

# HM19

## CONTRACT CASE PRESENTED BY:



## ROUND 2

Congratulations! You have managed to stand out and become one of the 7 best marketing agencies. It is now time to develop your creative strategy. Orage wants to see your imagination as part of a complete marketing campaign, with the goal of increasing online sales in the north american market within 2 years. To do this, you will have a budget of \$ 150,000 per year. Thus, the goal is to double online sales in the United States for the Winter 2019 season and to double it again for the Winter 2020 season. The strategy must be applicable in the north american market, but more focused on the United States.

In addition to media creations, you must also present your media placement and purchase strategy. Finally, you must demonstrate the anticipated reach and exposure of the campaign.

### Marketing objectives

- Increase brand awareness by introducing, communicating and establishing our brand positioning with the consumer
- Increase product awareness by placing product stories at the center of our communication