**Assignment 2: Report**

***Nominal Due Date*** *- See the Stream section on assessments.*

If you wish, you can do the assignment in pairs or you can do the assignment as individuals.

**Group Assignment Option:**

If you choose to do the assignment as a pair, I will expect a greater depth of background research to be clearly evident and an increase in length to 2,500 words. I will expect the extra word count to be used and to include relevant content. I also expect to see a very high standard of work for the formatting and presentation of the report. If choosing the group option, it is up to you to choose your partner and arrange how you will work together. I will not get involved with any issues of group coordination etc. I would advise that you check that any potential partner is ‘on the same page’ as you regarding their approach to the case study and that they commit to the same amount of work as you. This is because some people work harder than others and, in previous assignments, I have occasionally seen reports which make no sense due to different people pulling in different directions on basic questions. Lastly, leave sufficient time to complete the assignment by yourself in the event the partnership goes wrong!

***Important:*** *If doing the group option, when submitting the assignment only submit one copy. For the person who does not submit, just submit a single page saying who you are partnered with.*

**Important Note:**

Although using real companies as the basis for the assignment, **the scenario here is fictional** and you should under no circumstances contact the real companies discussed. The information provided is invented for the purpose of learning on this course and in no way reflects the policies or operations of the named companies and should not be understood to suggest any view on the operations or policies of the companies.

*Scenario:*

The aim of the report is to give you an example of a real-world brand, in a fictional but plausible scenario. The scenario uses Innocent, a major UK smoothie brand owned by Coca-Cola, and the situation is that Innocent is going to enter the New Zealand market. For the assignment, you will need to compile a report which will integrate course materials into an overall plan for the entry of Innocent into the New Zealand market, covering the launch of the brand.

The scenario is limited to a single size (350ml) of their standard smoothies. I have restricted the launch to this product for simplicity and as it is the core offering that launched the company to success.

For the report, you will detail a series of marketing communications steps. Whilst some of these might be within the remit of a product manager in the real world, I will also be asking you to look at tasks like media buying which are often performed by specialists. My purpose in structuring the assessment in this way is to help you understand the roles of various marketing professionals you may encounter, albeit in a very limited way. Although elements of the scenario are realistic, others are not.

**Report Structure**

(short – medium – long are given as a very, very rough guide of how much of the total content should be devoted to each section):

Executive Summary: Very short summary of the whole report (not an introduction!)

Section 1: Very brief overview of Innocent’s current UK marketing strategy (short) + appendices if useful

Section 2: An overview of the competitors (short) + appendices if useful

Section 3: An overview of the New Zealand smoothie market (short) + appendices if useful

Section 4: Creative / Messaging – should consider market information, positioning (Long) + appendices if useful

Section 5: Media plan & Basic Budget (medium) + appendices

Section 6: Any concluding remarks (it is up to you how you wish to round off the report, very short)

**Basic Budget:**

You will note that section 5 is Media Plan and Basic Budget. For the purpose of this scenario, you will need to give a sense of where you will be spending your budget for the product *launch week*, with a total of $70,000 to spend +$50,000 upfront costs (e.g. design). As for expectations for this section, the following applies:

* Excellent answers will give details such as total expenditure, with examples of the specific media which will be used within the expenditure (e.g. TVOne evening news at $XXX per advertisement). Up-to-date information, or information sourced independently will further enhance this section (the information provided is limited, and not up to date). Information will be professionally and very clearly presented.
* Good answers will provide % of budget given to each type of media, and with examples of which media outlet will be used. The information will be clearly presented.
* Poor answers will not provide clear details of expenditure and will not provide any justification for the media used.

In all cases, there needs to be a justification for the overall spending choices! Also, think carefully about use of Appendices, see below.

[continues below]

**Appendices**

For some sections, you will likely need appendices. However, I leave it to your discretion as to which sections you provide with appendices and the nature of the content you put in them. As a general point, your report needs to persuade the grader that you have given serious thought to what you are doing, and there is limited space in the report; each section requires justification. This will not leave much space to show that you have considered details. As such, you will need to undertake what is best described as a balancing act; justification enough in the report, detail enough in any appendices to support the justification, whilst also not swamping the grader with irrelevant information in the appendices. This balancing act is captured in the grading sheet which is included below. I deliberately leave this balancing act open-ended as most reports (in the world outside of university) require that the author/s must determine this balance themselves. In this case, the person reading the report (the grader) is going to be busy grading large numbers of reports, therefore will not like to wade through too much detail (sometimes, less is more). However, the grader also needs to be persuaded that the author has devoted enough time and thought to the report that they can have some confidence in the recommendations etc.

In all cases, when preparing a report, think of the recipient of the report. What do they want/need to see? An illustration of why this is important can be found in the widespread use of executive summaries. The summary should include all the key elements of a report for a person who does not have time to read the full report. In other words, an executive summary is a very, very short report in and of itself. It is, therefore, a report tailored to a specific type of recipient. Again, I emphasise, always think of the recipient of the report. This is not advice for a university report, but all reports.

**Important Consideration:**

From the marketing research, and the scenario, there are certain elements which suggest that directly mimicking Innocent’s UK marketing will not necessarily work in the New Zealand context. This is not to say that nothing can be carried over but rather that your plan **MUST** take account of the different context in New Zealand. In other words, simply mimicking existing Innocent ideas will not achieve a passing grade. Where elements are carried over from the UK, these need to be directly justified/explained in the same way as any other element of the report.

**Grading Guide**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Evaluation[[1]](#footnote-1) | Excellent | Good | Okay | Poor | Inadequate |
| Application of course / marketing theory to the report |  |  |  |  |  |
| Independent research to support the report |  |  |  |  |  |
| Professionalism of report presentation |  |  |  |  |  |
| Clarity of communication |  |  |  |  |  |
| Coherence of Report |  |  |  |  |  |
| Justifications for recommendations / strategy |  |  |  |  |  |
| Logic and reasoning in general |  |  |  |  |  |
| Creativity |  |  | Default | n/a | n/a |
| Budget detail and justification |  |  |  |  |  |
| Enough detail to support the report (see ‘Case Study Overview’) |  |  |  |  |  |

**Creativity**

You will note that there is an evaluation ‘creativity’. This evaluation encompasses creativity of message and how the message is communicated. You should bear in mind that this is not creativity for the sake of creativity but must serve a clear purpose in achieving the overall goals for Innocent i.e. you will not get a positive result just because an idea is ‘whacky’. As this requires a relatively more subjective evaluations, poor creativity will not be counted as a negative, but good creativity will be counted as a positive to the overall grade (call it bonus marks, if you wish).

**Presentation**

For the professional presentation part of the assignment, you need to make sure it is easy to follow, and the layout is clear. In places, you may wish to use tables and charts, which allow for clearer presentation of information (and less words). I do provide some tables in the worksheets for the case study, but these are not designed for presentation (but may still be used *if appropriate*). I have an expectation that basics such as numbered pages and sections will be used, and that the language used conveys professionalism (e.g. no slang such as ‘vibe’). ***Microsoft Word includes templates for reports.***

**General Point**

Aside from the wordcount for the main report, there is considerable open-endedness for many elements of the report. This reflects that each plan will likely be different from all the others. e.g. simplicity or complexity may equally provide for a good plan. At the heart of this assignment is that there are many potential directions you can take at every stage, and there are many ‘right’ answers (as well, inevitably, some answers that do not hold together). The most important element in the report is the thinking that goes into it to ensure it is coherent, logical, reasoned and cohesive.

**Purpose of the Assignment**

As a final aid in completing the assignment, it may be helpful to explain why I have chosen this format. My aim is to see an integration of theory with practice. Can you take the different perspectives that you are learning, and think how they might apply in the world, albeit with a very limited and semi-fictional scenario? Also, can you communicate a position / argument persuasively? Overall, it is about your ability to evaluate and synthesise information to convince a reader that you know what you are talking about - *and that your views should be taken seriously!*

**Feedback and Questions**

In all cases, feedback on the materials etc. will be very welcome. Further, there may be questions that arise as you progress through the assignment. I am happy to help as far as I can in all respects but one: the assignment requires that you think through the case yourself. I will not do your thinking for you but am happy to help with any other questions.

**Some terms you may encounter and / or use:**

AUDIENCE PROFILE: The characteristics of the people who make up an audience of an advertising medium in terms of age, sex, region, education, socio-economic group, occupation or any other demographic aspects.

COST EFFICIENCY: The cost of reaching a unit of your target audience i.e. measures the relationship between the audience reached and the cost of using the medium.

CPM: Cost per Thousands = The cost of reaching every 1,000 units of audience.

CPC: Cost per click = the cost of a person clicking on an advertisement e.g. Google Adwords

RATECARD: The information provided by media about the costs of placing ads and / or audience profile.

1. The evaluations are very general guidance only and not a strict marking guide as the final grade is given for the whole report e.g. how credible is the report overall. [↑](#footnote-ref-1)