

CONTRACT CASE ROUND 3

HAPPENING MARKETING 2021

PRESENTED BY

ooya

WRITTEN BY:

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REMINDER OF THE MANDATE

Develop an integrated 360 degree campaign for the greater Montreal metropolitan area in order to position OOYA Stimulating Infusions as THE natural stimulating drink that democratizes the consumption of this type of drink.

ROUND 3 – THE PITCH

KEYWORD: PROJECT MANAGEMENT

In light of the information, you have gathered about the organization and the strategies that have come from it, you should now present all of your hard work over the past few hours. You must therefore make a summary of the two previous rounds, that is to say the presentation of your agency, your brief as well as the creation, purchase and media placement portion. In addition, you should present a full implementation of your marketing campaign, show your targeting strategies, and identify the necessary technology tools and partnerships. You have a budget of \$ 85,000 Canadian and the campaign should be implemented in 4 months. Finally, you have to present the future of this campaign, and why not more?