

Designing Communication Campaigns

SPRING 2017

Copenhagen

3 Credits

Major Disciplines: Communication. Marketing. Advertising.

Faculty Members: Benjamin Holk Henriksen, bhh@themindofaleader.com

Fredrik Lassenius, fl@themindofaleader.com

Program Director: Iben de Neergaard, Vestergade 10 A23 ids@dis.dk

Assistant Program Director: Nya Oxfeldt Jensen, Vestergade 10 A23 noj@dis.dk

Program Assistant: Jenny Han, Vestergade 10 A23 yh@dis.dk

Mondays, 13.15-16.10, V10-D11

Course Description

In this course, you will try your hands on as a project manager for a Danish company or NGO, with the goal of planning an actual communication campaign. This course gives you the unique opportunity to work with a real life client based in Copenhagen and subjects you to actual case scenarios from Danish and international companies. You will learn how to take different stakeholders into account, conduct strategic planning and develop a creative campaign.

Group consultations and assignments will supplement the ongoing campaign creations that span throughout the semester. This team-like setting will prepare you for life in a business environment in which the ability to organize, coordinate, and present complicated information is an absolute must. This course thereby gives you a unique opportunity to prepare yourself for a professional career.

The course is divided between theory and practice, including the development of a strategic Communications Platform, the production of a 1-3 min. film, and the creation of an accompanying print ad. Together, we will look into the different generations of communication paradigms and you will build on those insights and address the key elements within the communications campaign that you design for your client.

You will address the essential elements in devising a strategic issues management and communications campaign. The focus will be on how strategic communication can be used to proactively address 1) a company or an organization's reputation, and 2) stakeholders in terms of creating or regaining a positive brand in the eye of the public, the media and key opinion leaders (KOL).

The course will also give you an understanding of media dynamics, and how the politicization of a company creates both threats and opportunities for the communicating company.

As an integrated part of the classroom curriculum, we will go on a field study to a leading communications department where you will engage in a conversation with a communications expert about cases and tools.

During the course, the class will be divided into teams that will approach an actual Danish company and receive a brief and campaign objective, which they have to respond to with a presentation, film and print production.

The models introduced will give the teams an opportunity to create different kinds of campaigns. For example, an issued-based campaign, an attempt to change public opinion, to increase membership for an

NGO, or a campaign for a company trying to address some critical issues. Former teams have produced campaigns for companies such as: Carlsberg, Tivoli Gardens, VEGA Music venue, Joe & The Juice, Mikkeller Beer, ALIS Street wear, Pumpehuset Music venue, Sofar Sounds CPH, HopeNow, Hotel Nimb, Papirøen etc.

Learning Objectives

The course has three major learning objectives. By the end of the course you should be able to:

- Understand and identify theoretical findings and developments within strategic communication models, media tendencies, political change and the impact they have on companies and basic campaign research.
- Identify and analyze communication and campaign trends and tools, and create and present a Communication Platform for a given case.
- Based on your work with a Danish company or organization, create a (basic) film and print campaign that builds on the Communication Platform.

Course Faculty

Benjamin Holk Henriksen, Filmmaker, Author, Master of Law, MBA

Mail: BHH@themindofaleader.com

Fredrik Lassenius, Filmmaker, Author

Mail: FL@themindofaleader.com

Required Texts

Selected texts in the course compendium, as well as various readings online on Canvas. On days with “no readings,” you might be reading texts handed out in previous classes. The texts will always be given to you with enough time to prepare.

It is important and mandatory to read all required materials prior to class time in order to get full benefit from the classes.

At the end of the semester, student teams will present their Communication Platform and subsequent film and print campaigns to the class.

DIS Policies

Attendance: You are expected to attend all DIS classes when scheduled. If you miss multiple classes, the Director of Teaching and Learning, and the Director of Student Affairs will be notified and they will follow-up with you to make sure that all is well. Absences will jeopardize your grade and your standing at DIS. Allowances will be made in cases of illness, but in the case of multiple absences, you will need to provide a doctor’s note. According to DIS policy, two consecutive unexcused absences will result in a report to the Academic Registrar. Three or more absences will have a negative effect your academic standing at DIS; your home university will be notified.

Academic Honesty: Plagiarism and Violating the Rules of an Assignment

DIS expects that students abide by the highest standards of intellectual honesty in all academic work. DIS assumes that all students do their own work and credit all work or thought taken from others. Academic dishonesty will result in a final course grade of “F” and can result in dismissal. The students’ home universities will be notified. DIS reserves the right to request that written student assignments be turned in electronic form for submission to plagiarism detection software. See the *Academic Handbook* for more information, or ask your instructor if you have questions.

Electronics Policy: As the class is interactive and hands-on, you are not allowed to use computers in the classroom, except during group work. Cell phones must be turned off and put away during class time. If a computer is turned on during class, it will affect participation grade.

Disability and resource statement

Any student who has a need for accommodation based on the impact of a disability should contact the Office of Academic Support (acadsupp@dis.dk) to coordinate this. In order to receive accommodations, students should inform the instructor of approved DIS accommodations within the first two weeks of classes.

Grading Elements:

Team presentation 1, Creative brief incl. communication Platform: 20%

Individual assignment: 20%

Team presentation 2, Film & Print production: 20%

Class test: 20%

Class participation: 20%

Note: Detailed information of all assignments will be given in class in advance of due dates. To be eligible for a passing grade in this class you must complete *all* of the assigned work.

Late papers will be deducted a third of a grade point per day it's late.

Participation

The participation grade is strongly influenced by the activity level and quality of your class participation. Attendance in class is key. Unauthorized absences and lack of preparation will have a *strong negative influence* on the class participation grade. Participation will be evaluated on the following areas:

- Attendance: According to DIS policy, two consecutive unexcused absences will result in a report to the Academic Registrar. Any unexcused absence over the course of the entire semester will have a negative effect on the participation grade; three unexcused absences or more may cause your home university to be notified.
- Level of preparation and involvement in class and group discussions – in class and on Canvas.

Individual student assignment

To learn and prepare you for the team film and print campaign, each of you will be given a simple 1 min. film commercial assignment that must be shot on a phone or digital camera and contain dialogue. The assignment is based on course lectures and theories. To receive a passing grade, you are required to present and turn in your film and pre-production elements such as shot-list, storyboard etc. Detailed information on all assignments will be given in class in advance of due dates.

Presentation 1: Communication Platform (oral) during the semester

During the semester, you are required to collectively produce an actual political or commercial Communication Platform (analysis, strategic planning), and present it to class.

Detailed information on all assignments will be given in class in advance of due dates.

The group presentation based on the creative brief should include:

- The organizations objectives and strategy (what are you trying to achieve).
- Mission & Vision (if available).
- History, traditions, philosophy and values.

- Primary and secondary target group (preferences and values).
- Considerations in regards to potential stakeholders.
- The product or service position (relation between price and quality relative to competitors)
- Benchmark (who are the key competitors and where is competition going).
- Past, current and future (what have they done marketing and communication wise).
- The campaign and products relation to the product portfolio and markets (how your campaign fit in with potential other products).
- A SWOT analysis (strength, weaknesses, opportunities, threats). Evaluate your findings.
- The designed communication platform and moodboards (finale message/words – explain why).
- A 1 page creative brief: Summary of all the above points and findings.

Presentation 2: Team Film and Print Campaign

Each team will produce both a short film and print ad, based on the Communication Platform. At the end of the semester, each team will present their film and print ad to the class. This presentation will be evaluated on the team's ability to:

- Produce an efficient film and print ad
- Give a clear and structured presentation to the client
- Answer questions addressed to the presentation
- Work as a team with fellow students

Failing to contribute to the team's work during the semester – including everything from group work sessions, production of the Communication Platform and preparation for and execution of the team's oral presentation at the exam – will be reflected in this element of the total grade for completing the course.

Class test

During the semester, a test will be held in class. It will have short questions based on the required readings.

Course Plan: *Subject to change*

PART ONE: STRATEGIC PLANNING**1. Monday, January 23**

1.1. Introduction to the field, the course, instructors, each other, work requirements, team obligations and the client assignment (part one and two), important dates – responsibilities and planning a work schedule. Example of earlier campaigns.

1.2. Communication Platform, Agency positions, Creative brief.
Team discussion in regards to client and strategy.

Team project status: Assign 4 teams.

Information: Select 4. campaign presenters for next class.

Lecture PP: Intro, Companies, Earlier campaigns, Communication platform model (B).

Reading: No Reading

2. Monday, January 30

2.1. Strategic Planning, the Creative Brief and what to include in your presentation.

2.2. Stakeholders, SWOT, Mission & Vision, Target group, Positioning.

Team project status: Follow up on team discussion, and book next week's client meeting.

Lecture PP: Mission-vision-positioning (B), Stakeholders (F), SWOT (F).

Reading: Stakeholders p. 3, 27.

Wednesday, February 1

Field study (TBA): 13:00-17:00

Core course week

No class: Monday 6 – Thursday 9.

3. Monday, February 13

3.1. Niche and target groups.

The death of the average consumer: If you try to be everything to everyone, you'll be nothing to no one.

3.2. Aristotle's modes of persuasion.

Questions in regards to the first part of the assignment (what to include).

Team project status: Conduct interview in this week.

Lecture PP: Niche (B), Aristotle (F).

Reading: Niche, Harkin, pp 56 – 85, Aristotle's modes of persuasion.

4. Monday, February 20

4.1. Brands, research and questionnaire techniques.

4.2. Group work.

Team project status: Group presentations.

Reading: Living the Brand, Ind Nicolas, pp 81 – 121.

Travel Break 1

No class: February 27 – March 2.

5. Monday, March 6

Group presentation, Communication platform and creative brief. Please read the description in the syllabus "**Presentation 1: Communication Platform (oral) during the semester**" in terms of what to include.

Reading: No reading

PART TWO: CREATIVE CAMPAIGN**6. Monday, March 13**

6.1. Communicating your campaign through film: Pre-production part 1.

Developing a campaign, taglines, storytelling, storyboards, floor planning, blocking, compositions, master shot, camera angles and movement, pace, location scouting, shot-list.

6.2. Group workshop and presentation of in class brainstorm logline exercise.

Team exercise: Teams develop a tagline and logline (for client).

Lecture PP: Pre-production part 1 (incl. Mikkeller) (B).

Reading: Film directing 'Shot by Shot: Composing shots, Spatial connections p.121-143. On Film-making 'an introduction to the craft of the director' p 272-273. The Healthy Edit p. 14, 106-108.

Travel Break 2**No class: March 20 - 23.****7. Monday, March 27**

7.1. Communicating your campaign through film: Pre-production part 2.

Developing a campaign, taglines, storytelling, storyboards, floor planning, blocking, compositions, master shot, camera angles and movement, pace, location scouting, shot-list.

7.2. Production: Introduction to camera, sound and light, crew positions.

Workshops: Sound, camera etc.

Team exercise: Teams conduct a master shot and two additional compositions.

Individual assignment: Information on 1-week 1-Min. individual film assignment (Product lottery).

Lecture PP: Pre-production part 2 (F), Camera (F).

Reading: Film directing 'Shot by Shot: Composing shots, Spatial connections p.121-143. On Film-making 'an introduction to the craft of the director' p 272-273. The Healthy Edit p. 14, 106-108.

8. Monday, April 3

8.1. Individual presentations.

Present your film assignment and turn in film and pre-production material (max. 5 pages).

8.2. Group work.

Team project status: Brainstorm and develop concept for client.

Information: Prepare for class test in two weeks.

Reading: No reading

Wednesday, April 5

Field study (TBA): 8:30-12:30

9. Monday, April 10

9.1. Individual presentations.

Present your film assignment and turn in film and pre-production material (max. 5 pages).

9.2. Print: Communication platform and brand consistency.

Making an effective ad ensuring that the print and film support the same message.

Team project status: Brainstorm and develop concept for client.

Information: Prepare for test.

Lecture PP: Print (F).

Reading: No reading

Travel Break 3

No class: April 13 - 15.

10. Monday, April 24

10.1. Class test (Multiple choice and essay questions based on the required readings).

10.2. Teamwork and feedback.

Project status: Shoot film or receive feedback.

Reading: No reading

11. Monday, May 1

Presenting your communication campaign.

Project status: Group presentation, print and film production.

Reading: No reading.

End of Semester Showcase: Monday, May 8, 16:30-18:30