

Marketing Campaign Project

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PROJECT BRIEF: YOUR MARKETING CAMPAIGN

FOR STUDENTS

You are the marketing team. Your job is to plan a campaign that gets real people to care about a product and take one clear action. You will pick the product, craft one message, carry that message across a few channels, and set a goal you can actually measure.

What you will make

- A campaign for one product or service (real or invented, your choice).
- One core message that stays the same everywhere your customer sees you.
- At least three channels that reach your target customer where they already are.
- One measurable goal so you can tell whether the campaign worked.

The steps

- 1 Pick your product and the one customer you are trying to reach.
- 2 Write your core message: the single idea you want to stick.
- 3 Choose your channels and decide what the message looks like on each one.
- 4 Set a SMART goal so success is not a guess.
- 5 Build one sample piece per channel (a post, a flyer, a script, an ad).
- 6 Pitch your campaign to the class and defend your choices.

THE ONE RULE THAT MATTERS

Every choice should serve your target customer. If you cannot say why a channel, a color, or a slogan helps you reach that person, it does not belong in the campaign.

Team name _____

Product or service _____

1. Your target customer

Get specific. You are not selling to everyone, you are selling to one kind of person.

Demographics (age, income, location, job or role) _____

PSYCHOGRAPHICS (WHAT THEY VALUE, WORRY ABOUT, WANT, AND DO FOR FUN)

2. Your SMART goal

Specific, Measurable, Achievable, Relevant, Time-bound. Example: gain 200 new followers in 3 weeks.

WRITE YOUR ONE MEASURABLE GOAL

3. Your channels

Check every channel you will use, then note why it fits your customer. Aim for at least three.

- ☐ Instagram or TikTok (short video and images)
- ☐ YouTube (longer video)
- ☐ Printed flyer or poster (hallway, store, community board)
- ☐ Email or text message list
- ☐ School announcements or morning show
- ☐ In-person event, booth, or demo
- ☐ Radio, podcast, or local sponsorship
- ☐ Website or online store page

WHY THESE CHANNELS REACH YOUR TARGET CUSTOMER

4. Your core message

One idea, in plain words, that stays the same everywhere. This is the thing you want people to remember.

OUR CORE MESSAGE

Our call to action (the one thing we want them to DO) _____

Run through this before you present. If you can check every box, you are ready to pitch.

Our campaign is ready

- ☐ We can name our target customer in one sentence
- ☐ Our core message is short and the same on every channel
- ☐ We chose at least three channels and can say why each one fits
- ☐ Our SMART goal is specific, measurable, and has a deadline
- ☐ We built one sample piece for each channel
- ☐ We can explain why our creative choices reach our customer
- ☐ Every team member has a part to speak
- ☐ We practiced out loud and stayed under the time limit

ONE TOUGH QUESTION WE SHOULD BE READY TO ANSWER

Print and cut apart. Match each term to a real choice from your own campaign.

Product

What you sell and the need it meets. Features, quality, design, and the name all count.

Price

What the customer pays and what that price signals. Discounts and value fit here too.

Place

Where and how the customer gets it. Store, website, app, or event: your distribution.

Promotion

How you spread the word. Ads, social posts, events, and your core message live here.

Target market

The specific group you built the campaign for, defined by demographics and psychographics.

Brand

The promise and feeling people attach to you. Your look, voice, and reputation combined.