

BACHELOR OF ARTS IN LANGUAGE AND BUSINESS COMMUNICATION

Winter exam 2017

BACHELOR OF ARTS IN MARKETING & MANAGEMENT COMMUNICATION

410141E042/460141E101 Communication Planning and Measurement

Duration: 3 days

Date of download: 12 December 2017

Day of upload: 15 December 2017 at 09:00 am at the latest

**Teacher on call from 9am-10am on 12 December:
Anne Ellerup Nielsen, tel. 2892 1798**

You can find information about WiseFlow and digital exams on the following link:

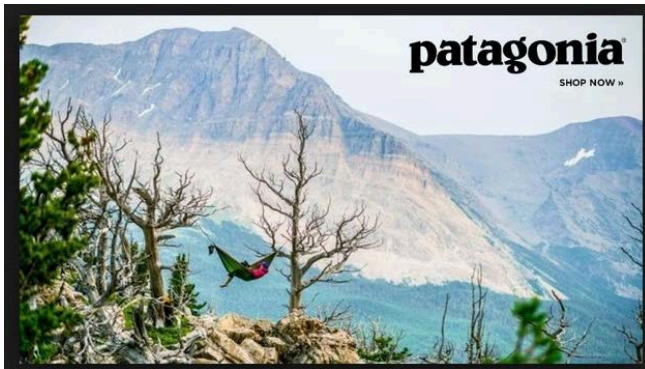
<http://studerende.au.dk/en/studies/subject-portals/corporate-communication/examination/digital-exam/>

Course and exam description:

<http://kursuskatalog.au.dk/da/course/76008/Communication-Planning-and-Measurement>

Important:

- * Your paper can ONLY be uploaded as a pdf-file.**
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PATAGONIA is an American outdoor retail brand founded in California in 1973 by a professional mountain climber, who designed and distributed high quality rock and alpine climbing wear.

Over the years, the business has expanded to include a large product portfolio of yoga, ski, snowboarding, fly fishing, surfing and trail running clothing. At present, PATAGONIA is recognised as a million dollar business with a particular focus on environmental issues and sustainability¹.

In Europe, its products are distributed through PANTAGONIA shops located in the UK, France, Italy and Germany. In Denmark, a small selection of products is distributed through 'Spejdersport', some specialised sport shops, and through online web sale.



However, with a growing interest in sport wear² and a larger portfolio of PATAGONIA high-quality products amongst Scandinavian customers, the company has decided to increase their market share in Scandinavia by starting up a PANTAGONIA shop with Copenhagen as the first Scandinavian location. In order to acquaint Danish customers with the PENTAGONIA brand, the company intends to launch an advertising campaign during spring 2018 prior to the opening of the shop.

As a marketing communication planner, you are invited to assist the company making a strategic and creative plan for the campaign.

More specifically your task is to make the necessary analysis in order for you to qualify and substantiate specific communication objectives and choose target segment(s) as the strategic platform for developing a creative message and media strategy as well as

¹ <http://eu.patagonia.com/dk/en/home/>

² Apparel and Footwear in Denmark – Country Report 2017, Retrieved from AU Library databases (Passport)
<http://www.portal.euromonitor.com.ez.statsbiblioteket.dk:2048/portal/analysis/tab>

considerations on how to subsequently evaluate campaign objectives. The analysis and strategic background must be documented in a maximum 10 page report, which follows regular academic standards. Subsequently, based on insights from your analysis, you are to write up a maximum two page creative brief that provides both a specific strategic direction and inspirational guidelines for creative campaign development.

NB! You are supposed to integrate the theories, concepts and models from the course into your considerations but instead of describing these, it is suggested that you focus on the justification and argumentation for your choices and for how the theories, concepts and models work in relation to the specific issue you are dealing with.

Be aware that when uploading your exams copy via WiseFlow you can only upload one file. Consequently, you must merge the communication plan/strategy and the report into one pdf file. However, please remember to indicate the number of characters a) for each of the two documents separately and b) the total number of characters in WiseFlow, as you upload the file. Written assignments that do not comply with the stipulations cannot be accepted for assessment and will be rejected.