

Satire Group Marketing Project Your Assignment

You are a team of high power marketing executives. And I mean high power. Big bucks. Your firm has just received a major contract from the oil and gas industry. Your clients want you to create a huge public relations campaign to raise public support for fracking.

Of course, the only way to improve the public's image of fracking will be to discredit all of those pesky anti-fracking activists out there.

You need to find the right person for the job.

You have narrowed your list of candidates to five:

Jonathan Swift

Stephen Colbert (he would bring his whole team of writers and graphics artists with him)

John Stewart (he would also bring his whole team with him)

Tina Fey (with her whole team)

Matt Groening

Your job, as a team, is to make the final selection and pitch your choice to your clients.

Your pitch should

- **explain the merits of your candidate**

Why is this the best person for the job? What examples from their work demonstrate that they are able to sway minds and discredit opposing voices? What specific techniques or strategies do they use?

- **be convincing**

Remember, you are speaking to executives who are even more high-power than you. You are trying to persuade them to spend big bucks on an artist. Back up your claims. Show them you've analyzed the data. Use specific evidence from the artist's work. (You should feel free to invent market research statistics, but your discussion of the candidate's merits has to be based on their actual work.)

- **be engaging**

For heaven's sake don't bore these high power executives! Think of the number of meetings they sleep through. Capture their attention. Feel free to use flip charts, power point, or any other riveting media.

Presentations:

A Block: Tuesday, October 1

C Block: Wednesday, October 2

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FAQs

- How long do these presentations have to be?

Here's what matters: they need to be **thorough** and **specific**. Your presentation should be long enough to point out three to seven specific strengths or strategies of the artist you are recommending, to give convincing examples of these, and to discuss how each one will serve the intended purpose. Did you notice I didn't answer our question?

- Groups?

Groups will be assigned. You may work together however you'd like. I will be grading you on the final product, not on your process. Your analysis and composition grades will be collective, but your oral expression grade will be individual. All group members are expected to speak during the presentation, but you are not required to divide up the air-time evenly. (Your oral expression grade will be for quality, not quantity.)

- What will we have to turn in?

I'm glad you asked! I will ask you to hand in or share with me any supporting materials you use in your presentation – visuals, etc. I will also collect your process work, note cards and/or script. I will not be grading you directly on them, but they will help me to understand how your presentation was structured.

- Is there really going to be an audience?

Yes. You will have an audience of volunteer high-power executives. They will not grade you, but they will rate the effectiveness of your pitch, and I will consult their ratings when I grade the presentations.

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Steps & Timeline

Should be complete by the end of day 1:

- Discuss the pros & cons of your candidates and arrive at your decision

Should be complete by the end of day 2:

- Generate a list of your candidate's strengths & strategies, with examples to demonstrate each.
- Plan the structure of your presentation – make an outline.
- Brainstorm pitch techniques: how do you want to present your recommendation? Think about media you might want to use, etc.
- Assign tasks

Should be complete by the end of day 3:

- Start working on your presentation. This might include:
 - writing the script
 - designing graphics
 - preparing video clips
 - enacting whatever other brilliant ideas you've come up with

Should be complete by the end of day 4:

- Rehearse. This includes
 - practicing ALL spoken parts
 - practicing loading links, cueing video, etc
 - practicing the sequence of the presentation together for transitions cues, etc

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**Satire Group Marketing Project
Rubric**

Names _____

<p>Analysis (Group Grade)</p> <ul style="list-style-type: none">• Your presentation includes 3 – 7 <u>convincing</u> reasons why your candidate is one for the job.• Your reasons are illustrated by <u>specific</u> and <u>appropriate</u> examples from the candidate's work.	
<p>Composition (Group Grade)</p> <ul style="list-style-type: none">• Your presentation is clear and easy to follow.• You use visual aids and supporting materials effectively.• Your presentation is engaging.	
<p>Work Habits (Group Grade)</p> <ul style="list-style-type: none">• Your presentation is well-rehearsed. It runs smoothly.• You are fully prepared. The audience does not need to wait while you set up, cue visuals, etc.	
<p>Oral Expression (Individual Grade)</p> <p>Name: _____</p> <ul style="list-style-type: none">• You speak clearly, at an appropriate volume and pace. (Don't rush!)• Your delivery is lively and engaging.• Your presence is confident and poised – you do not rock or fidget.• You are independent of notes or cue cards, or you consult them only briefly.	

**Satire Group Marketing Project
Honors Assignment**

If you are taking this course for honors, in addition to the group presentation, you will write a formal proposal to your clients. Presumably, it will include the same information that is in your group presentation (unless you have compromised with your group over major disagreements!)

Your proposal should:

- introduce your candidate
- explain the reasoning behind your recommendation
- cite specific examples from the candidate's work for illustration and support
- be clear, direct, concise and thorough
- be appropriate in tone / adhere to the conventions of business communication

Due date:

Block A: Thursday, October 3

Block C: Friday, October 4