# Arash Jalali

## Board of Director at Brief agency

**9Years Of Experience in Digital**

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# What’s the most effective campaign you’ve seen in your life ??

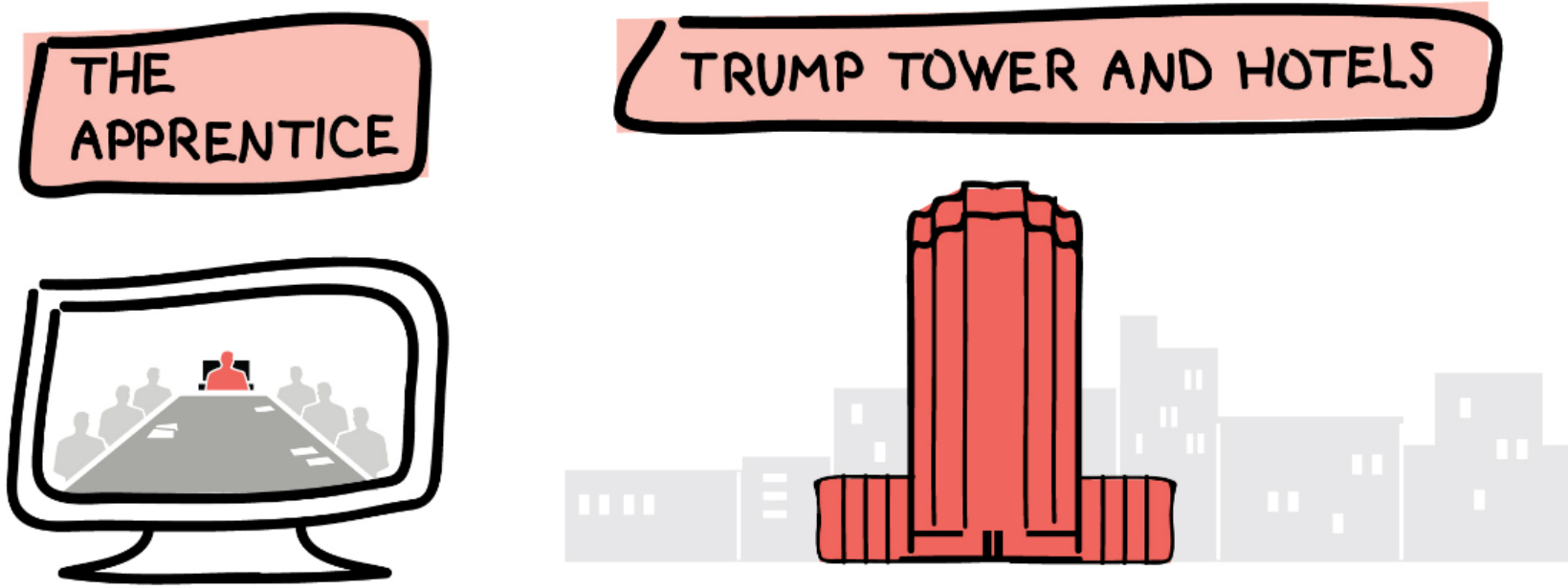
Coca-Cola
IBM
Microsoft
Google
intel
Disney
hp
TOYOTA
CISCO
NOKIA
Gillette
SAMSUNG
LOUIS VUITTON
HONDA
ORACLE
H&M
AMERICAN EXPRESS
SAP
amazon.com
ups
J.P.Morgan
Budweiser
NESCAFÉ
IKEA
HSBC
Canon
Kellogg's
SONY
ebay
THOMSON REUTERS
Goldman Sachs
GUCCI
L'ORÉAL
PHILIPS
citi
DELL
ZARA
accenture
SIEMENS
Nintendo
Heinz
Ford
Colgate
DANONE
AXA
Morgan Stanley
Nestlé
BlackBerry
xerox
MTV
Audi
adidas
HYUNDAI
KFC
Sprite
CATERPILLAR
AVON
HERMÈS
PARIS
Allianz
Santander
Panasonic
Cartier
Kleenex
TIFFANY & CO.
VISA
YAHOO!
MOËT & CHANDON
JACK DANIEL'S
BARCLAYS
Adobe

TIME

DONALD TRUMP

PRESIDENT OF THE DIVIDED STATES

He leaned on his established brand identity



Tweets 223K | Following 65K | Followers 3.39M | Likes 17.7K | Lists 11

Follow

Coca-Cola

Tweets | Tweets & replies | Media

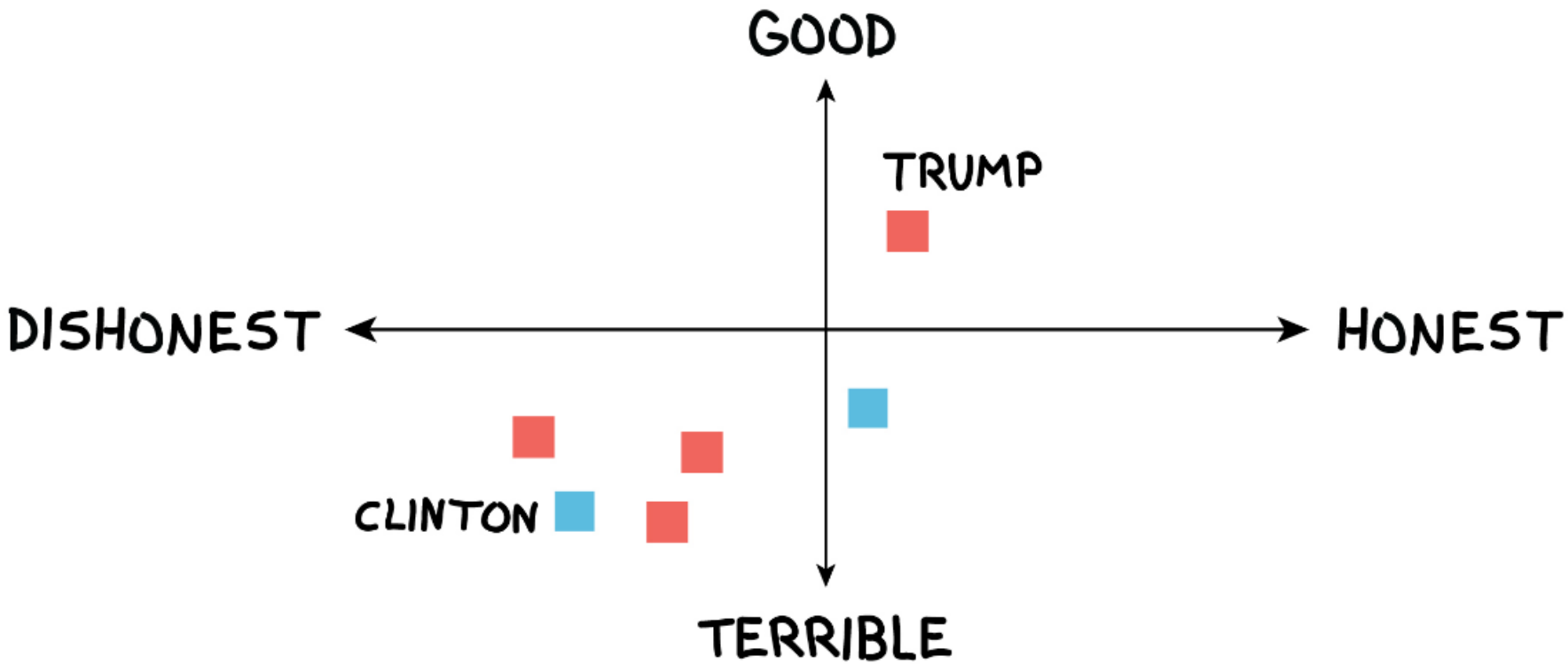
He used an extreme message to stand out from other candidates

DISSATISFIED VOTERS

UBER
ARRIVE IN STYLE
SHOW UP READY FOR THE OCCASION

He repositioned his competitors to make them seem less attractive

TRUMP'S PERCEPTUAL MAP OF HIS COMPETITORS



Coca-Cola
CLASSIC

He leveraged social media to create excitement and buzz

@realDonaldTrump

#MakeAmericaGreatAgain

#VoteTrumpPence16

#MAGA

#DrainTheSwamp

#neverhillary

#VoteTrump

#donaldtrump

#corruptmedia

#crookedhillary

#trumprally

“If i had more time ,
I would have
written a Shorter
Letter“ .

# Campaign Objectives

STEP1

Goals

Branding objectives

Measurement

Budget

# Let’s build a campaign

STEP1

Product categories goals

Reach

Brand awareness

Lead to salse and high reach

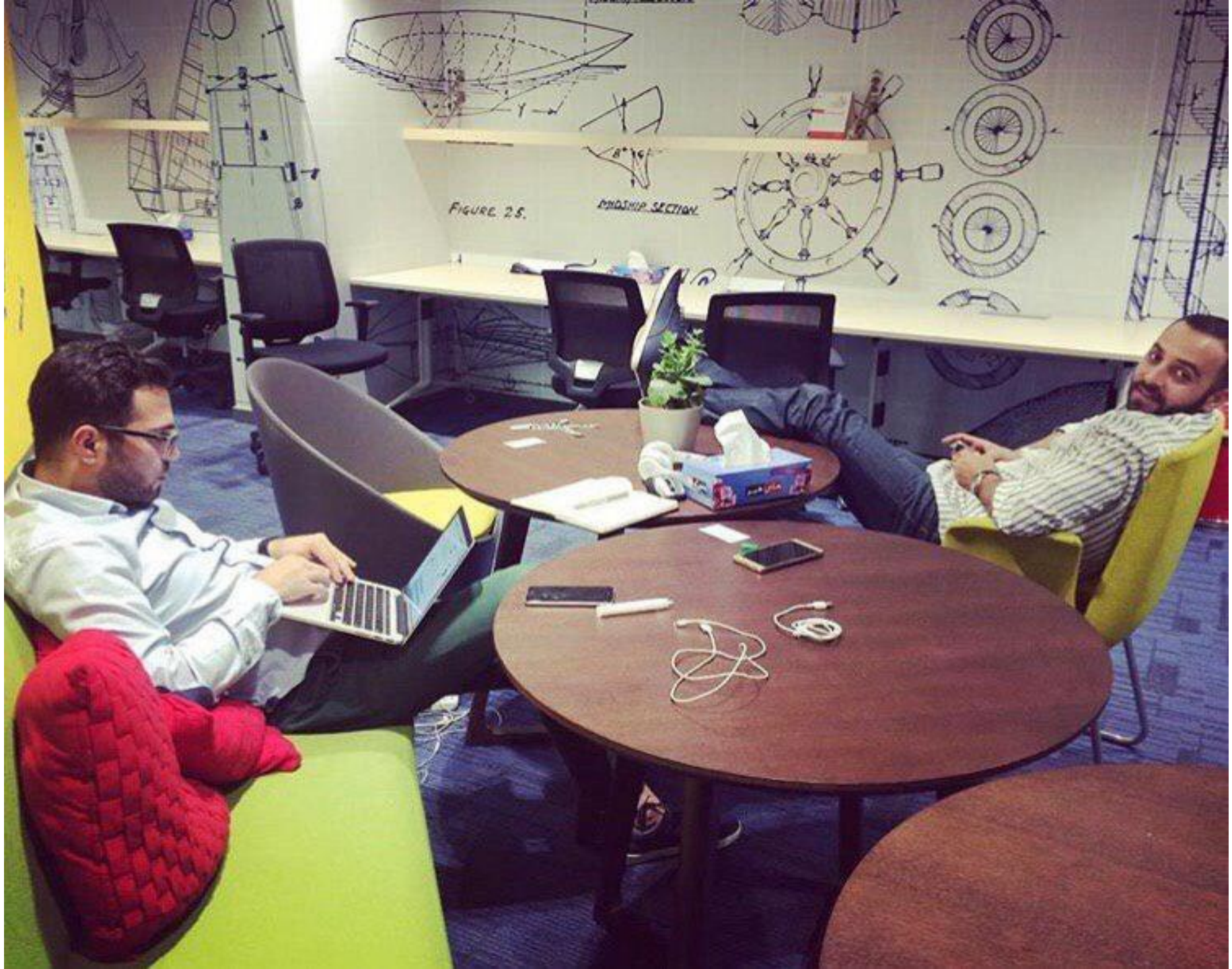
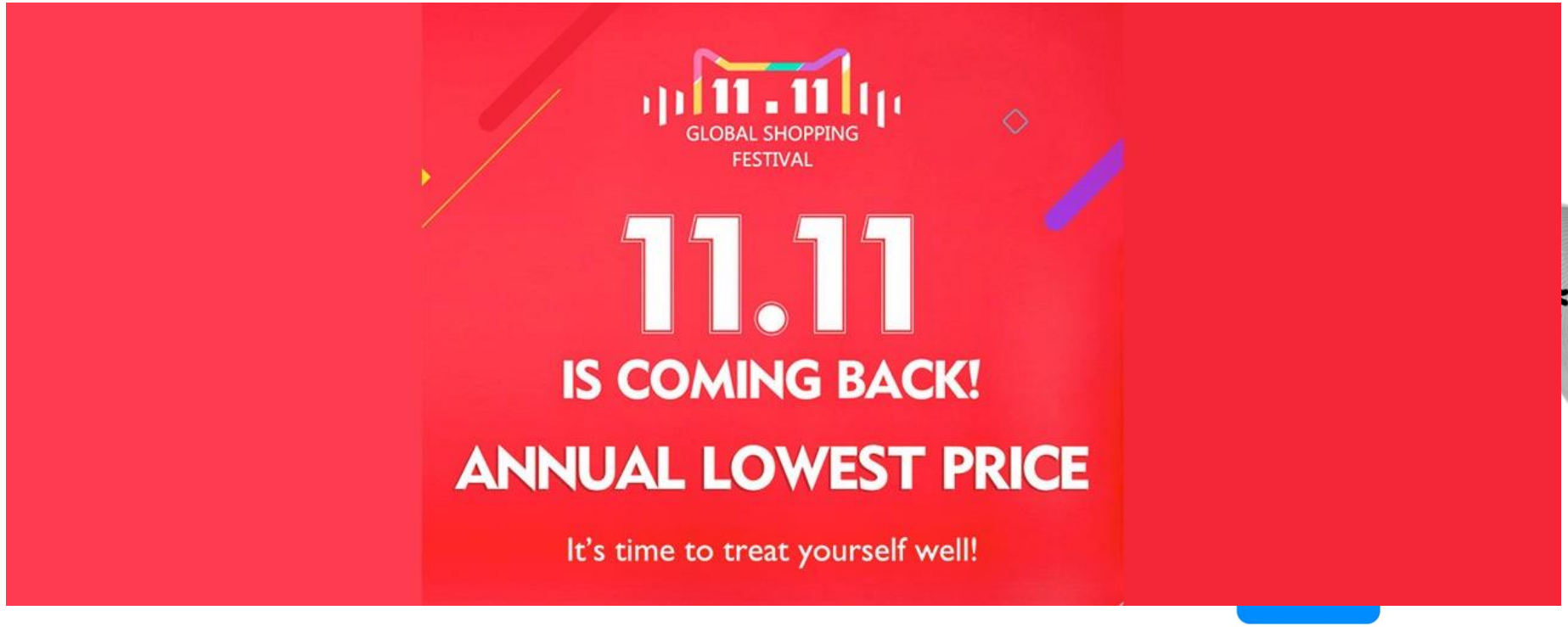
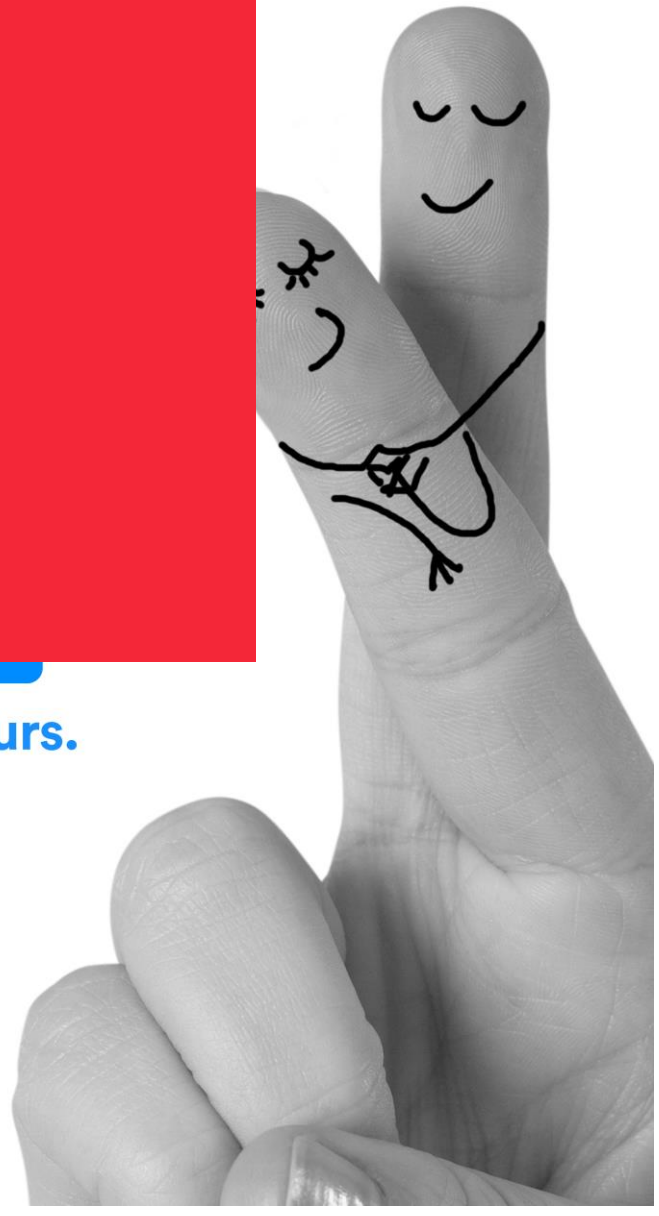


FIGURE 25.
MIDSHIP SECTION


11.11
GLOBAL SHOPPING
FESTIVAL
11.11
IS COMING BACK!
ANNUAL LOWEST PRICE
It's time to treat yourself well!

It's yours.



# Market & Environment Analysis

STEP 2

Target audience

Audience motivations (scenarios(

Intermediaries

Media consumptions and buying process

# Campaign Strategy

STEP 3

- Are there times of the day when your audience is most likely to be recepti
- Are you looking to interrupt with advertising or build relationships?
- How can you add value so that the audience is motivated (directly or indir
- Do you want to create excitement with prizes and give-aways ?

Brief

# Strategies for each form of media

Owned

Earned

Bought

# Tactic

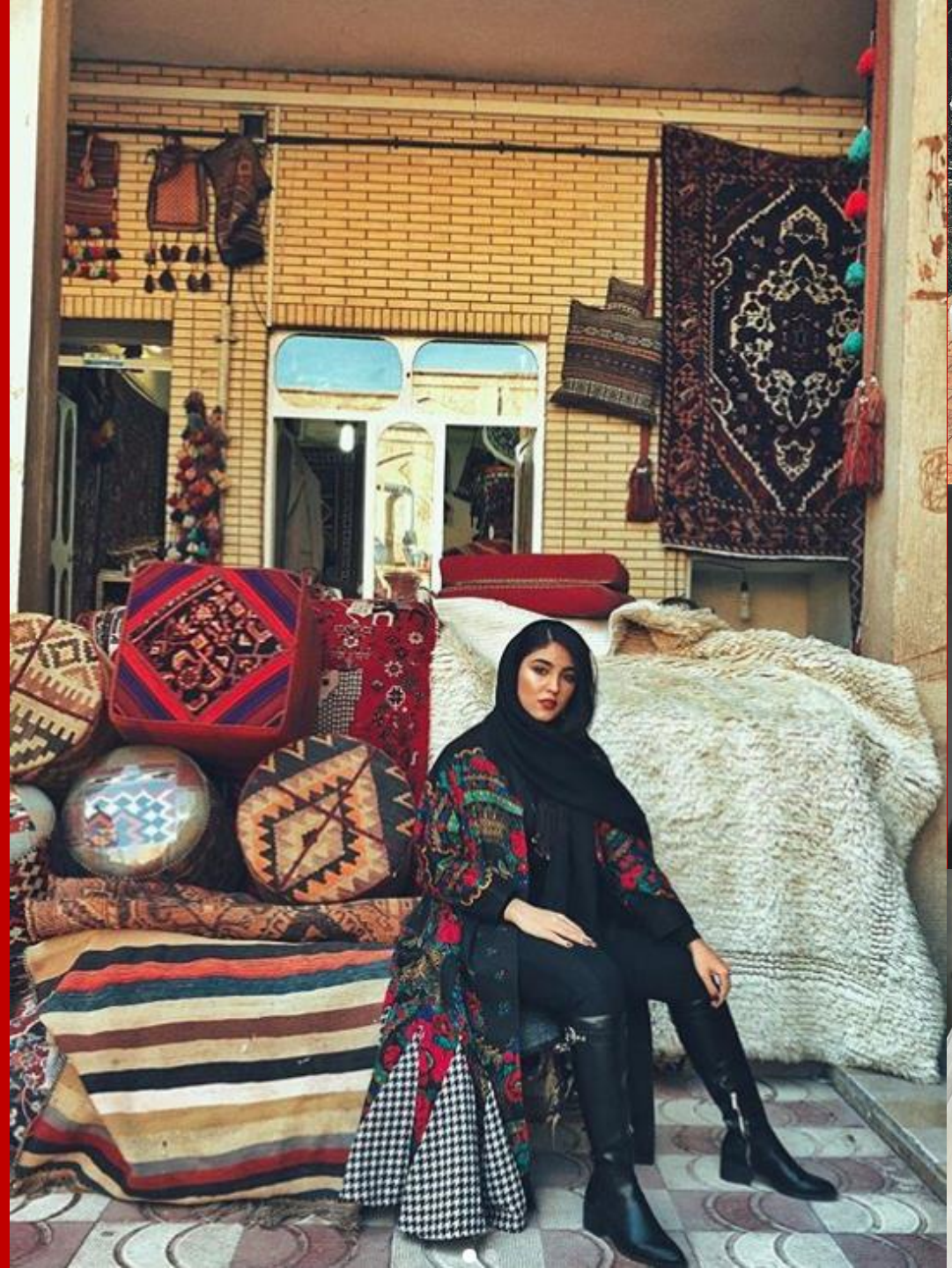
STEP 4

Campaign concept

Earned media

It's only crazy until you do it.

# Instagram Influencer Marketing



raminatorabii • Follow

raminatorabii به قول گلنار «آلبوم ورق زدنی »
خاطرات شمال با شما دو تا خواهر مهربون
محاله یادم بره
دوستیمون ۴ ساله شد ایشالا ۴۰ ساله بشه
دوستتون دارم خیلی زیاد

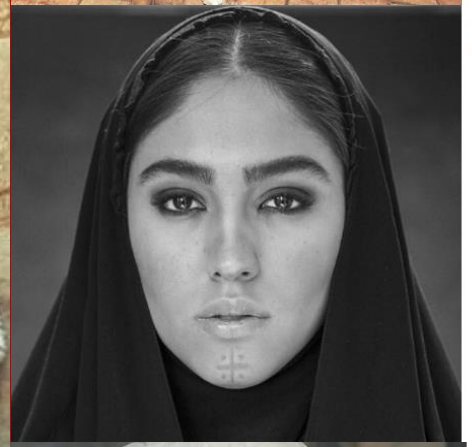
Load more comments

raminatorabii @sepideh_afsharii مرسی عزیزم
raminatorabii @safora_rajabi_ باشه
dast_saz1 از پیج ماهم دیدن کنید
safora_rajabi_ @raminatorabii اخه عکسی که در منو تو پخش شد چونه تون مثل الان نبود اصلا
reza_torabi68 بازهم فامیل دور
mina.faridrad

Liked by ramina_naghioun and 30,581 others

1 DAY AGO

Add a comment...



raminatorabii • Follow

raminatorabii پاییز نیامده ، زمستان شد
...
برگ ها زرد نشد ، خون شد
حسام نیک فال
. تسلیت_اهواز#

Load more comments

forougharam_
ramin7777kh
mohammadreza_gordgiran
ssarar9

raminatorabii • Follow

raminatorabii زیباترین لبخند، عمیق ترین رازها رو پنهون میکنه؛ درخشنده ترین چشمها ، بیشترین اشک ها رو ریخته، مهربون ترین قلب، بیشترین دردها رو حس کرده. .
.
اگر شما هم یکی از طرفدار های میکآپ های خیلی کم و ناز و دخترونه هستید ، بهاره جان گزینه ی خوبی برای انتخابه
.
@baharehbalouti

Load more comments

___faezeeee___ vaghean zibayi
zeynab._b71
ohmylittleparis
zhivan.s.sh متولد چندی تو دختر ناز ؟؟؟

Liked by roya.rev and 21,331 others

# Influencers Has become

# st Effective, Low-cost, And Easiest Ways To Expand Business In T

# Thank You

1

2

3

4

5

Company Color Pallet

# Title (Arial Rounded MT(
# Font : 32
# Bold

# تیتر ( بی نازنین)
# فونت : ۳۲
# بولد

Title color