

Value of project management: Global Marketing Campaign

GMT وقت للتسليم: 23:59 20.03.2008

المشتري: Project Management Institute

القطاع:

البلد: United States / Pennsylvania

وضع الشركة: عن الإعلان, مذياع : Branding : المجال

GMT تم نشره : 12:00 26.01.08

الميزانية: \$ 9\$ 000

الحالة: مغلق

لغة الحلول): (الإنجليزية)

1 Step المشتري

[BootB لمبدعي BootB من الذي يكتب ملخص]

With more than 250,000 members in 171 countries, Project Management Institute (PMI) is the world's leading association for project professionals. For almost four decades, PMI has been actively engaged in advocacy for the profession, setting professional standards, conducting research and providing access to a wealth of information and resources. PMI promotes career and professional development and offers a family of globally recognized credentials and standards. PMI also provides networking and community involvement opportunities. www.pmi.org

2 Step هدف المشروع / الوصف

[ما الذي تحاول تحقيقه؟]

To create an integrated global campaign that uses online and print marketing tools to promote the value of project management. The concept for this corporate campaign has to work not only in North America, but also in Japan, China, Korea, India and in the Middle East, where English language advertising will be directly translated into these other languages. We will not be translating for tone, manner or delivery – so the concept must be easily understood in a global context. It should demonstrate how organizations that use project management achieve better business results and are able to manage their talent more effectively than those that don't.

3 Step الجمهور المستهدف

[من الذين تحاول التأثير فيهم؟]

Executives (Senior VP, C-level) of large multinational corporations in North America, Japan, India, Korea, China and the Middle East. Industries of focus include IT, telecommunications, aerospace and defense, construction, finance and pharmaceuticals.

4 Step العرض

[ما الذي تريد أن يحصل عليه الجمهور المستهدف أو يفهمه أو يفعله؟]

Project management enables companies to manage their resources, including human talent, in a way that their projects are completed within defined scope, quality, time and cost constraints. It can make organizations more efficient and financially successful.

5 Step الأدوات المساندة

[ما الذي يدفع الجمهور المستهدف إلى الثقة في عرضك؟]

Organizations that use project management are able to achieve better business results than those that don't. There are stories of real-world organizations that support this statement. CEO of PMI and senior executives of large organizations that use project management could share case studies about the value of project management.

6 Step الشخصية

[ما الملامح التي تميز شخصية العلامة التجارية؟]

Campaign would be innovative and fresh, appealing to busy executives who may or may not understand project management or its value to their company.

7 Step الخطة الإعلامية / الموضوع

[أين سيظهر هذا العمل]

Please generate ideas for innovative marketing opportunities on Forbes.com and elaborate on how they would be integrated with print ads in Forbes magazine (Forbes North America, Forbes Asia; Forbes Korea, Forbes China, Forbes Arabia and Forbes Japan). All advertising should be driving visitors to the landing pages that will provide content (podcasts, articles, etc. on the value of project management).

8 Step عناصر تنفيذية إضافية

[الإبداعية؟ BootB ما الذي يجب توفيره أيضًا للمبدعين من أجل تنفيذ مهمة]

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