

FINAL PROJECT BRIEFING GUIDELINES

NESTLÉ X B.E. MK 312 BRAND MANAGEMENT



BRIEFING: FINAL PROJECT PRESENTATION

Everything that you have learned since the beginning of the term is very relevant for Brand Managers. But in this class you have learned not to only become a marketer but it also prepares you to know what work exists in the field of marketing – especially the planning side and the later part, the marketing strategy and action plan – research and agency people.

- Your project grade is 35% of your final grade.
- The presentations from beginning of class is 20%
- The final presentation will be 15% (Nestlé Team – 10% & Ajarn Suwalya – 5%)
 - **Final Presentation due on Friday November 18th by midnight (12:00 am) and CEO's to send pdf file to CEO group chat.**
 - **File name: Team Name_ Nestlé X B.E. _MK 312 Final Presentation**
 - **Once sent, your file cannot be edited**

TIMELINE FOR MK 312 SECTION 1 & 2

Briefing

File posted: 27/10
Section 2 Briefing: Oct 27
Section 1 Briefing: Nov 1

Team
Consultation

With Nestle Team, 5 mins/teams
Mon Nov 14, 2022 5pm – 6:30pm
Tue Nov 15, 2022 5pm – 6:30pm

RSVP with Ajarn Suwalya
First come first serve

Slide Deck
Due

Deadline for all teams-
Friday Oct 18 by
midnight (12 am)

Presentation

Time: 4-6 pm
Room: 201
Section 1: Tues Nov 22
Section 2: Thurs Nov 24

GUIDELINES FOR EACH GROUP:

- 15 mins presentation
- 10 mins Q&A.
- Maximum slide deck of 20 ppt slides excluding cover page, executive summary and appendices (unlimited).
- Make sure the theme of the entire slide deck is cohesive and tells the story.
- Make the beginning of the presentation the “Pitch”
- Research Required Both – Quantitative (panel: 200) and Qualitative research (20++) must be included plus data of research questions and findings, etc. must be included in the appendix.
- You are required to utilize branding concepts from our class lessons to support your plan.
- Timeline, Milestones, Budgeting, etc. to be included

Important Notice for Individual and Team Participation Scores:

- All students must attend class and present
- All students must wear student uniform
- All students will evaluate other teams for individual participation scores
- Team member participation will reflect teamwork scores

CRITERIA FOR JUDGEMENT

We will be giving scores based on the following 4 criteria for the presentation section:

1. **Strategy:** How well you introduce your IMC/ Digital plan in terms of idea, integration, and rationalization with strong data research support. How has your insights gained from both quantitative and qualitative research justify your creative idea and communications plan? Also how has your branding tools, models and concept support the plan?
2. **Purchase Intent:** How high would be your purchase intent? Would I as a consumer want to purchase your new brand or not? How does your communications plan produce results what are your KPIs?
3. **Creativity:** You should let your imagination run wild since you want to stand out in the market. So create your Key Visuals and communication plan to be impactful and memorable.
4. **Teamwork:** Everyone present should present on that day and be able to answer the Q&A questions professionally – with support and confidence.

WHERE TO START?

- You should analyze the brand and its competitors by using the branding tools and concepts learnt in class.
- Analyze what is the current communications campaign?
- Find Insights on consumers lifestyle and habits, preferences, attitudes and motivations, etc. (consumer behavior).
- Insights taken from research is very important, could find fresh new ideas to communicate your campaign. (Shift in perception)
- Once the **Core Creative Idea** is created, the Key Visuals should be included in all touch points of the Communications. Communications also include PR and Brand Activation.
- Key Performance Indicators are also very important. The campaign should be able to build awareness up to the relationship building elements and beyond – Brand Lovemarks.

WHAT IS CORE CREATIVE IDEA AND KEY VISUAL?

- A creative concept is **an overarching “Big Idea” that captures audience interest, influences their emotional response and inspires them to take action.** It is a unifying theme that can be used across all campaign messages, calls to action, communication channels and audiences.
- Key visual is **a graphic theme that appears on all advertising materials and communication media of a brand or its product, service, event.** It is to distinguish the company from the competition, and at the same time convey its main values and evoke appropriate emotions in a specific group of recipients.

TEAM NESTLÉ CONSULTANCY SPACE CLASS



- Please choose 15 mins slot per team during these hours. The sessions will be conducted via Microsoft Teams Meeting. First come first serve basis.
- Mon Nov 14, 2022 5pm – 6:30pm
- Tue Nov 15, 2022 5pm – 6:30pm