

**MARKETING INSIGHTS FROM SCC - STUDENT ACTIVITY****INSTRUCTIONS**

After dividing the class into pairs, one student will play the role of a business or brand (client), and the other will play the role of an ad agency. The student representing the role of the client will create a brief, with specific goals relating to the timeline, messaging, and marketing objectives. They must also include a project budget. After pitching the brief, the student representing an agency will develop a comprehensive advertising campaign. Be prepared to share your campaign ideas in class.

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**BRIEF DETAILS:**

Company or brand:

Product or service being advertised:

Project overview:

Goals/objectives:

Target audience:

Design requirements:

Budget:

Timeline:

Additional information or details:



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### AD CAMPAIGN DETAILS:

Describe what advertising channels will be used, how those channels will reach the target audience, budget decisions and how the campaign will meet the criteria established by you and the client in the brief.