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| **Develop a digital media marketing campaign for a new or existing food or beverage product targeting the South East Asian market**  There are two purposes to this assignment.   1. To demonstrate your understanding that a producers decisions are influenced by their brand (mission, vision and values) 2. To demonstrate your ability to make decisions about developing a social media campaign for your product. |

Work in groups of 4-5 to develop your brand, product and digital media campaign. You will be required to present your brand, product and campaign to others in your class. Think carefully about your presentation so that it is engaging and represents your brand.

There are two parts to this assignment. Questions are listed under each section to help guide you. They should be answered in some way in your presentation.

Use everything you have learned over the last few weeks to inform your thinking and decisions.

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| **Part one: Create your brand and product** |

What is your mission/vision statement?

What values are important to your brand?

Describe your product

* Features

Eg. use, size, shape, colour, ingredients, unique features….

* Benefits for the consumer

How are you going to package your product?

* Consider using visuals to illustrate the packaging.

Who is your target consumer within the South East Asian Market?

* Make links back to what we have looked at in class. Consider age, income, specific country, interests….

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| **Part two: Digital Media campaign** |

Social media is an element of digital media. In this section discuss together and select an appropriate social media tool for your brand.

What social media tool have you decided to use in your campaign?

What is your reason or goal for using this social media tool?

What are the advantages of this social media tool?

Are there any challenges in using this tool? How will you overcome them?

What other social media tools did you consider and why did you decide not to use them?

What type of content will you post and promote?

How frequent will you post and why?

**Self-reflection and assessment**

1. Below are a list of concepts that were used throughout the unit. Put the concepts at a place on the continuum that shows how easy or hard it was for you to use them.

**Concepts**

Decision making Product

Trade Vision

Regionalism Mission

Producers Brand

Values Consumer

Market

South East Asian Market

These concepts were hard to use

These concepts were easier to use

1. Give two examples of decisions that producers make and what influences their decisions.
2. When you were working in a group to develop your campaign:

* What did you think was more important to consider?
* What was more difficult in making a decision about a campaign?

**Marking schedule**

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| **Achieved** | **Merit** | **Excellence** |
| Social media campaign considers some aspects from Part 1 and 2 and shows an understanding of how a producers decisions are influenced by their brand.  Key concepts and terminology are used simply. | Social media campaign considers aspects from Part 1 and 2 in detail and shows a good understanding of how a producers decisions are influenced by their brand.  Key concepts and terminology are used well. | Social media campaign considers most aspects from Part 1 and 2 in depth and shows a strong understanding of how a producers decisions are influenced by their brand.  Key concepts and terminology are used thoughtfully. |