

RENTLOGIC CAMPAIGN

RentLogic has entered the New York City real estate market by providing data that rates rental properties on how well they are maintained. Unlike opinion-driven ratings sites like Yelp and TripAdvisor, RentLogic mines complaint and violation data from official government records, assesses them, and assigns every building a letter grade from 'A' to 'F'.

It addresses the asymmetric information exchange that has long characterized the real estate business: your landlord wants to know everything about you prior to renting to you, but you know little or nothing about the landlord or the property itself.

But Rentlogic has had trouble attracting landlords as partners. Understandably, landlords would prefer to get tenants without having their properties rated! Rentlogic needs to build enough traffic on its site, and do it quickly - to build enough momentum to get landlords to pay to have RL's grading featured on their own websites. RL set up such an agreement with Citi Habitats, but this fell through. Now, RL's business model is in jeopardy.

Your ad campaign will increase visitors to RENTLOGIC.COM with a secondary goal of building demand for landlords to partner with RL.

Your campaign will include:

Comprehensive creative strategy: 200 to 500 words

This document will be revised as the project progresses to include descriptions of how the tone of your campaign appeals to your target audience; your rationale for placing your work in various channels; etc. See terms on next page.

New tagline and logo (optional)

Digital, three or more elements:

Shareable graphics

Digital ads, static or animated

Contextual outdoor campaign, one or more elements:

Bus wraps, bus posters; bus shelter, airport posters (portrait format)

Billboards, "junior posters," or taxi ads (landscape format)

Other (projections, rental bicycle, blimp, benches, mobile billboards, etc.)

Motion, one or more elements:

:15 or :30 Television spot

:15 pre-roll (instream) ad (Vimeo or Youtube)

:30 storyboard

Print, one or more elements:

Mailers

Print ads

Flyers

ADVERTISING GRD 4350

Fall 2016

WRITE A CREATIVE BRIEF:

Consider including these terms

BRAND IDENTITY AND EQUITY: How a brand is made evident and sustains value

BRAND PERSONALITY: The characteristics of a brand brought to life—often through advertising

CAMPAIGN: A series of ads based on a single concept

CONCEPT: The HOW as in “How is this ad delivering the message?”

EXECUTION: The way in which the concept is manifested

OWNABILITY: A positioning, identity, and style that make an ad unique

PAGE PERSONALITY: How an ad comes to life

PROOF: Demos that are believable

STRATEGY: The WHAT as in “What does this ad want us to know?”

TAGLINE: A pithy phrase that captures the essence of the campaign

TARGET AUDIENCE: The WHO as in “Who is this ad talking to?”

CRITERIA FOR EVALUATION

STRATEGY: Is your strategy appropriate for the product, the competition, and the target market?

ATTENTION: Does each message come through loud and clear, whether through the headline, the visual, the opening shot, or the first words of the piece?

CONTINUITY: Do your pieces work as a campaign? Is there an obvious theme running through the campaign? Does each part contribute to the overall strategic goals?

LIVELINESS: Is the writing clear, concise, and compelling? Is the look and feel engaging? Does the viewer get a sense of the passion behind the company?

CRAFT: Does every element, whether text, image, support a sense of care and quality?

	Tuesday	Thursday
Oct 18 – 20	Alite crit	Begin RL campaign
Oct 25 – 27	RL	workshop
Nov 1 – 3	RL	In-progress crit with printouts
Nov 8 – 10	Shoot day: attendance optional	RL
Nov 15 – 17	RL	RL
Nov 22 – 24	Holiday	Holiday
Nov 29 – Dec 1	Pin up	Final crit RL
Dec 6 – 8	Presentation, formatting, reworking	All files turned in by 5pm