

**Advertising Campaign**

January 29th 2015 (2:45pm): We have been on the look out for a client whom may need our services. We haven’t found a client as of yet, however we keep looking…

February 5th 2015 (10:38am): we have continued our search for a client, which has lead us towards a small casting agency called Encore Acting. We found them on ShootingPeople.com and saw that they operate around Battersea in London. The company(Encore Acting) is in need of advertising.

February 6th 2015: We have studied their company some more and are becoming more and more interested in working with them. As we found out yesterday, they are in some serious need of advertising. They are so bothered as to which way they are advertising, they would just like some help in getting their business out there. We can help this business with the skills we have.

February 6th 2015 (1:08pm): As the CEO I confirmed to my colleagues that we should attempt to make contact with Encore Acting. I decided that I would contact Claude Askew, the CEO of Encore Acting offering to him our services in the advertising field.

“To ClaudeAskew52@madmail.com: Subject: advertising support

CC: ClaudeAskew52@madmail.com,[TimothyAvila@Andromedamessaging.com](mailto:TimothyAvila@Andromedamessaging.com), [JohnnyWactor@Andromedamessaging.com](mailto:JohnnyWactor@Andromedamessaging.com), [MelodyAndosa@Andromedamessaging.com](mailto:MelodyAndosa@Andromedamessaging.com)

“Dear Claude, I am contacting you in regards to your requests for an advertising company. I am happy to say that myself and my colleagues would be more than happy to offer our ad services to your company. We saw your request on Shootingpeople.com and noticed that we could be of service to your business. We would very much like to work with you to create an advertisement suitable to your needs.

Feel free to contact me as and when. My mobile number Is 07505987621

Yours sincerely, Miles Raconae

February 11th 2015 (12:30am): While out at Costa Coffee with some work colleagues, I discovered on my email account that we had a reply from Claude Askew concerning the offering of our services. The email confirmed between us, that we want to work together to create a suitable and effective advertisement for Encore Acting.

“From: Claude Askew (ClaudeAskew@madmail.com)

To: [TimothyAvila@Andromedmessaging.com](mailto:TimothyAvila@Andromedmessaging.com), [JohnnyWactor@Andromedamessaging.com](mailto:JohnnyWactor@Andromedamessaging.com), [MelodyAndosa@Andromedamessaging.com](mailto:MelodyAndosa@Andromedamessaging.com)”

“Dear Miles, we would be very much grateful if you could assist us with the advertising campaign. We are struggling to meet ends and we need an advertisement to make ourselves better known to the acting and film community. Any help would be greatly appreciated. We will continue to stay in contact and further discuss any important details with you.

Talk with you soon,

Claude Askew”

February 12th 2015: we started discussing viable advertising options and began working out possible options that we could use. We had the choice of Radio, TV and posters.

February 14th 2015: we sent another email to Claude Askew of encore Acting telling him about the three forms of advertising we can provide

“To: Claude Askew ([ClaudeAskew@madmail.com](mailto:ClaudeAskew@madmail.com))

CC: [JohnnyWactor@Andromedamessaging.com](mailto:JohnnyWactor@Andromedamessaging.com), [MelodyAndosa@Andromedamessaging.com](mailto:MelodyAndosa@Andromedamessaging.com)”

“Dear Claude, we would like to inform you that we have one of three choices available for you and your company. The three choices are Radio, TV and Posters. If you make your mind up as soon as possible then we can begin working as fast as we can to create the best production for you.

Many Thanks,

Miles Raconae”

February 15 2015: We got a speedy reply from Claude Askew stating his intentions on which form of advertising he would like.

To: Miles Raconae ([MilesRaconae@Andromedamessaging.com](mailto:MilesRaconae@Andromedamessaging.com))

Subject: Advertising

“Hello Miles, Thank you for your cooperation. It’s much appreciated.

We have decided on the form of advertising we would prefer, we were discussing it early and finalized our choice.

If at all possible could we work together to produce a radio ad?

We’ve already got posters, but they don’t seem to be helping much.

A radio advert would be just what we need.

Many thanks,

Claude Askew”

February 16th 2015: The morning, we started planning out where the advert could be played. We looked at the best possible places and station for the ad to be broadcasted. The first radio station that came into mind was “Space 57.5” as they have many scheduled sections dedicated to films and Television shows. The second option would be to choose “Rigby’s film station” a radio which broadcasts at film events talking about all things film.

The third option would be to place an advert in a podcast. Our collective thoughts concluded that utilizing “Rigby’s film station” would be the most effective way of promoting the company.

February 16th 2:12pm 2015: We sent a message back to Claude Askew letting him know about the three options available to choose from. We told him of our recommended choice of using “Rigby’s film station” as the advert would be broadcast in the most appropriate place.

Claude responded to us confirming his agreement that using “Rigby’s film station” would be the best option.

We then scheduled a meeting with him for February 25th at our office at 3pm.

February 25th 2015: We prepared for the arrival of Claude for the meeting later that day.

February 25th 3pm 2015: Claude had arrived; drinks and beverages were available upon request. We got seated and comfortable and began discussing why “Rigby’s film station” would be the best choice and what we could expect in terms of fees and limitations. Claude told us that his company had 50k to use for advertising and so we were able to work out pricing and costs. We looked at how much it would cost to broadcast on a big radio station, and found that it would cost £2 per 1000 listeners. *“As a rule of thumb, radio advertising is charged at a rate of approximately £2 per thousand listeners at one time. To clarify, if a show has 100,000 listeners at 10am, then buying a 30-second spot at that time will cost you £200. The late show's 10,000 listeners at 11pm would only cost £20.”* *- NetWorkspace*

Using this we discussed suitable times for the advert to be broadcast and tried to work out the expected total costs. We finally came to the conclusion that the advert should be broadcast between around 12pm. Lastly we issued a meeting with Claude for two days time at 1pm. By 6pm the meeting had finished.

February 27th 1pm 2015: The second and final meeting had taken place. Claude had brought all of his associates along for the meeting so that they could collectively discuss with our associates. We spent the afternoon going over all of the creative ideas they wanted, we told them what would be allowed and what wouldn’t. We made agreements as well as the odd disagreement, you know, which was to be expected.

March 2nd 2015: We sent an email to Claude Askew updating him on the current situation telling him that we were renting a recording studio. We reminded him that the advert was looking to be around 45 seconds to a minute and that we needed him to come over and do a voice over.

March 4th 2015 10:40am: We started the production of the advertisement, aiming to have the voiceovers finished by Lunchtime.

March 4th 2015 1pm: A little later than we originally wanted but nevertheless we had the voiceovers completed. As we left the building I told Claude that we would have it edited and finalized by March 6th.

March 6th 2015: We went over to Encore Acting’s head office to play Claude the finalized advertisement. He was very happy with the outcome and we had the go ahead to contact “Rigby’s Film Station” and request an ad spot.

A scheduled time was agreed and costs were accumulated and checked.

The advert would be broadcast on Rigby’s Film Station on April 20th at 5pm. They were broadcasting at many different locations simultaneously so the advert would get much publicity from the broadcast.

April 20th 2015 5pm: we tuned into Rigby’s Film Station and listened to our advertisement.

A few months later we received a call from Claude again thanking us on our cooperation, he stated that the advert had increased the popularity of his company and had done exactly what he needed it to do.