

## Question 1

**Ask** - Design a campaign strategy. A company called Xebia comes to you for a campaign. They want to be seen as an aspirational company. A place where people **want** to work. They want to be seen in the same light as Accenture, Google or a Microsoft

*How to structure your answer –*

**Insight:** Here you identify a key insight that is the foundation of your campaign strategy.

**Concept Note:** Explain the campaign strategy - what is it, why it works etc. The key is to showcase clarity and be concise.

**Proposition Line/Hashtag:** Something that is deeply connected with the key campaign message. *Example - I am a Complan Boy/Girl, Just Do It - Nike*

**Visual Route:** Give visual references as to what this could look like (Use google images/Pinterest to conduct search)

**3 Copies:** 3 creative copies that showcase what this would look like on Social Media.

---

## Question 2

**Ask-** Design a campaign strategy for any brand of your choice, in the same structure as mentioned above.

---

## Question 3

A startup in the WFM industry comes to you and asks how they can stand out amongst the competition (Verint, NICE) . Please write the answer from a marketing perspective.

## Example Campaign Strategy

**Insight:** Women play an insignificant role in Germany's management positions. Men are still perceived as superior leaders and dominate the executive board with 91.4% and they only care about facts and figures that drive the success of their business.

**Concept Note:** Instead of advertising its female empowerment commitment, L'Oréal Paris transformed it into business advice and targeted men. They started a research project to find evidence of women being equal to men when it comes to leadership skills at L'Oréal and uncovered that women are better leaders.

With clear facts and figures, simplified infographics addressed Germany's decision makers via management magazine and newspaper ads. Making hiring women for leadership roles more attractive to them. Tying it beautifully with their brand identity - "Because you're worth it"

**Proposition Line:** THIS IS AN AD FOR MEN

**Visual Look:** Using women's makeup to show facts and figures.

### Copy 1:

This is an ad for men  
Hire more women in leadership roles. We're all worth it.

Profitability: +15% revenue with female leader

### Copy 2:

This is an ad for men  
Hire more women in leadership roles. We're all worth it.

Innovation: +20% with female leaders

**THIS IS AN AD FOR MEN.**  
Hire more women in leadership roles. We're all worth it.

Profitability  
+15%  
Revenue with female leaders.

Quota of women: 0%, 10%, 20%, 30%

L'ORÉAL PARIS

\*Nations Institute for International Economics, February 2016, "Gender Diversity Profitability Evidence from a Global Survey". Analysis of a global survey of 21,900 firms from 91 countries. www.nifs.com

**THIS IS AN AD FOR MEN.**  
Hire more women in leadership roles. We're all worth it.

Innovation  
+20%  
Patents with female leaders.

Jan. Jul. Dec.

L'ORÉAL PARIS

\*University of Arizona, Eller College of Management, March 2018, Analysis of Fortune 500 companies, sponsored by American Ocean Sea Genetics. www.criso.com