

[RETIRED] PROJECT: Create a Marketing Campaign

We have retired this resource. You may continue using it, but we are no longer monitoring or updating its content. Visit www.ngpf.org for newer resources.

To complete this group project, pretend you've been hired by Chase Bank to make their Chase College Checking appeal to the target market -- college students aged 17-24. They need to compete with online banks, who often offer lower fees, and Chase thinks a team of teenagers can help them gain more users.

Part I: Learn about the account

- A. Carefully review the details of the Chase College Checking on their [website](#). Refer to [page 4 of this PDF](#) for more details.
- B. As you review, decide with your group which aspects of the Chase College Checking you want to include in promotional materials; the details should help convince college-bound students that a Chase account is right for them.
- C. When completing this marketing project, you MUST use the actual terms of the account. For example, if the monthly account fee is \$6, you cannot claim it's only \$2 in order to sound better; you must accurately portray the product.

Part II: Design banking artwork

Chase wants their physical branding materials for this account to appeal to their target market (17-24). Design each* of the following:

- D. A debit card
- E. A check
- F. A promotional flyer (8.5" x 11") to hang around college campuses

*Your teacher may give you additional requirements for these items (hand drawn or digital, actual size or larger, black & white or color, etc).

Part III: Create an advertising spot

Like any Fortune 500 Company, Chase (officially JPMorgan Chase) has the money to pay for commercials, and they want you to write and/or produce a 30-second spot for them to play on television or the radio. Here are your options*:

- G. Low-tech options
 - a. Write a script for a 30-second radio commercial (be sure to include any sound effects, songs, etc).

- b. Write a script for a 30-second television/online commercial (you'll need to include a description of the actions taking place, too).
 - c. Create a storyboard of at least 6 panels for a television commercial.
 - d. Prepare a television/online commercial as a live-action skit to present to your class.
- H. High-tech options
 - a. Produce, record, and edit a 30-second radio commercial.
 - b. Produce, record, and edit a 30-second television/online commercial.
- I. Whether you choose a low- or high-tech option, write a 1 paragraph proposal to JP Morgan Chase that includes *at least* the following information. You can include other details you think are relevant for them to know.
 - a. On what stations should the commercials air?
 - b. What time(s) of day should the commercials air?
 - c. Who should the actors or voice actors be, ideally?

*Your teacher may give you more specific guidelines on what types of advertisements she or he will accept.

For all parts of this project, keep in mind these guidelines:

- ☐ Keep in mind the target market when designing each aspect of the campaign.
- ☐ While your resources should not just be a list of facts, you must include some factual details of the Chase College Checking account. They want their product to shine.
- ☐ You cannot purposely mislead college-bound students with your advertisement; you'd hate to bring negative PR or, even worse, a lawsuit.
- ☐ You cannot make up new facts or change details or components of their Chase College Checking program to make it more appealing; highlight what they're genuinely offering.
- ☐ They don't want a negative ad campaign, slamming their competitors. Focus on the positive aspects of Chase.