

Task 4 (15 points): Campaign strategy report and presentations

Part 1:

Based on the information you have collected, you will design a campaign strategy for an imaginary presidential candidate (you can imagine the candidate or you can design the campaign for the existing president of the country you chose). You will have to:

- Find a target population for your candidate. Who does your candidate represent?
- Design an appealing campaign message that synthesizes what the candidate stands for
- Design a media strategy that reaches your target population. Where can you reach the target population? Where do they typically hang out? What media format would work best in order to reach the target population?

Part 2:

You will design an ad for your candidate, bring it to class and present it along with your campaign strategy. The ad has to be coherent with your research and your campaign strategy. The class will make suggestions to improve your campaign strategy.

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