# APR 422 FALL 2021 FINAL PROJECT PRESENTATION RUBRIC

**CLIENT: Royal Caribbean Cruise Line (RCCL)**



**FINAL PRESENTATION OUTLINE**

**TOTAL POSSIBLE POINTS: 150**

You will have 15 minutes to present your strategic recommendations to the client’s marketing team. Avoid the temptation to cram all of the work you prepared for Parts 1, 2 and 3 into your final presentation. Just like a movie director leaves some of the best scenes on the cutting room floor, you will have to set aside some of your research and ideas in order to focus on the most compelling points required to convince the client that your strategy will help them achieve their goals.

## Your oral presentation should include the following elements:

1. **Introduction:** (2 minutes) ***5 points***
   1. Introduce yourselves (*you only get one chance to make a first impression*)
   2. Review the campaign’s business, marketing and communication objective
   3. State problem or opportunity as you’ve defined it (*what is their primary business challenge?*)
2. **Situation Analysis:** (3 minutes) ***40 points***
3. Provide a topline overview of the situation as presented to you in the client brief and informed by your ***SWOT analysis***. *Don’t cover every point from the SWOT analysis you submitted in Part 1, only those you consider most critical to your strategy.*
4. Also be sure to recap the most important findings from your ***competitive analysis*** from Part 1 (market share, SOV, channels used by key competitors, brand positioning map) and note your sources.
5. **Target Audience:** (3 minutes) ***40 points***
   1. Describe your target segment. You should include ***demographic, psychographic, and behavioral*** characteristics, as well as an overview of where they are located ***geographically*** (using your Simply Analytics maps).
   2. You should also have a ***minimum of 2 target personas***, chosen to represent whatever diversity exists within your target segment. Introduce each persona – what is each one’s name, age, hometown, family situation? What are their likes/dislikes, how do they think and feel, what are their behavior patterns, and what *media channels* do they prefer?
6. Choose one of your personas and describe their ***consumer decision journey*** (from trigger through loyalty/advocacy). This section should include specific media touchpoints along the target consumer’s journey to choosing to book a cruise with RCCL and incorporate any important barriers and drivers.
7. **Integrated Plan Recommendation:** (5 minutes) ***50 points***
   1. Based on your software options analysis (supplemented by your own judgment and feedback you received on your Part 3 submission), what is your overall media mix recommendation? Use an appropriate visual from the software to provide a snapshot of your overall media mix before you get into the details.
   2. Next, provide a detailed overview for ***every channel you selected***, including (1) budget allocated and (2) GRPs and/or impressions delivered, (3) your rationale for selecting each channel, and (4) ideas for how you will execute each one (which search key words, magazines, podcasts, websites, TV programs, cable networks, event sponsorships, earned media influencers, brand events, etc. will you choose).
   3. Summarize your overall plan delivery (R/F, impressions) and budget allocations.
   4. Provide a detailed flowchart indicating when each channel you’ve recommended will be active and at what levels. Provide a rationale for your weighting and timing and *be sure your flow chart numbers match what is on your software plan summary!*
8. **Measurement Plan**: (1 minute) ***10 points***
   1. How will you measure success? Be sure to focus on which specific ***communication***-***oriented*** metrics accomplished through your media plan will contribute to achieving the client’s sales and marketing goals.
9. **Conclusion – *SELL, SELL, SELL*!** (1 minute) ***5 points***
   1. Don’t assume the client is sold on your recommendation just yet. Remind them that based on how you defined the business challenge and whom you are targeting, your P-O-E media strategy will help them achieve their business and marketing objectives. If you can’t do this in one slide, then you’re not convinced yourself.

***FINAL REQUIREMENT:*** *REMEMBER - THERE ARE NO “RIGHT ANSWERS” IN TERMS OF YOUR STRATEGY (YOU JUST NEED TO JUSTIFY YOUR CHOICES). SO LET YOUR CREATIVITY FLOW AND HAVE FUN!*