

## Internal “Brand Sell” Project



**Assessment type:** Video presentation

**Duration:** 5 minutes



**Due Date:** Sunday, Week 6, 11:59PM (AEST)

### Overview

The Final Project requires you to take the Milestones you’ve worked on throughout the course to form an Internal “Brand Sell” Presentation in a five-minute video. You need to imagine you’re delivering a presentation to an internal audience designed to engage and sell them on your brand strategy.

### Assessment criteria

This assessment will measure your ability to:

1. Identify where your brand is today in terms of strengths and weaknesses, what ambitions you have for it, and potential challenges you face in getting there.
2. Create a hypothesis market segmentation and identify opportunities in the shape of people, needs and occasions you wanted to target and provide. Clearly justify your decisions.
3. Create a brand positioning which has been stress tested with clear rationale for your approach.
4. Create a brand idea, brand book elements, or distinctive brand assets (DBAs) which expresses the brand and brings it to life.
5. Create an external communications framework for a chosen target consumer.
6. Create a low fidelity creative brand asset for a digital channel within your communications framework.
7. Present a succinct, engaging and persuasive brand strategy in a professional manner that reflects your understanding of how to engage a chosen internal audience.

### Course learning outcomes

This assessment is relevant to the following course learning outcomes:

- CLO1 Critically analyse and apply industry principles and processes to produce a brand strategy.
- CLO2 Analyse consumer data and marketing channels, and develop a framework to deliver a consistent brand experience.
- CLO3 Develop an approach for communicating brand experience strategy at all business levels: board, executive, functional and all teams.

## Assessment Details

Create and deliver a 5-minute video presentation. Submit the recording of your presentation for mentor review. You are to imagine you are presenting and justifying your brand strategy to internal stakeholders of your business.

Each Milestone you have worked on over the course will form a component of the Internal “Brand Sell”, so make sure you cover the following:

**1. Identify where your brand is today in terms of strengths and weaknesses, what ambitions you have for it, and challenges you face in getting there.**

In Milestone 1, you chose a brand you wanted to work on for this course. You assessed the brand today and considered questions such as:

- What’s working/not working?
- What associations does it have (positive and negative)?
- What needs to improve or what challenges need to be overcome for it to become a stronger brand?

You wrote a brief for yourself capturing where the brand is today and goals for what you’d like your brand to achieve, identifying:

- Where are you now?
- Where do you want to go?
- How will you know when you get there?
- What challenges are in the way of getting there?
- What more do you need to know to get there?

**2. Create a hypothesis market segmentation and identify opportunities in the shape of people, needs and occasions you wanted to target and provide. Clearly justify your decisions.**

In Milestone 2, you came up with a definition of the market you want to compete in. You did the following:

- Came up with a definition of the market you want to compete in
- Created a hypothesis market segmentation
- Identified opportunities in the shape of people, needs and occasions you wanted to target, and
- Potentially identified new market opportunities
- Wrote a rationale, justifying each of the choices and decisions you made.

3. **Create a brand positioning which has been stress tested with clear rationale for your approach.**

In Module 3, you developed a positioning territory for your brand, that is a statement that broadly summarises what you think your brand should mean and stand for.

You then took your positioning territory and developed it further by working through the following questions to get to a central organising thought for your brand.

- **Benefits:** what benefits does your brand deliver?
- **Reasons to believe:** what reasons can your brand give to prove it can deliver on those benefits?
- **Behaviour (value, beliefs, personality, style):** how does your brand behave in the world?
- **Promise:** how would you summarise what your brand promises in one sentence?
- **Central organising thought:** how would you summarise what the brand stands for in three or four words?

In Milestone 3, you had an opportunity to refine your brand positioning via a checklist of questions to stress test your ideas. Your Milestone 3 submission included the refined positioning and answers to questions about your process.

4. **Create a brand idea, brand book elements, or distinctive brand assets (DBAs) which expresses the brand and brings it to life.**

In Module 4, you created a brand idea for your brand, created elements for a brand book or style guide (capturing five look and feel elements such as colours, image style, fonts, logo, etc) and created three Distinctive Brand Assets (DBAs).

In Milestone 4, you chose one of the activities to submit – either the brand idea, brand book elements, or brand DBAs with a brief justification why you took the route you did.

5. **Create an external communications framework for a chosen target consumer.**

In Milestone 5, you submitted your external communications framework for your target consumer with justification of your thought process for mentor feedback. This mentor feedback should be implemented with the final brand strategy resubmitted for this project.

6. **Create a low-fidelity (low-fi) creative brand asset for a digital channel within your communications framework.**

In Milestone 5, you also submitted a “low-fi” creative asset developed with justification of your thought process for mentor feedback. This mentor feedback should be implemented with the final low-fi resubmitted for this project.

Remember that your brand strategy presentation must be 5-minutes with solid justifications for the decisions you made as well as be engaging and persuasive.

Good luck!

**Resources to help you record your presentation**

Tool	Recommendations
YouTube	<a href="#">How to post your video to Youtube - Change video privacy settings</a>
Vimeo	<a href="#">How to post your video to Vimeo - Share unlisted videos with private links</a>
Dropbox	<a href="#">Dropbox - Upload files from a phone or tablet</a>

**Submission format**

**OPTION A – Record a physical presentation**

Deliver the presentation as if you are physically presenting your strategy to the audience. For example, you might set up in a meeting room as if you are giving a presentation in person and record yourself standing next to a screen, talking through the key points on each slide as you project them onto the screen.

To record, you could use a phone, video recorder, camera, or inbuilt camera on a computer.

**OPTION B – Record a screen-share session**

Use your laptop/desktop to record your screen and your voice as you click through the slides in your presentation and talk to the key points on each slide. You can include footage of yourself talking directly to your computer camera, or you can simply record your voice over the images on the screen.

To record, use a free screen-capturing program such as QuickTime Player (Mac only) or CamStudio.

Upload your recording to an external service and provide a link as part of your submission so your mentor can view/download the file.

### Referencing guidelines

If you source any material from a primary or secondary source, please include the information in your submission. You must acknowledge all the sources of information you have used in your assessments and use RMIT Harvard referencing style for referencing.

Refer to the [RMIT Easy Cite](#) referencing tool to see examples and tips on how to reference in the appropriated style. You can also refer to the library referencing page for more tools such as EndNote, referencing tutorials and referencing guides for printing.

### Academic integrity and plagiarism

Academic integrity is about honest presentation of your academic work. It means acknowledging the work of others while developing your own insights, knowledge and ideas.

You should take extreme care that you have:

- Acknowledged words, data, diagrams, models, frameworks and/or ideas of others you have quoted (i.e. directly copied), summarised, paraphrased, discussed or mentioned in your assessment through the appropriate referencing methods
- Provided a reference list of the publication details so your reader can locate the source if necessary. This includes material taken from Internet sites

If you do not acknowledge the sources of your material, you may be accused of plagiarism because you have passed off the work and ideas of another person without appropriate referencing, as if they were your own.

RMIT University treats plagiarism as a very serious offence constituting misconduct.

Plagiarism covers a variety of inappropriate behaviours, including:

- Failure to properly document a source
- Copyright material from the internet or databases
- Collusion between students

For further information on our policies and procedures, please refer to the University website.

### Assessment declaration

When you submit work electronically, you agree to the [assessment declaration](#).

Criteria	Ratings	
	Meets expectations	Does not meet expectations
<p><b>Criteria 1:</b> Identify where your brand is today in terms of strengths and weaknesses, what ambitions you have for it, and potential challenges you face in getting there</p>	<p>The assessment of the brand is strong and includes:</p> <ul style="list-style-type: none"> <li>• what is and is not working</li> <li>• positive and negative associations</li> <li>• improvements and challenges to become a stronger brand.</li> </ul> <p>The brief captures where the brand is today and what the brand is to achieve, including:</p> <ul style="list-style-type: none"> <li>• where are you now?</li> <li>• where do you want to go?</li> <li>• how will you know when you get there?</li> <li>• what challenges are in the way of getting there?</li> <li>• what more do you need to know to get there?</li> </ul>	<p>No assessment, or a very unclear assessment for the brand has been given.</p> <p>The brief does not capture where the brand is today and what the brand is to achieve.</p>
	<b>1 point</b>	<b>0 points</b>
<p><b>Criteria 2:</b> Create a hypothesis market segmentation and identify opportunities in the shape of people, needs and occasions you wanted to target and provide. Clearly justify your decisions.</p>	<p>A market definition has been presented.</p> <p>A clear hypothesis market segmentation has been presented.</p> <p>Opportunities have been identified in the shape of people, needs and occasions to target.</p> <p>Optional: New market opportunities may have been presented</p> <p>A clear rationale, justifying each of the choices and decisions has been presented.</p>	<p>There is no market definition or hypothesis market segmentation that has been presented or the presentation is unclear.</p> <p>No opportunities have been identified or they are unclear.</p> <p>There is no rationale justifying each of the choices and decisions made.</p>
	<b>1 point</b>	<b>0 points</b>

**Criteria 3:** Create a brand positioning which has been stress tested with clear rationale for your approach

There is a clear brand positioning with a central organising thought.

There is evidence that the brand positioning has been stress tested.

There is a clear rationale for the approach taken.

**1 point**

There is no brand positioning with a central organising thought, or it is unclear.

There is no evidence that the brand positioning has been stress tested.

There is no rationale for the approach taken.

**0 points**

**Criteria 4:** Create a brand idea, brand book elements or distinctive brand assets (DBAs) which expresses the brand and brings it to life

Either one of the following has been submitted:

- a brand idea
- brand book elements (at least five look and feel elements), OR
- three Distinctive Brand Assets.

The submission expresses the brand and brings it to life.

The submission contains a clear justification of the decision-making process.

**1 point**

A brand idea, five brand book elements or three Distinctive Brand Assets have not been submitted.

The submission does not clearly relate to or express the brand.

There is no justification for the decision-making process for the submission.

**0 points**

**Criteria 5:** Create an external communications framework for a chosen target consumer

A clear communications framework has been communicated.

There is a clear justification for the thought process behind the framework.

There is evidence that mentor feedback has been implemented.

**1 point**

No communications framework has been communicated or it's unclear.

There is no justification for the thought process.

There is no evidence that mentor feedback has been implemented.

**0 points**

<p><b>Criteria 6:</b> Create a low-fidelity (low-fi) creative brand asset for a digital channel within your communications framework.</p>	<p>The low-fi creative brand asset is related to the brand.</p> <p>The low-fi creative brand asset is clearly for a digital channel within the communications framework.</p> <p>There is a clear justification for the thought process behind the low-fi creative brand asset.</p> <p>There is evidence that mentor feedback has been implemented.</p>	<p>There is no low-fi creative brand asset or it is unclear how it is related to the brand.</p> <p>The low-fi creative brand asset is not for a digital channel and/or is not clear how it relates to the communications framework.</p> <p>There is no justification for the thought process and/or no evidence that mentor feedback has been implemented.</p>
	<p><b>1 point</b></p>	<p><b>0 points</b></p>
<p><b>Criteria 7:</b> Present a succinct, engaging and persuasive brand strategy in a professional manner that reflects an understanding of how to engage a chosen internal audience</p>	<p>The presentation was succinct, engaging, persuasive and delivered in a professional manner.</p> <p>The presentation reflected an understanding of how to engage a chosen internal audience.</p>	<p>The presentation was not succinct, engaging, persuasive, and delivered in a professional manner.</p> <p>The presentation did not reflect an understanding of how to engage a chosen internal audience.</p>
	<p><b>1 point</b></p>	<p><b>0 points</b></p>

**Total: 7 points**