

Pitch Presentation Brief:

The presentation should address the following business issue:

TASK 1:

Provide 1 case study of the most successfully Integrated Marketing Campaign your company has done.

The presentation should include but not be limited to:

- Clear set of objectives
- Packaging of the messages to all the audiences
- Clear set of key performance indicators with expected results
- Creative advert strategy recommendations
- Channels to be used
- Resources required
- Budget recommendation
- Timings
- Result and achievement

TASK 2

Based on your understanding of South African Tourism's needs and the challenges or barriers it faces currently, please provide a long-term integrated solution demonstrating how you would service the account to address the business problems to meet the destination objectives and how expected results will be delivered and measured. Clearly illustrate how you would deliver the service and any creative campaigns you could offer, clearly indicating when it would be appropriate to commence this campaign and how South Africa leverage occasions in the Chinese Calendar.

Key messaging must be rolled out to all audiences and communication channels should also be clear.

The presentation should be clear on:

- Clear set of objectives
- Messaging principles
- Packaging of the messages
- Clear set of key performance indicators with expected results

- Creative strategy ad recommendations
- Channels to be used
- Resources required
- Recommended budget
- Timings

It is expected that your agency will employ traditional and digital tools to deploy content that you will be recommending. The tools should include but not be limited to the following:

- Social media
- Public Relations
- Activations
- Out of Home
- Advertising
- Print media
- Digital media
- Trade Channels
- Recommendation of an agency/client relationship performance management methodology.