OVERVIEW

SEMESTER-LONG PROJECT
SEMESTER-LONG PROJECT

PART 0
Forming teams
survey
Team orientation
Team setup
Team charter

PART 1
Creative brief
Brand and messaging
Visual identity package

PART 2
Setup of website and social channels

PART 3
Campaign #1 planning

PART 4
Campaign #1 delivery, monitoring, metrics

PART 5
Campaign #2 delivery, monitoring, and metrics

PART 6
Final presentations

STATUS REPORT #1
STATUS REPORT #2
STATUS REPORT #3
OVERVIEW
As a first step in your semester-long project, your team must connect, exchange information, and set the foundation for how you will work and succeed together. To accomplish this, your team will engage in a process for team orientation, setup, and establishing your team charter.

Components of Part 0
- Team Gmail address
- Team member info (contact info, strengths, weaknesses)
- Decision and set up of collaboration tool(s) such as Facebook Groups, GroupMe, etc.
- Team charter outlining priorities for:
  - Contribution
  - Cooperation and professionalism
  - Work distribution
  - Quality
  - Rewards and recognition
- Team Contract
# Example Team Values

<table>
<thead>
<tr>
<th>The Work</th>
<th>The Team</th>
<th>Personal Growth</th>
<th>Fun</th>
</tr>
</thead>
<tbody>
<tr>
<td>(completion of required assignments)</td>
<td>(relationships and team dynamic)</td>
<td>(individual desired outcomes and goals)</td>
<td>(enjoying each other, the work, process of learning)</td>
</tr>
<tr>
<td>Meet deadlines</td>
<td>Be open-minded and supportive</td>
<td>Take risks, try something new</td>
<td>Create a team theme (e.g. name, or style for status report days)</td>
</tr>
<tr>
<td>Ensure equal distribution of work across team members</td>
<td>Be respectful of each other</td>
<td>Take the lead on a task</td>
<td>Create a team chant or mantra</td>
</tr>
<tr>
<td>Be innovative and creative</td>
<td>Listen to each other, allow for new ideas</td>
<td>Learn a new core competency (e.g. web development, metrics tracking, video editing)</td>
<td>Select one song that serves as your inspiration, gets you pumped up, excited</td>
</tr>
<tr>
<td>Take risks, do things we have not done before</td>
<td>Establish key roles and responsibilities</td>
<td>Use this class as the reason to update LinkedIn skills and areas of expertise</td>
<td>Get together every other week outside of class for coffee, drinks, social time</td>
</tr>
<tr>
<td>Produce high quality work – appoint someone to check work before it is turned in</td>
<td>Celebrate each other</td>
<td>Use the experience in this class to get an internship or job next summer</td>
<td>Take photos or selfies often</td>
</tr>
<tr>
<td>Honor the Team Charter, stay on track</td>
<td>Follow-through on promise</td>
<td>Share 310 work and team experience with family and friends via social media, email, blog, etc.</td>
<td>Record the team experience through photos and video</td>
</tr>
<tr>
<td>Be prepared for status reports and instructor meetups</td>
<td>Be honest, help each other through constructive criticism</td>
<td>Maintain balance in life, school, and work</td>
<td>Create a ritual for the end of each class or end of each week (e.g. high 5’s, team mantra, team hug)</td>
</tr>
<tr>
<td>Come to class and be accountable when absence is necessary</td>
<td>Meet outside of class as needed</td>
<td>Be kind to one-self, celebrate success, forgive set-backs</td>
<td>Appoint and rotate “treat person” for weekly surprises (notes, candy, etc.)</td>
</tr>
<tr>
<td>Help each other – pick up the slack when another team member is struggling</td>
<td>Practice before status reports</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Listen and learn</td>
<td>Check in on each other, be advocates for each other’s success</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
# Part 1

Creative Brief, Brand Content, Identity Package

<table>
<thead>
<tr>
<th>Step 1</th>
<th>Step 2</th>
<th>Step 3</th>
<th>Step 4</th>
</tr>
</thead>
</table>
| Review the assignment and related docs | **Project management and individual student tasks** | Complete Part 1 template:  
- Initiative name  
- Visual identity  
- Project overview  
- Competitor profiles  
- Audience personas  
- Customer decision process  
- Brand platform  
- Core messaging  
- Company statement | **Turn it in**  
1. QA check your Part 1 doc  
2. Have one person access the assignment in Canvas  
3. Upload as pdf or .docx |

1) Part 1 Overview  
2) Part 1 Template  
3) Part 1 Team Assignments  
4) Part 1 Example
## PART 2
Website Setup, Social Media Channel Setup, Initial Content

<table>
<thead>
<tr>
<th>STEP 1</th>
<th>STEP 2</th>
<th>STEP 3</th>
<th>STEP 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Review the assignment and related docs</td>
<td>Project management and individual student tasks</td>
<td>Complete Part 2 template:</td>
<td>Turn it in</td>
</tr>
<tr>
<td>1) Part 2 Team Assignments</td>
<td>Work through the Part 2 team assignments doc and</td>
<td>• 2A: Digital Channel Strategy – Website</td>
<td>1. QA check your Part 2 doc</td>
</tr>
<tr>
<td>2) Part 2 Web/Social Setup Template</td>
<td>decide who will take the lead on each task</td>
<td>• 2B: Digital Channel Strategy – Social</td>
<td>2. Have one person access the assignment in Canvas</td>
</tr>
<tr>
<td>3) Past team example</td>
<td></td>
<td>• 3A: Initial Content</td>
<td>3. Upload as pdf or .docx</td>
</tr>
<tr>
<td>4) Tutorials for web, blog, social setup,</td>
<td></td>
<td>• 3B: Google Analytics</td>
<td></td>
</tr>
<tr>
<td>integration of Google Analytics, SEO on</td>
<td></td>
<td>• 3C: Integrating SEO</td>
<td></td>
</tr>
<tr>
<td>every page</td>
<td></td>
<td>• 4: Social media set up (select TWO channels)</td>
<td></td>
</tr>
</tbody>
</table>
FRONT ROW SPORTS

A sports streaming company that provides a unique watching experience for each viewer.
PART 3
Campaign #1 Strategy & Planning (Creative Brief & Editorial Calendar)

**STEP 1**
- Review the assignment and related docs
  1) Part 3 Team Assignments
  2) Part 3 Overview
  3) Editorial Calendar Template
  4) Past team examples for editorial calendar and creative brief

**STEP 2**
- Project management and individual student tasks
  1) Assign 1-2 people to create the Creative Brief in Canva
  2) Work together to complete the editorial calendar

**STEP 3**
- Publishing existing social media posts on your mock company Facebook and Instagram accounts including:
  - Original welcome posts from Part 2 setup (introducing your organization or initiative)
  - Individual team member social media posts created for Lesson 3 Creative Activity

**STEP 4**
- Turn it in
  - For Part 3 you are turning in your creative brief and link to the completed editorial calendar.
  - Review your Creative Brief and Editorial Calendar (check spelling, etc.)
  - Have one person on your team submit both docs in Canvas
**Creative Brief #1**

**Front Row Sports**

**Brand Statement**
We are Front Row Sports, a company based out of the Northwest part of the United States. Our mission is to serve the sports fan a specific product. We want to make it easy for sports fans to stream their favorite teams games without having to download multiple apps or pay for cable television. This idea was produced by four.

**Campaign Overview**
Front Row Sports is new to the entertainment industry and sports fans worldwide. We will build our social media presence and attract impressions through advertising to sport fans of all kinds.

**Target Market**
Front Row Sports is a sports streaming app for all fans. All major league sports fans will benefit from our services. Packages that include multiple leagues will appeal to sport fans with various interests.

**Outreach Strategy**
Social media will be our main output when advertising to fans. Instagram, Facebook, and Google search ads will help spread awareness of our product.

**Consumer Message**
Front Row Sports will promote heavily that it has all sport leagues available to stream anytime, and anywhere. Sport fans across the nation will be able to enjoy all of their different teams games on one app.

**Advertising Objective**
This is a new sports streaming app trying to gain impressions and awareness form the public. Word of mouth and social media advertising will be a big part of our goals. Maintaining a good relationship with our customers and keeping a simple design will bring in more opportunities and followers.

### Front Row Sports

<table>
<thead>
<tr>
<th>Digital Platform</th>
<th>Assigned To</th>
<th>Topic</th>
<th>Link</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wednesday, 3/25</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Facebook</td>
<td>Alex</td>
<td>Sports streaming</td>
<td>Weebly website</td>
</tr>
<tr>
<td>Instagram</td>
<td>Garrett</td>
<td>Sport Icon</td>
<td>Weebly Website</td>
</tr>
<tr>
<td>Thursday, 3/26</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Facebook</td>
<td>Sam</td>
<td>Sports Highlights</td>
<td>Weebly</td>
</tr>
<tr>
<td>Instagram Story</td>
<td>Javi</td>
<td>Membership Advertising</td>
<td>Membership link</td>
</tr>
<tr>
<td>Friday, 3/27</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Facebook</td>
<td>Garrett</td>
<td>Sports games advertising</td>
<td>Membership link</td>
</tr>
<tr>
<td>Instagram</td>
<td>Alex</td>
<td>Sport icon</td>
<td>Weebly</td>
</tr>
<tr>
<td>Weebly Blog Post #1</td>
<td>Sam</td>
<td>COVID-19</td>
<td>Blog</td>
</tr>
<tr>
<td>Google Ads 1-2</td>
<td>Javi</td>
<td>COVID-19</td>
<td>Weebly</td>
</tr>
</tbody>
</table>
PART 4
Campaign #1 Implementation & Metrics

STEP 1
Review the assignment and related docs
1) Part 4 Team Assignments
2) Part 4 Overview
3) Part 4 Template (slide deck)
4) Past team example of Campaign #1 with metrics

STEP 2
Digital Content Creation
1. 7 blog posts accompanied by social media posts that promote and link back to each blog
2. Google Ads (2-4 ads per team)
3. 1 Constant Contact Email

STEP 3
Throughout the campaign you will fill out your Part 4 slide deck template. You will track:
- Web metrics using Google Analytics
- Social media activity
- Email performance
- Google Ad performance

STEP 4
Turn it in
1. QA check your Part 4 slide deck
2. Have one person access the assignment in Canvas
3. Upload as pdf
How the 2020 NFL Draft Will Move Forward

With the major issues and changes that COVID-19 have affected sports globally, the 2020 NFL Draft is another event waiting for it's turn. Currently, the draft is stated to begin April 23-25, 2020. However, changes are a midst. How will this change players' stocks?

FRONT ROW SPORTS

This email is a part of a mock communication campaign created for educational purposes as part of COM310 Digital Content Promotion in The Edward R. Murrow College of Communication at Washington State University. A student team member sent this email to you as part of their team campaign.
**PART 5**
Campaign #2 Implementation & Metrics

**STEP 1**
Review the assignment and related docs
1) Part 5 Team Assignments
2) Part 5 Overview
3) Part 5 Template (slide deck)
4) Past team example of Campaign #2 with metrics

**STEP 2**
Digital Content Creation
1. 7 blog posts accompanied by social media posts that promote and link back to each blog
2. 1 Constant Contact Email
3. 2-4 addl social media posts
4. Paid ads (if budget allows)

**STEP 3**
Throughout the campaign you will fill out your Part 5 slide deck template. You will track:
- Web metrics using Google Analytics
- Social media activity
- Email performance
- Google Ad performance

**STEP 4**
Turn it in
1. QA check your Part 5 slide deck
2. Have one person access the assignment in Canvas
3. Upload as pdf
During the months of April and May Front Row Sports is offering full coverage of the 2019 NBA Playoffs throwback! With historic moments and iconic players, the 2019 NBA Playoffs offered something we have never seen before. The Toronto Raptors made a historic run to capture their franchises first world title. With the Golden State Warriors at full force, it was a match-up waiting to happen. With the devastating injuries leaving them divindled, the Warriors were weak and devastated by the Raptors. The NBA brought us some of the most iconic finishes to sporting games and playoff series. It saddens us here at Front Row Sports to have the league suspended. As it is still up in the air how the season will play out, I strongly encourage our fans to not lose hope. The NBA and all its glory still shines through to us with its historic matchups and footage. We want to bring you the best playback footage form the best games. We want to start by airing the 2019 playoffs completely free for our fans. Coverage will start late April and go through May. We will be also adding more games and interviews throughout the coverages.

With the NFL currently in a buzz, Front Row Sports wants you to know you are in the loop. NFL legend and current player Tom Brady has signed a roughly $33M deal with the Tampa Bay Buccaneers. Will the Patriots dynasty be over? Can Tom win without Bill Belichick? At Front Row Sports we want you to know we have your back. We won't let the breaking news hit you like a truck. When something goes down in your favorite sport leagues, you will be the first to know about it. Don't!... See More

Front Row Sports is refunding all of its fans for the month of April. Here at Front Row Sports we understand the importance of equality and fairness. During these troubling times, we know your time, money, and care is focused on more important things, and we want to help. There will be no payment necessary for Front Row Sports during the month of April, May, or June. We understand how important sports are during these times of distress. Whether it is mental health, assurance, or entertainment; we want Front Row Sports to be there for you. With no payment needed, we are also offering our free service for the NFL Draft, including all of the benefits offered to premium members. All of our throwback and vault videos are still available for everyone to access. Social distancing is our top priority for you and the country, and we want to make it easy to do. Please contact our support crew if there is anything you need. Our fans is what makes our company go round, and we care for you. We are offering external support to anybody who needs. Don't forget to refer and get three free months of sports and our vault to your friends and loved one during this time!
PART 6
Final Presentation

Part 6 is the design of a final showcase and reflection of your semester-long project. You have two options for design and delivery of this information:

- **Option 1:** Written report
- **Option 2:** Design report in a presentation format

Regardless of the format you choose, all teams will deliver their presentation/report live with the instructor during Week 15 (dead week).

- Use the outline provided below
- Time: 8-10 minutes + discussion for live presentation
- Delivery: All presentations will be delivered live with the instructor during Week 15 (dead week). Teams will schedule 30-min time slots with the instructor.

**Outline**

A. Title page (or opening slide)
B. Introduction
C. Highlight your main digital channels
D. Summarize the main vision and purpose of your campaigns
E. Showcase highlights from your campaign materials
F. Summarize and showcase campaign metrics
G. Highlight changes you made between camp 1 & 2
H. Close with reflections and insights – articulate what you enjoyed most about the class or campaign vs. greatest challenges. Share what you learned most from creating digital properties and executing a campaign. Share what you would do differently given the opportunity.
We are Front Row Sports, a company based out of the Northwest part of the United States. We provide sport fans all of their favorite teams game memorable experiences. We serve sport fans worldwide who have a strong passion for the teams and platforms they support. Services include a number of apps and fees for all teams. Front Row Sports allows you to become the ultimate sports fan.

CAMPAIGN #1: Mar 25 – Apr 3, 2020

Campaign Theme: New streaming service!
Hashtags: #FRSSports, #FRSstreamsports, #FRSsports

Goals:
- Raise awareness of our new streaming service provided by Front Row Sports
- Features: Images, Memberships, Blog posts

Call to action: Receive a free month of streaming upon subscription as a new user.

CAMPAIGN #2: Apr 12-22, 2020

We found reason to discuss how our company is functioning in the situation with the pandemic, COVID-19. To communicate how fans are reacting to changes across the world, including being actively healthy. Front Row Sports wants to emphasize to stay active and healthy as best as can be, with gym and other fitness amenities closed during this pandemic.

DIGITAL MEDIA STRATEGY

Objective: To attract new sports fans to our new streaming platform.
Audience: Adults, Teens, Sports fans

Goals:
- Increase brand awareness, impressions and fraction to gain more subscribers to our platform.

Features: Images, streaming service, social networking, consistent visibility.

OUR BRAND

Display Font: Norwester
Header Font: Arvo
Sub-header Font: Arvo
Body Text: Georgia

THE TEAM

Javier Cardenas
Hometown: Yakima, WA
Graduation Date: December 2020

Alex Freeman
Hometown: Gig Harbor, WA
Graduation Date: December 2020

Garrett Mayes
Hometown: Gig Harbor, WA
Graduation Date: June 2021

Samuel Brialy
Hometown: Boise, ID
Graduation Date: Spring 2021