

*BACHELOR OF ADVERTISING*

**FINAL PORTFOLIO REVIEW PRESENTATION FORMAT**

Please use the following checklist for all the elements you must include for your Advertising Final Portfolio Review. This presentation should communicate the overall **Creative Strategy** for your entire integrated marketing campaign (which includes your Advertising Campaign, PR Campaign, Sales Promotion Campaign, and Sales Campaign).

These items should be in your Powerpoint or Slide Presentation, which should be a minimum of 16 slides for each plan. You will not be able to graduate unless you have passed this review.

**TITLE PAGE**

Name, Date, Title of Marketing Plan Project, Title of Campaign

*( 1 slide )*

**KEY FACTS**

A brief recap of important facts about your product/service. (Review your Executive summary, Competitive Advantage, SWOT, etc.)

What do we need to know? Why are you doing this? Why is there a need for this?

*( 1 - 2 slides )*

**OBJECTIVES**

Your communication and marketing objectives. This must relate back to your overall marketing objective from your Marketing Plan, as well as your individual objectives from your Promotional Plans.

*( 1 slide )*

**TARGET AUDIENCE**

Detailed overview of who your target audience is (and why).

*( 1 slide )*

**POSITIONING**

Compare your product to your competition. How will it be different? How do you want your product to be perceived by the audience? What is the brand essence?

*( 1 slide )*



### **COPY PLATFORM**

The features and benefits that support the primary message of your overall campaign. This copy platform should be seen in all of your creative  
( 1 slide )



### **tone AND EXECUTION**

You must use ADVERTISING TERMS to describe your approach. If you have design references, mention them here.  
( 1 slide )



### **MANDATORIES**

This includes the graphic standards that must be followed, and your “sign-off” that usually includes the call to action.  
Show your brand identity (if you have designed something), your tagline, and where consumers can get more information about your idea (phone number and/or web site)  
If you have taken a product shot or have designed packaging, show it here.  
( 1 - 2 slides )



### **BUDGET**

How much are you spending on all your promotion (estimate)?  
What is the total advertising budget and how will this be allocated?  
( 1 slide )



### **ADVERTISING PLAN**

Objectives, Strategy, Tactics, and Implementation  
Show the actual creative (6 - 8 pieces) that you have printed out.  
For out-of-home advertising, it may be helpful to do a Photoshop mock-up to show your idea better. Example (a mocked up billboard on a highway, or a mocked up web site with the web banner in the strategic place)  
( 2 - 3 slides )



### **PUBLIC RELATIONS PLAN**

Objectives, Strategy, Tactics, and Implementation  
Show 1 execution of your PR Plan that you have printed out. You must include a press release.  
( 1 - 3 slides )



### **SALES PROMOTION PLAN**

Objectives, Strategy, Tactics, and Implementation

Show 1 execution of your Sales Promo Plan that you have printed out.

( 1 - 3 slides )



### **SALES PLAN**

Objectives, Strategy, Tactics, and Implementation

Show 1 execution of your Sales Plan that you have printed out.

( 1 - 3 slides )



### **GUERRILLA MARKETING**

Objectives, Strategy, Tactics, and Implementation

Show 1 execution of your Guerrilla idea that you have printed out.

( 1 slide )



### **TIMING**

When will this be in the media upon the launch of your marketing plan.

Show a media calendar with each of your promotional tactics outlined.

( 1 slide )



### **EVALUATION**

Explain briefly how you will evaluate this whole plan to your overall marketing objectives. This should be related to your timing.

( 1 slide )



### **ADDITIONAL**

Printouts of your full Marketing Plans (the InDesign layouts)

Your Resume

Your Business Card

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*ALL PIECES MUST BE PRINTED OUT IN COLOR AND MOUNTED ON BLACK MATTE BOARD.*

*You will each have 45 minutes each to present the Creative for both plans.*

*Remember a ground rule, 1 typo on any creative = Fail*