



LUMSA
UNIVERSITÀ
1939 80^{TO} ANTESIMO 2019

Meta for business campaign

Project Work Briefing



What you have to do:

- Create a group of **max 8 people** and give yourselves a **name** (as if you were an advertising agency)
- Focus your attention on **Northern American (USA and Canada)** English speaking **wealthy italian descendants** (this is your **target audience**). I would say: **25–50 years old**.
- Define at least **2 buyer personas profiles**
- Analyze their **customer journey and the touchpoints**
- Prepare a **media strategy**: choose the **most appropriate media/channels** and prepare a tentative calendar (focus 2024)
- Prepare a **Facebook/Instagram campaign** with **targeting and creativity** with a budget of **200.000\$**



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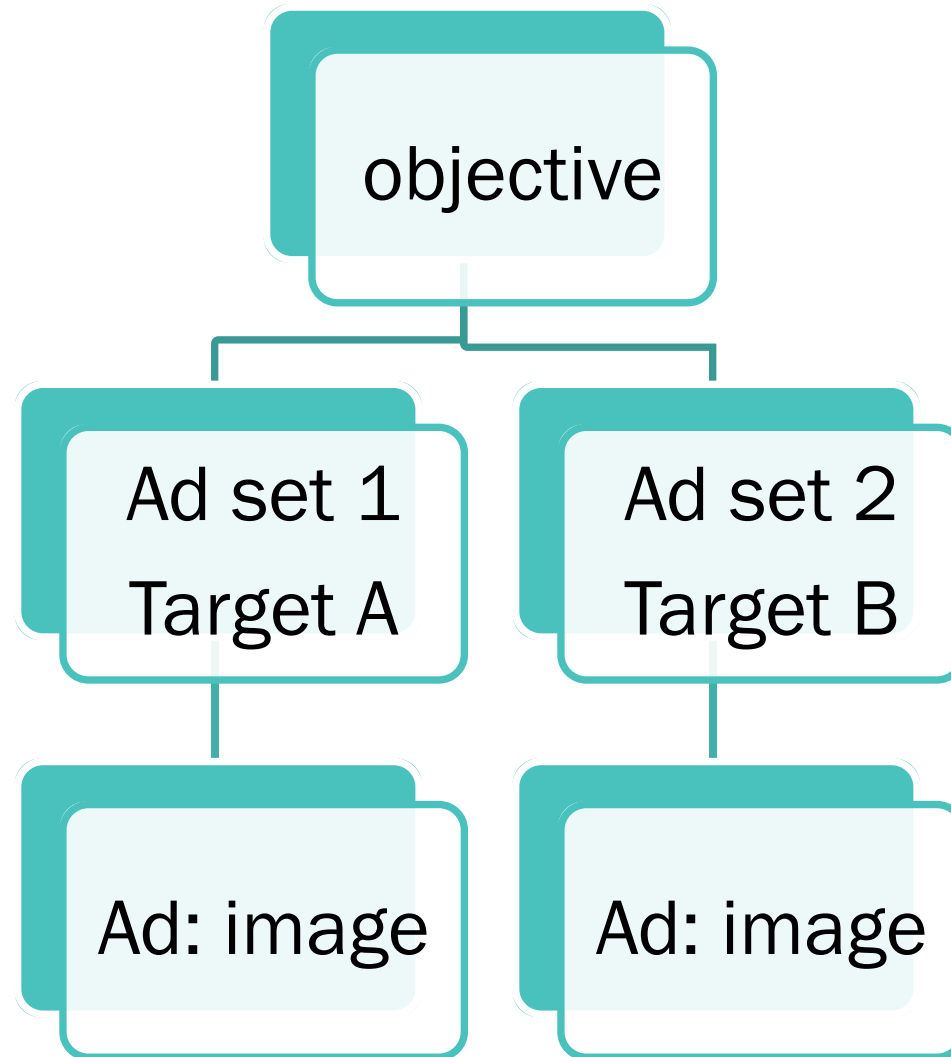
**So... what do you
have to do...**



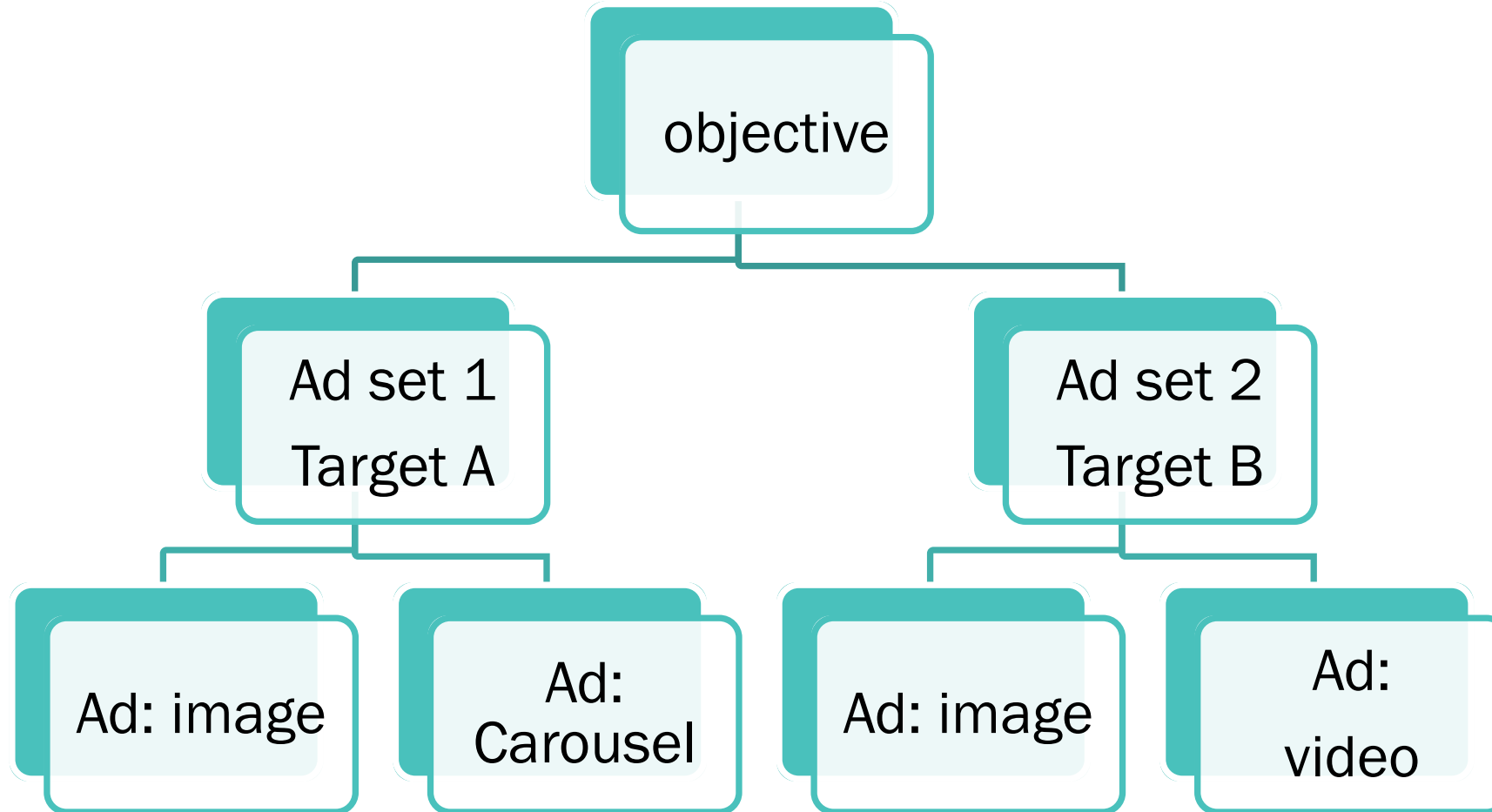
Creating a Facebook/Instagram campaign

1. Use a Facebook page (yours) **DO NOT OPEN A NEW PAGE!!!**
2. Identify possible goals (**1 campaign per objective**)
3. Structure the campaign (**at least 2 ad set**)
4. Define the budget and the scheduling
5. **For each ad set define a target group** (using Facebook capabilities as much as possible)
6. **For each ad set prepare at least 1 ad**
7. Take **screenshots** of every step, explain every decision
8. Prepare a presentation with **ALL the process** and the ads previews

Structure of the campaign (minimum)



Structure of the campaign (better...)





When defining your target pay attention to the **logic AND** (**narrow**) and **OR** (one characteristic or the other: you **enlarge** the target audience).
LOOK AT THE NUMBERS!

The larger the target, the higher the cost...
(you pay by **CPM**)

For the **message** please consider
the **brand drivers!**

**You have to find the right message for the
buyer personas that you've chosen**



Grading criteria – Rubric

- **Useful buyer personas profile**, communication **objectives**, **explanation** of the Media choice
- Communication plan: **exhaustive choice of media**
- **FB** Comprehensive, accurate and **clever campaign structure**
- **Quality of the targeting**, full use of the FB segmentation variables
- Clever and **effective creativity**
- Complete, clear and easy to follow **presentation**



Grading criteria – Rubric

Each member of the group
has to write down how
she/he contributed to the
project
Ad fill in a Peer Review chart

TEAMS		
3	Useful buyer personas profile, communication objectives, explanation of the Media choice	
6	Communication plan: exhaustive choice of media	
6	FB: Comprehensive, accurate and clever campaign structure	
6	Quality of the targeting, full use of the FB segmentation variables	
6	Clever and effective creativity	
3	Complete, clear and easy to follow presentation	
TOTAL SCORE:		0

2° assignment prize

ALL the members of the **3 best teams** will win an **extra point** to add to the written test



DEAD-LINE
SUNDAY NOVEMBER, 20

Do your best!