; and do not offend people.

Create a functional, attractive, legible applications. If appropriate, take recycling and wastefulness into consideration by using materials that can be recycled or use less material than other competitive designs. Use a color palette appropriate to the product/service and the target market. Regardless of what you are doing, spotless craftsmanship is a must.

Brochure/postcard: Consider marketing strategy, usage requirements and limitations/ context, size/shape, color, printing method/number of copies/how often updated.

Website/blog/app: What is most appropriate and useful? Tie to marketing and design strategy. Create a site map. Use flexible/responsive layouts that look good on all devices. Website or blog: use template ex. Squarespace.com. App: use program that does not require coding, make functional.

Infographics are a powerful tool that companies and marketers can use to capture the attention of their target audiences. In fact, according to AnsonAlex, publishers who use infographics grow an average of 12% more in traffic than those who don't. Infographics allow you to present what would normally be hard-to-digest information, in a way that readers can enjoy and understand. Infographics tells a story. It takes your eyes on a predefined journey. It is well-structured. It sends a clear message. It is visually appealing. It is accurate and well-researched.