

Formative Assessment session

BSc (Hons) Fashion Management & MSc Strategic Fashion Management, Year 1
Marketing Management, Week 11 (Seminar)

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Formative Assessment

You are required to present your **Creative Brief** for your brand campaign.

- Week 11, in the Seminar session
- **1 slide presentation** to be uploaded on Padlet board, organised by groups (5-6)
- Your Creative Brief should be based on your research from sections 2&3 and outline your campaign direction.
- In class, working in groups, students will act as marketing teams. Each student will chair a Briefing meeting for 4 minutes. Team will take notes and ask questions (commenting on the CB post)
- No longer than 3 mins - try to allow some time for Q&A.

Academically, this is your opportunity to receive formative feedback on your research so far and intended direction prior to final summative submission.

Creative Brief

- The presentation of a Creative Brief before the campaign development is an industry standard process.
- The Creative Brief outlines what the campaign needs to achieve.
- It needs to be focused on brand and customer equally and provide indication of the campaign purpose and message.

Formative Assessment

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Creative Brief: How is it used?

- Step 1. The teams who need assistance from the creative team will **retrieve the creative brief template** agreed from a company repository like OneDrive, Google Drive, or an online form.
- Step 2. The team that is requesting the project will complete the brief according to their team's needs and goals. The **completion of the creative brief starts with the team requesting the project** so that they can explain their vision and goals clearly to the creative team.
- Step 3. From there, the **brief is sent back to the creative team to review** and –if possible- **presented in a Briefing meeting**. They'll be looking for timelines, resources, and budget requirements.
- Step 4. If they have any questions, they'll go back to the team who wrote the brief and finalize the details.
- Step 5. After that, the **project is kicked off**, sometimes with the help of a project manager, who will check-in with stakeholders on the project and keep everything on schedule, within scope, and within budget.
- Step 6. Once the project is complete, both teams will **review the deliverables against the creative brief** to ensure everything is completed correctly.

PRESENTING YOUR CREATIVE BRIEF IN YOU "CREATIVE BRIEF MEETING"

- Post your one-pager creative brief in your allocated group's column on the Padlet board.
- In your groups, you will take turns to chair the *creative brief meeting* taking place. In your turn, you will present your Creative Brief to the rest of the group (*your team*), talking them through your creative brief document. You can have this on your screen to help your presentation. Your brief should not take longer than 3 mins.
- Your meeting will have 2 extra mins for Q&As and feedback from your peers.

GIVING FEEDBACK

After each Creative Brief presentation, each member of the team will add their feedback in writing. You will do this by adding a comment under the relevant post.

Your feedback should follow the following structure:

- Highlight one or two things the presenter did well.
- A question about something you think needs clarification or further detail.
- Highlight one thing that could be improved, and perhaps provide a suggestion for how this might be achieved in practice.

Formative Assessment

Your Formative Assessment encompasses the following parts:

- Building a Creative Brief document and upload it on Padlet.
- Present your Creative Brief to your group.
- Give feedback to all Creative Briefs from your group.

Remember!

Academically, this is your opportunity to receive formative feedback on your research so far and intended direction prior to final summative submission.

With that in mind, be supportive to your peers by giving genuine and constructive feedback they can take action on and improve their reports!



Padlet board
[Group A](#)



Padlet board
[Group D](#)



Thinks to do this week

Reading:

- Dillon, S. (2018) The Fundamentals of Fashion Management. 2nd ed. London: Bloomsbury Visual Arts. (eBook), Ch.5 (pp124-137)
- Kotler, P. Keller, K, L. Goodman, M. Brady. Hansen, T. (2019) Marketing management. 4th ed. Harlow: Pearson. (eBook), Ch.18 & Ch.21 (pp.708-720)
- **Preparation Activities: Lecture & Seminar**
- Visit shopping destinations (e.g. Harrods / Fortnum & Mason / Liberty / Carnaby Street etc.) to look at Christmas/ holiday campaigns and be aware of how they integrate the story/theme across different medias.

Portfolio Progress Tracker:

- Start planning and conceptualising your communications ideas based on lectures from weeks 10 and 11.
- Commence section 4

Thank you

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