

Faculty Showcase '06

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Virtual Conferencing: Pitching Ad Campaigns to Overseas "Clients"

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Goals

- Analyze target audiences and develop effective print ads for a real world client
- Effectively work in teams and take advantage of each member's skill set
- Pitch ad campaigns to remotely located client via videoconference
- Answer remotely located client questions in real-time and justify strategies and planning recommendations
- Understand what advertising issues are important to a real client

Project Overview

Four creative teams in Dr. Ed Vieira's advertising class presented their safety footwear advertising campaign plansbooks via videoconference to the client in Italy. In attendance in Italy were the company CEO and his marketing communication staff. There were also participants in France and China. Global participants were displayed on screen while Simmons' students presented their outstanding creative strategies and magazine layouts. Each team presented for 20 minutes followed by a 10 minute Q&A session.

This project was important for a number of reasons. First, students had a real client with real world needs & requirements. It was a real experience. Second, students had the opportunity to bridge critical thinking skills and creativity. That is to say, after being provided with information and data about their target audiences, students developed a big selling idea that would appeal to the beliefs and values of their clearly defined markets. Third, students worked in teams, with each member bringing different and overlapping skills sets to the table so that they could take advantage of each other's strengths.

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is involved with such an endeavor, especially since it was a cross-cultural event with all of its related challenges. Finally, this project (course taught in an agency setting) provided students with a resume item as well as portfolio pieces, particularly for those students interested in an advertising career or a career requiring collaborative work from remotely located team members.

Applications Beyond

Before the advent of reasonably priced video conferencing capabilities, opportunity for extracurricular joint projects where student learning is enriched was limited to geography. This is no longer the case, especially in specialized disciplines where the external partner might be located far away. Now, this technology opens doors to endless possibilities.

Possible applications: Individual lessons or tutoring; team work progress reporting; student collaborative research team coordination, where members are remotely located; and real-time guest lectures by remotely located prominent experts.

