

Feedback for Final Project: Social Media Campaign

Submission Feedback

Overall Feedback

Hi Carlene,

Wonderful, fantastic and amazing project! It is detailed, complete and easy to review. You worked hard on this and it shows.

I hope that you will use this project in your portfolio. I actually think you should pitch this to the Oil of Olay Company. I'm not sure how to go about this because I don't have any contacts. Your idea is that good.

One note: Be sure to read comment about Platform 2/Content 2.

Score: 64/64 A+ work

Paper score: 32/32

Title page: 4/4 – Looks good.

Product: 4/4 – Excellent detail about the product.

Target audience – Excellent detail. Love using “Bonnie” as a concept because it is effective and because we all know a “Bonnie.”

Social Media Campaign: 4/4 - Wow! This a great idea. A brand update with the concept of friends with a lip synching video contest with “What friends are for” is brilliant! I just had to watch it and I found this YouTube video with Dionne Warwick, Elton John, Gladys Knight and Stevie Wonder.

<https://www.youtube.com/watch?v=HyTpu6BmE88>

And you include social distancing – which is relevant now and for the foreseeable future. Better together but apart challenge.

Social Media Platforms: 4/4 –YouTube and Facebook are excellent choices and you've backed up your choices with hard data.

Measurement: 4/4 – Excellent detail.

References: 4/4 – Good – included the necessary references.

Formatting: 4/4 – Good.

PowerPoint score: 32/32

Product: 4/4 – Excellent info and visual of the product.

Campaign description: 4/4 – Excellent description of the campaign.

Platform 1/Content 1: 4/4 – I can't decide which is your strongest piece – they are all wonderful. Beautifully designed, simple and appealing.

Platform 1/Content 2: 4/4 – This is very strong too! It conveys exactly the emotional connection that you want.

Platform 2/Content 1: 4/4 – Strong design and works well with the campaign. It feels like the same campaign, which means that you have been very intentional in your design.

Platform 2/Content 2: 4/4 – Strong design and love the tagline – “Sing with but without your friends.” This is a small but important correction – I’m underlining it so you see it. Apart is misspelled in this post.

Thank you: 4/4 – Good ending.

Formatting: 4/4

Score

64 / 64 - 100 %

Feedback Date

Jun 20, 2020 3:47 PM