

WEEK 13 • UNIT 13 • GROUP CAMPAIGN • GRADED OUT OF 150

The Campaign Proposal.

The client ready document. One A4 PDF an agency would hand a client: visual, structured, and citation backed, proving your whole campaign decision system is complete and worth funding.

🎯 Why This Assignment Matters

01

This is one half of your capstone. Everything you built earlier in the term, the company report, the personas, the journey maps, and the audit, now assembles into a single campaign you can defend. You are not writing a report that explains what you might do. You are presenting a system of decisions and standing behind it. The proposal proves your thinking is complete; the pitch in Week 15 proves you can sell it.

IF YOU REMEMBER ONE THING



If it reads mostly as text, it is not yet client ready. Communicate insight visually. Every section should reduce the reader's uncertainty and increase their confidence to say yes.

📄 What You Will Produce

02

One client ready proposal, submitted as a single A4 PDF, built in the order the rubric reads it. Each section is scored on a six band scale from nonexistent to excellent. Treat the list below as both the contents page and the build order:

- **Executive summary.** Who you are, why you are writing, and the mission and vision behind the campaign. Write it last, but place it first; it should let a busy reader grasp the whole campaign in under a minute.
- **Client and brand background.** Cited research showing deep understanding of the brand, its market, and its current position. Pull this forward from your Internal Report.
- **Market analysis.** An insightful reading of trends, opportunities, and threats, interpreted, not a list of facts. Say what each trend means for the brand.
- **Customer profile.** Detailed profiles built on decision reality and hesitation, not identity labels, that actually shape the strategy. Anchor on your personas.
- **Competitor analysis.** Competitors' strategies, strengths, and weaknesses interpreted, not just listed, leading to the gap you will exploit.
- **Creative concept.** The big idea: an innovative, clear solution that aligns with the goals and genuinely meets the client need. State it in one sentence before you decorate it.
- **Marketing strategy.** A well defined, integrated strategy aligned to the goals, naming the channels you use and, just as importantly, the ones you exclude.

- **Execution, content, and channels.** High quality content across well chosen channels: images, pages, posts, and video, developed as labelled mockups, not described.
- **Aesthetics and design.** Effective, attractive, fresh design that matches the campaign and the brand. The document itself is evidence of your design judgment.
- **Goals, objectives, and timeline.** Clear short, mid, and long term goals with milestones, phased across a realistic timeline.
- **Financial data.** Detailed, justified budgets and estimates that show trade offs and priorities, clearly presented.
- **Conclusion and call to action.** A compelling close with a clear next step, contacts, and a clean appendix. End by asking for a decision.

SHOW IT, DO NOT DESCRIBE IT



Execution is visual and proof based. Include labelled mockups, social posts, stories, reels, landing pages, email, or event visuals, and place them directly on the customer journey so the reader sees content evolve from awareness to conversion.

🕒 How To Approach It

03

- 1 **Assemble the system once.** Pull your report, personas, journeys, and audit into one coherent campaign decision before you write a word.
- 2 **Lock the big idea.** Write the creative concept in one sentence. If the team cannot agree on it, the proposal is not ready to draft.
- 3 **Build in rubric order.** Draft each section in the sequence above so the document reads the way it is graded.
- 4 **Make the customer the centre.** Anchor the strategy in decision context and hesitation, not demographics.
- 5 **Design the execution visually.** Create labelled mockups and place them on the journey, each tied to a stage and a job.
- 6 **Justify the budget and the metrics.** Show trade offs, and match each KPI to the job of the asset it measures.
- 7 **Design the document, then proof it.** Apply one house style, then read it once only for errors and one consistent voice.
- 8 **Pressure test the close.** Confirm the ending asks for a decision, then run the ten tests in the checklist below.

☰ Everything You Need, You Already Built

04

The capstone is assembly, not invention. If a section feels hard, return to the tool that built it.

☑ **Internal Report & SWOT.** Client and brand background, market and competitor analysis.

→ **Customer Journey Map.** The conversion path, touchpoints, and call to action.

🕒 **SOSTAC & CHASE.** The shape of the whole marketing strategy and channel mix.

👤 **Customer Personas.** The customer profile that anchors the strategy.

📊 **Social Media Audit.** Execution discipline and evidence behind channel choices.

📅 **SPEND & OWNED.** Financial data, the budget breakdown, goals, and timeline.

📷 Show The Campaign, Do Not Describe It

05

Execution is graded on proof, not prose. Include clear mockups, social posts, stories or reels, short form video concepts, landing page or email layouts, and event or outdoor visuals where they fit. Mockups can be low fidelity, but they must be intentional, on brand, and tied to strategy. For every visual, name three things:

- **The platform** it lives on, so the reader knows the format constraints you designed for.
- **The journey stage** it supports, placed on the map so content visibly evolves from awareness to conversion.
- **The response** it is built to trigger, and the metric that would prove it worked.

HOW TO CAPTION A MOCKUP

- 📝 Tie every visual to a job. Example: an Instagram reel designed to drive saves and shares rather than clicks, with success read through engagement quality, not reach. The visual is shown, the stage is named, the metric fits the content. That is one page doing real work.

📊 Match The Metric To The Job

06

Your evaluation section is judged on one thing: a metric that fits the job of the asset shown, not a vanity number borrowed from the dashboard. Use this map to choose the right KPI per stage, and the trap to avoid.

JOURNEY STAGE	ASSET IT CARRIES	METRIC THAT FITS	VANITY TRAP
Awareness	Reel, story, OOH visual	Saves, shares, qualified reach	Raw impressions, follower count
Consideration	Landing page, email	Return visits, time and scroll depth	Page views alone, open rate alone
Conversion	Checkout, booking, form	Completed actions, cost per acquisition	Add to cart alone, click-through alone

Read left to right, the metrics climb from intent to revenue. An evaluation section that names the right metric per stage answers the grader before the question lands.

📄 Format & Submission Standards

07

- **One A4 PDF.** A single, well laid out document, not a slide deck and not a folder of files.
- **Visual first.** If a page is mostly paragraphs, redesign it. Charts, comparison tables, and mockups should carry the argument.

- **Cited throughout.** Every fact, number, and image has a working source. Keep a shared reference list and a clean appendix.
- **One voice, error free.** Edit so the whole document reads as if one person wrote it. Inconsistent fonts, tone, or terminology read as a rushed team.
- **Named and dated.** Title page with the brand, your agency team name, members, and the date.

⚠ Common Pitfalls

08

LOSE MARKS HERE

- ⚠ A proposal that is mostly text. Listing competitors without interpreting them. Generic or unexplained mockups with no platform, stage, or purpose. Vanity metrics disconnected from the content shown. A budget that is a flat cost list with no trade offs. A conclusion that summarises instead of asking for a decision.

☆ Raise Your Grade

09

FROM COMPLETE TO EXCELLENT

- ☆ Caption every mockup with its platform, journey stage, and the response it is designed to trigger. Show budget trade offs, not a flat cost list. Name the channels you excluded and why. Put one short so-what line under every chart. Keep one consistent voice throughout, and make sure the proposal and your pitch tell exactly the same story with no contradictions.

|| How You Will Be Graded

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Each criterion is scored on a six band scale: nonexistent, poor, needs work, satisfactory, good, excellent. Below is what the excellent band looks like.

CRITERION	WHAT EXCELLENT LOOKS LIKE
Executive summary	A clear, engaging overview; the reader knows at once who you are, why you are writing, and the mission and vision.
Client & brand background	Comprehensive, cited research showing deep understanding of the brand, its market, and its position.
Market analysis	Insightful analysis of trends, opportunities, and threats, not a list of facts.
Customer profile	Detailed profiles that inform strategy, built on decision reality rather than identity labels.
Competitor analysis	A thorough reading of competitors, interpreted rather than listed.
Creative concept	An innovative, clear solution that aligns with goals and genuinely meets the client need.
Marketing strategy	A well defined, integrated, innovative strategy aligned with the goals.
Execution, content, channels	High quality content across well chosen channels, with assets developed and aligned.
Aesthetics & design	Effective, attractive, fresh design that matches the campaign and the brand.
Goals, objectives, timeline	Clear short, mid, and long term goals with milestones, comprehensive and defined.
Financial data	Detailed, justified budgets and estimates, clear and well presented.
Conclusion & call to action	A compelling, motivating close with a clear next step, contacts, and a clean appendix.
Structure & appearance	Properly formatted, appropriate length, easy to read, with visuals that aid understanding.
Writing style	Professional, concise, error free writing in one consistent voice throughout.
Total	150

📌 Before You Submit

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- ☐ The opening frames a decision and the cost of doing nothing, not a summary.
- ☐ Every research claim is cited, and each insight changes a decision rather than decorating one.
- ☐ The customer profile is built on decision context and hesitation, not identity labels.
- ☐ The strategy names which channels are excluded, and why.
- ☐ Every mockup is labelled, tied to a platform and journey stage, and explained.
- ☐ The budget shows trade offs; each KPI fits the content it measures.
- ☐ The close states clearly what approval or action you are asking for.
- ☐ Visuals do the explaining; submitted as one A4 PDF in one consistent, error free voice.

WHERE THIS LEADS



This proposal is one of two deliverables built from the same campaign decision system. In Week 15 you argue the same strategy out loud as your pitch. Build the system once, then shape it for the page here and for the room there. A contradiction between the proposal and the pitch is the fastest way to lose trust.

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