

WEEK 15 · UNIT 15 · GROUP + INDIVIDUAL · GRADED OUT OF 125 + 10 BONUS

The Campaign Pitch.

The persuasive pitch. A spoken presentation to management or a client, asking for approval, budget, and alignment, and standing behind every decision when someone asks why.

🎯 Why This Assignment Matters01

This is the second half of your capstone, and where the whole course pays off. The proposal proved your thinking is complete; the pitch proves you can persuade a real person to fund it. It is the same campaign decision system, now argued in the room. This is a real decision moment: someone is being asked to say yes.

A PITCH IS A DECISION, NOT A DESCRIPTION



The opening must signal a request for approval, not a classroom summary. Explain why the campaign exists, why action is needed now, and what happens if the brand does nothing. Slides support your voice; they do not replace it.

📄 What You Will Produce02

A live, spoken presentation of your campaign, delivered as a team, with slides that carry visuals rather than text. The pitch is graded in three parts:

- **Content and strategy.** Ten criteria, ten marks each, one hundred in total. The argument itself.
- **Delivery.** Five criteria, five marks each, twenty five in total, graded on you, individually.
- **Bonus.** Up to ten marks for genuine innovation and interaction.

VISUALS DO THE EXPLAINING



One strong mockup beats several weak ones. If a slide carries no mockup, diagram, or visual explanation, question why it exists. Place mockups on the customer journey so the audience sees content evolve from awareness to conversion.

➔ The Arc Graders Listen For03

Stakes	Customer	Idea	Proof	Decision
Open on the cost of doing nothing.	The decision maker at the centre, not a demographic.	Show it works across the journey.	Mockups and metrics that fit the job.	Close on the yes you are asking for.

📄 A Suggested Slide Flow

04

Not a rule, but a sequence that maps cleanly to the content rubric. Adapt it to your story.

- 1 **Hook & problem.** Open on the stakes and the brand's real problem, not a title card.
- 2 **Brand & position.** Mission, values, and where the brand sits against competitors.
- 3 **The customer.** One persona as the decision maker, with the insight that drives the idea.
- 4 **The big idea.** Your creative concept in one line, then shown.
- 5 **Strategy & channels.** Goals, the channels chosen, and the ones excluded.
- 6 **Execution on the journey.** Labelled mockups placed from awareness to conversion.
- 7 **Metrics & budget.** KPIs that fit the assets, and a phased, justified budget.
- 8 **The ask.** A memorable close that states the decision you want and the next step.

🔗 How To Approach It

05

- 1 **Start from the proposal.** The pitch is the same system reshaped for the room, never a contradicting second story.
- 2 **Storyboard before slides.** Sketch the arc on paper so each slide earns its place before you design it.
- 3 **Build slides around visuals.** One mockup per idea, labelled by platform and journey stage.
- 4 **Assign speakers and handoffs.** Plan smooth transitions; every member owns a section.
- 5 **Plan one interactive moment.** A poll, a live demo, or a real question, something the audience does.
- 6 **Rehearse the defence.** Practise the three questions a sharp client always asks until you can answer without notes.
- 7 **Time a full run.** Rehearse end to end against the clock, then cut whatever does not move the decision.

📊 Match The Metric To The Job

06

Evaluation is graded directly. Reward yourself a strong mark by naming the metric that fits the asset on each slide, and naming the vanity number you are deliberately ignoring.

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

🗨️ Defend Your Decisions

07

Question and answer readiness is graded directly. The audience is testing whether you own your decisions or merely arranged them. Rehearse answers to the three questions a sharp client always asks:

THE THREE QUESTIONS

- ❓ Why this audience and not a larger one? Name who you excluded and why the focus makes the campaign stronger. Why this budget split? Justify your largest and smallest lines and the belief behind each. How will you know it worked? Give the one metric that proves the strategy was right, and the one that would prove it wrong.

🗨️ Delivery That Earns Marks

08

Delivery is graded on you, individually. It is not personality; it is preparation that shows.

- **Professional presence.** Dress and speak as if the budget is real. Confidence comes from knowing the material, not from notes.
- **Vocal delivery and flow.** Speak in clear, complete sentences with deliberate pauses. Cut filler words by rehearsing aloud, not in your head.
- **Engagement and body language.** Talk to the room, not the screen. Hold eye contact, use purposeful gestures, and face the audience.
- **Transitions and teamwork.** Hand off by name and topic so the seams disappear. Stand attentively while a teammate speaks.
- **Time management and pacing.** Fit the allotted time exactly. Practise the open and the close until they are automatic; that is where nerves hit hardest.

⚠️ Common Pitfalls

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LOSE MARKS HERE

- ⚠️ A pitch read from the slides; the argument must live in your voice. Generic or unexplained mockups. Vanity metrics disconnected from the content shown. Rushed handoffs and a team that looks unrehearsed. A conclusion that summarises instead of asking. A passive read of the slides earns none of the bonus.

FROM COMPLETE TO EXCELLENT

- ☆ Plan one deliberate moment where the audience does something. Caption each mockup with its platform, stage, and the response it triggers. Rehearse handoffs so the team looks like one voice. Walk a friend through the pitch with the slides hidden, if the campaign still makes sense, the system is sound.

|| **How You Will Be Graded**

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Section one · content and strategy · ten criteria, ten marks each.

CRITERION	WHAT EXCELLENT LOOKS LIKE	PTS
Hook & problem	A compelling hook that defines the brand's problem and its relevance to the audience.	10
Brand identity & position	Mission, values, and competitive position with a strong link to the campaign.	10
Audience & insights	Demographics and psychographics with research based insight into real pain points.	10
Strategic plan & channels	Clear goals that justify each channel and align with audience needs.	10
Storytelling & narrative	Compelling storytelling that connects emotionally, with a cohesive theme.	10
Creative content & branding	High quality assets aligned with goals and branding across platforms.	10
Evaluation & metrics	Clear, measurable KPIs with tracking methods and expected results.	10
Timeline & budget	A realistic phased timeline and a detailed, justified budget aligned to strategy.	10
Conclusion & call to action	A memorable close reinforcing value, with a persuasive call to action.	10
Slide design & visual appeal	Visually engaging, well structured slides that aid understanding and match the brand.	10
Content subtotal		100

Section two · delivery · five criteria, five marks each · graded on you individually.

CRITERION	WHAT EXCELLENT LOOKS LIKE	PTS
Professional presence	Professional language and attire, confident and in command of the material.	5
Vocal delivery & flow	Clear, confident speech with logical flow, persuasive energy, minimal filler.	5
Engagement & body language	Strong eye contact, purposeful gestures, dynamic engagement that holds the room.	5
Transitions & teamwork	Smooth handoffs between speakers and visible collaboration across the team.	5
Time management & pacing	Fits the allotted time with a balanced pace, nothing rushed or dragging.	5
Delivery subtotal		25
Bonus · innovation & interaction	Unique approaches and genuine interaction, a poll, live demo, or real Q&A moment.	+10

🎯 Before You Present

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- ☐ The opening frames a decision and the cost of doing nothing, not a summary.
- ☐ Every mockup is labelled, tied to a platform and journey stage, and explained.
- ☐ Each KPI fits the content it measures; the budget shows trade offs, not a flat list.
- ☐ The pitch and the proposal tell the same story with no contradictions.
- ☐ One deliberate interactive moment is planned; handoffs between speakers are rehearsed.
- ☐ A full run fits the allotted time; you can defend every major choice without reading a slide.

WHERE THIS LEADS

- 🎯 This is the moment the whole term has been building toward. The company report, personas, journey maps, and audit all converge here into one campaign you present and defend. This capstone is not about proving you know tools; it is about proving you can make decisions under uncertainty, justify them clearly, and communicate them professionally. Design matters. Thinking matters more.

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