3 pages + well-structured + cited references Description Assignment aim The assignment allows you to apply your knowledge and understanding of the subject areas explored across all areas within the module and then relate this learning to a real organisation. Assignment task You are to take the role of a brand consultant and develop a brand revitalisation strategy and a communication plan to generate better engagement for a consumer or corporate brand of your choosing (this could be the organisation you work for). Your strategy for revitalising the brand image will serve as a springboard for converting the engagement into new customers and more revenue, as well as retaining and building loyalty with existing customers. Focusing on the market of one country or region (UK, UAE, North America, Singapore-Malaysia), you are expected to develop a corporate brand revitalisation strategy including a communications plan to generate engagement around the brand. The following are required: 1. An executive summary of no more than 200 words. [5 marks] 2. An introduction to the report specifying the chosen corporate brand, its business, the chosen country/region and a summary of key proposals made within the report. [10 Marks] 3. A situation analysis of the relevant industry/sector in the chosen country region (clearly identify this in the introduction) from macro and micro perspectives. This should result in the identification of key strategic issues with respect to the problems described in the background. [15 Marks] 4. Conduct a brand audit and develop a conceptual map for the brand (based on secondary research). Explain the key perceptions and associations of the brand and evaluate these critically (e.g. strength vs. weakness). [15 Marks] 5. Identify and describe the characteristics of the brand’s main current customers. Further, develop two profiles (personas) of potential target audiences (i.e. a group of people who are likely to be future customers), so that they can be targeted through a subsequent communications campaign. [15 Marks] 6. Analyse the media landscape of your chosen market in relation to your two profiles from the preceding task – what media are available, what sort of reach and influence do these have on your profiles? Discuss specific media that are of relevance (e.g. Instagram, radio channels, specific trade magazines) instead of grouping them together (e.g. as social media). [15 Marks] 7. Propose a detailed communications strategy (start by specifying a set of objectives) on how you intend to engage these two targeted audiences with a view to ultimately recruiting them as customers/clients. Using the 3/14/2021 Writers Hub - Freelance Writing https://www.writershub.org/writer/orders/720007#instructions 4/5 knowledge of your target audiences, their profiles, and your analysis of the media landscape, create a customer journey map for each profile to summarise and present your communications strategy - this will show what type of message, method, medium you will utilise to engage the audience (potential customers) at each relevant touch-point. [20 Marks] 8. Provide a summary of what relevant metrics and performance evaluation mechanisms you will incorporate into your communications strategy – you may use an augmented version of the customer journey map from the previous task to achieve this. [5 Marks]