



Project Name

Stabilitas Storytelling and Marketing Campaign

Overview

We are looking to grow our marketing efforts to in order to attract more potential customers. In order to do that, we want to tell a great story about Stabilitas to show people that it is a product they need and should use, with the goal of generating qualified leads and increasing growth.

Requirements

You will create collateral to support marketing. You will begin by identifying a unique way to tell a great story about Stabilitas, including: what it is, why it is unique from competition, and the value it adds for customers and users. We will provide a communications architecture to guide your campaign ideas, and we want you to be creative in how you apply that architecture and the market research you perform to the story you want to tell.

The two project deliverables will include a web landing page and an online demo, in either video or slide deck format. The final presentation will include these two deliverables as well as team ideas for leveraging the content they have created.

All the content generated will be on brand, informative and succinct.

Schedule

Weeks 2-4: Define the problem statement and generate first concepts

- Understand Stabilitas as a product, its mission, core functions, philosophy, and vision.
- Research the competitor landscape and the market in general to understand Stabilitas differentiators.
- Research the target audience to understand their pain points and the types of solutions they are looking for.
- Generate drafts for Web Landing Page and concepts Online Demo.

Week 5: Work Session 1 - Feedback

- This session will provide feedback on the deliverables completed to this point. This will include some specific feedback on Web Landing Page, and iteration on concepts for Online Demo.
- Stabilitas and the team members will work together to determine the best format for Online Demo (slide deck vs. video vs. other idea), as well as details on how to complete that phase of the project.

Week 6: Iterate on Feedback

- Based off the feedback received in Week 5, create an online demo of the Stabilitas product. Continue to iterate on feedback from teammates and mentors.

Week 7: Work Session 2 - Feedback

- This session will provide feedback on the deliverable completed the week prior, as well as a comprehensive review of the project. We'd like to understand your thought process on both the deliverables completed and the marketing story overall.

Week 8: Final Presentation

- The final presentation will cover both Deliverables 1 and 2, as well as team thoughts on how best to leverage the content they have created.

Specifics about deliverable for Work Session 1

Deliverable 1 will comprise at least 2 options for a web landing page. This landing page will provide an intuitive user experience with compelling design of an opt-in form to help convert traffic to the landing page into Qualified Leads. Opt-in form will include fields for Name, Job Title, Company, and Email.

Specifics about deliverable for Work Session 2

Deliverable 2 will comprise an online demo, in a format to be decided on no later than Work Session 1. This format will likely be a demo video (90-120 seconds) or demo slide deck. Alternative ideas for an online demo or similar piece of content are encouraged, and may replace the video/deck as Deliverable 2 based on feedback from Work Session 1. Deliverable 2 will integrate with Deliverable 1 (Web Landing Page) to provide incentive for users to provide qualifying information. Deliverable 2 will likely be designed to be accessible after the opt-in portion of Deliverable 1 is complete, but alternative approaches are welcomed.

Specifics about final deliverable

The final version of both the Web Landing Page and the Online Demo.

Disclaimer

You can work with Stabilitas through emails for this project.

This project will likely be built in house at Stabilitas. Therefore, Stabilitas will own the Intellectual Property of all work generated by all participants for the event The Pixel Project. But the participants are free to showcase the work anywhere including resumes and portfolios.