



BEST FINAL PROJECT EVER

Papers and prezos! Gasp, this is your final assignment! It is due by **11:59PM on Monday, May 30**. Please submit (1) a PDF of your five-pager, (2) links to any websites needed for your presentation, and (3) any videos or PPTs for your presentation to **BEST.stanford@gmail.com**. Be sure to elect at least one team member to **come 15 minutes early** to class with the presentation on an SD card or jump drive to double check that everything is working smoothly. Thanks!

WRITE

The job of this five-page paper is to summarize your group's learnings from the entire quarter. Final Paper sounds so scary, but don't fret, you already have a lot of this work done. Imagine that you are the brand manager for your brand and that this is an after-action report on your campaign and its performance. There are five things your paper should cover:

- IMAGE VS IDENTITY.** Combine the results of your individual assignments to define your vision for the gap that exists between the image of your brand in the world and the identity that the company seems to believe their brand exhibits.
- EXPERIENCE.** Combine the results of your individual assignments to define your vision for the central experience that defines your brand, how that experience impacts the brand's users, and where that experience needs to change in order to improve user perceptions of the brand in the world.
- VOICE GUIDELINE.** Combine the results of your individual assignments to define the personality of your brand. As Misa Misono from Secret suggested, you should be to describe what it would be like to meet your brand in a bar. To satisfy gaps in brand's experience or image, how should your brand act, feel, and sound?
- SOCIAL CAMPAIGN.** Describe your social media campaign. What was it (a video, a series of tweets, a real-world interaction)? How did it arise out of the perspective you developed in the first three assignments? What was your single, focused goal? Who did you hope to reach? What channels did you use?
- LEARNINGS.** How did your campaign perform? Did you meet your goals? What metrics did you gather? What complications did you run into? What iterations did you make? What did you learn about launching social media campaigns in general? What did you learn about your specific approach? If you had it to do again, what might you do differently? Moving forward, what approaches or tactics would you recommend for the brand?

Papers will be graded on clarity of content, consistency, creativity, thoughtfulness, and thoroughness.

PRESENT

Think of this five-minute presentation as a live version of your 5-pager: Summarize your social media campaign, its performance, and the implications for the future of the brand and for branded social media campaigns in general. Imagine that this presentation is being made to the CMO of your team's brand, it should include:

- POINT OF VIEW.** Why was your campaign necessary for the brand and what goal did you hope to accomplish?
- APPROACH.** What was your campaign? What was your launch strategy? Who did you hope to reach? How did you try to reach them?
- LEARNINGS.** How did your campaign perform? Did you meet your goals? What metrics did you gather? What complications did you run into? What iterations did you make? What did you learn about your specific approach? What did you learn about launching social media campaigns in general? If you had it to do again, what might you do differently? Moving forward, what approaches or tactics would you recommend for the brand?

Presentations will be graded on clarity of content, consistency of message, creativity, thoughtfulness, and thoroughness.