

SMAD 342

AUDIO / VIDEO
ADVERTISEMENTS

Madison Advising Peers

MAP



JAMES MADISON UNIVERSITY

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CREATIVE BRIEF

1 / CLIENT

Madison Advising Peers, also known as MAPs are an ambitious group of undergraduate students dedicated to help fellow students in various ways. Their main priority is assisting fellow dukes with general academic advising questions. They specialize in helping with changes in major/ minor concentrations, academic requirements, questions about how to navigate MyMadison, and more. They play a very important role at JMU, helping new students get situated and comfortable with their academics.

2 / OBJECTIVE

Our objective at Madison Advising Peers is to educate new dukes about all things related to academics. By creating a local radio and commercial ad, we will inform fellow undergraduate students about how to succeed at the college level through one on one assistance.

3 / TARGET AUDIENCE

Madison Advising Peers target audience consists of fellow undergraduate JMU students. Madison Advising Peers is targeting new JMU students, underclassmen and transfer students, who are trying to navigate getting adjusted to classes, schedules, major/minors, at JMU. They are looking to help JMU students with all things school related. These students currently attend JMU, live in Harrisonburg, care about school work and their progression at college, care about their future, and spend most of their time on social media platforms like Instagram, TikTok, and Snapchat.

4 / CURRENT MINDSET

The audience's current mindset is that college is confusing and is a big adjustment. They are younger, primarily a first or second year, and are feeling lost trying to figure out what classes they need to take to get everything done in time to graduate.

5 / DESIRED MINDSET

Madison Advising Peers wants to ease the pressure of being a new student at JMU. We want the audience to know how where to go and who to talk to when needing to navigate all things JMU advising.

6 / BIG IDEA/CONCEPT

Your one stop shop for all things JMU advising. These students are struggling to pick their schedules and need some guidance, and maybe even advice on professors to take, and MAPs can help with that.

7 / SUPPORTING EVIDENCE

Students should both understand and believe why Madison Advising Peers are the best way to go through their scheduling process. Madison Advising Peers should be looked at as the one stop shop for all things JMU advising, as stated in our Big Idea. The evidence to back up these statements is that they are other peers / students who are more relatable and understand the true struggles of picking classes. They are always going to be supportive and positive, and give insight adults may not be able to give a younger student.

8 / KEY EMOTION OR TONE

Support, cheerful, helpful, positive.

9 / COMPETITION

Academic Advising

Academic Advising is a program that is extremely similar to Madison Advising Peers. The main difference is that the individuals helping with academic questions are professors. Madison Advising Peers is located on the academic advising JMU website, but it is students helping students instead.

Schedule Planner

The schedule planner eliminates all requirements to talk to adults, students, or anyone for that matter when trying to plan their classes. If a student were to look at their Academic Requirements in MyMadison, they can go into Schedule Planner and have the system put a whole class schedule for them together without them having to schedule a meeting with anyone.

10 / CREATIVE GUIDELINES

Radio Ad: 30-second

Video Ad: 30-second

Logo, Ads, Final Proposal

ANNOTATED RESEARCH

1 / RESEARCH ABOUT BRAND / PRODUCT

1. *Madison advising peers*. JMU. (2022, September 28). Retrieved October 4, 2022, from <https://www.jmu.edu/advising/acadplan/peers.shtml>

Madison Advising Peers, also known as MAPs are an ambitious group of undergraduate students dedicated to help fellow students in various ways. Their main priority is assisting fellow dukes with general academic advising questions. They specialize in helping with changes in major/ minor concentrations, academic requirements, questions about how to navigate MyMadison, and more. They play a very important role at JMU, helping new students get situated and comfortable with their academics.

2. *Madison advising peers*. JMU. (2022, September 28). Retrieved October 4, 2022, from <https://www.jmu.edu/advising/acadplan/peers.shtml>

MAPs offer in person drop in times at SSC 4045, Monday-Thursday: 10am-5pm, Friday: 10am-4pm. They also offer advising zoom sessions to whoever needs it. The MAPs office is closed everyday from 12-1 with limited virtual hours. They are available a lot of the week, and work very hard to help fellow dukes with their academic needs. MAPs offers a variety of help with specific majors. These include general MAPs, School of Art, Design, and Art History, Biology, Honors college, College of Business, Pre Professional health, School of Nursing, and Kinesiology. There is a madison advising peer to help every student at JMU. For questions about this program, Aimee Stright is the person to contact.

3. *Advising and support center ~ madison advising peers*. JMU. (2022, September 29). Retrieved October 4, 2022, from <https://www.jmu.edu/cob/asc/maps/index.shtml>

Looking a little bit deeper into MAPs, we researched some of the biggest majors/schools at JMU. Looking at the College of Business, they provide academic advising information and assisting other CoB students who may have general advising questions, but don't know where to go. MAPs care about their peers, and want to help them achieve their goals by acting as a supportive and friendly resource for students who feel overwhelmed and confused.

4. *Honors academic advising*. JMU. (2022, September 8). Retrieved October 4, 2022, from <https://www.jmu.edu/honors/advising.shtml>

The Honors College provides specialized academic advising for JMU Honors students. They help with academic goals, explaining requirements for Honors, General Education, and degree programs, academic planning and decision-making, and referrals to campus resources

2 / RESEARCH ABOUT MEDIUM

1. "Grow Your Business with Radio Advertising." *Radiocentre*, 11 Feb. 2022, <https://www.radiocentre.org/why-use-radio/the-roles-for-radio/grow-your-business-with-radio-advertising/>.

Radio advertising is a very effective medium for a number of reasons. In my research about radio advertising, I found that it is a great medium for small businesses looking to grow their audiences. Radio ads deliver immediate results that are low cost, efficiently targeted by station type, deliver to a wider audience, focus on a specific location, build relevance and trust, and are unskippable to some extent.

2. *Voicebooking.com*. (2022, September 20). *10 tips for producing excellent radio ads*. Voicebooking, from <https://www.voicebooking.com/en/blog/10-tips-the-secret-of-good-radio-commercials>

When creating a radio ad, it is important to set the stage, develop a mental picture in the listeners head, add music, keep it conversational, use few words, put words in your listeners head, turn a monologue into a dialogue, don't be afraid to pause, find the right tone of voice for your ad, and play with the medium. This article gives a lot of helpful tips and tricks to create the most perfect radio ad.

3. Stanimirovic, U. (2022, August 23). *8 tips and tricks for making a good video ad*. *Brid.TV*. Retrieved October 4, 2022, from <https://www.brid.tv/7-tips-on-how-to-create-a-successful-video-ad/>

When creating a video ad, there are a few key components. Beginning with a key frame is crucial - we liked the articles recommendation about using a surprise. That can be something fun to play with. In addition, we need to make sure the audience feels like we are helping them, rather than selling them the service.

4. "What We Know about Online Video Effectiveness | WARC." *Origin.warc.com*, Nov. 2021, www.warc.com/content/article/bestprac/what-we-know-about-online-video-effectiveness/110107.

According to Warc, online video ads have the same standing principles as traditional TV advertisements. We also found that online video is the most influential in four campaign zones including influential ideas, sales spikes, brand builders, and commercial triumphs. Although it's an attention grabbing medium, it can be great for long term advertising.

ANNOTATED RESEARCH CONT.

3 / RESEARCH ABOUT TARGET AUDIENCE

1. "Madison Advising Peers." *JMU*, 28 Sept. 2022, <https://www.jmu.edu/advising/acadplan/peers.shtml>.

First, we decided to look at the Madison Advising Peers main website to get information about who they are trying to target. At first glance, Madison Advising Peers are JMU undergraduate students who are working to help fellow undergraduate JMU students with general academic questions and concerns. With this, we can figure out that Madison Advising Peers' audience is JMU undergraduate students. Considering the services offered by MAPs, we can assume that they are looking to target more underclassmen who are trying to navigate the beginning phases of college from figuring out their major/minors or navigating MyMadison. MAPs offers services for an array of different majors and concentrations at JMU, so we can conclude that they have a pretty broad target audience.

2. "JMU University Advising (@Jmuadvising) • Instagram Photos and Videos." *Login • Instagram*, <https://www.instagram.com/jmuadvising/?hl=en>.

We also decided to look at the JMU Madison Advising Peers Instagram (formerly known as @jmuamaps, but have moved to @jmuadvising). By looking at the JMU Advising Instagram, many JMU students, mostly underclassmen (Freshman and Sophomores), follow the account. Looking into some of their posts, we noticed a lot of events that seem to be geared towards underclasses such as the Major and Minor career fair. Although this is open to everyone on campus, considering that most upperclassmen are in their major and minor classes, we can assume that these types of events are not geared towards them. They also have posts for transfer students, which makes it more apparent that they are targeting students who are new to JMU.

3. Van den Bergh, J. (2018, June). *How brands can effectively engage young consumers* | WARC. *Origin.warc.com*.

<https://www.warc.com/content/article/bestprac/how-brands-can-effectively-engage-young-consumers/122479>

We also wanted to look at specifics with marketing to the younger generation. We looked to Warc to find information about marketing to Gen Z and found that "snackable" pieces of media cater towards their short attention spans and connects to them through multiple channels. Gen Z also values being expressive and balancing their work life and personal life. This could be an area where they turn to Madison Advising Peers to get information from other undergrad students who they assume value the same things. They are also used to immediacy and enjoy things like "life hacks" which make their life easier and save their time.

4. Goldhill, Emily. "How Rethinking Qualitative Research Can Help Brands Understand Generation Z | WARC." *Origin.warc.com*, June 2018,

www.warc.com/content/article/bestprac/how-rethinking-qualitative-research-can-help-brands-understand-generation-z/122290.

We also found a different article also by Warc, that said many people in the Gen Z generation find technology as an extension of themselves. Because of this, it's easiest to connect with them online, which will be very helpful for the video ad in particular. They value creativity so having an advertisement that speaks to that is important. Their identities also change frequently so "immersing yourself in their entire worlds" is pertinent. This helps strike a chord with them but you also have to be careful that as the advertiser, you're not invading into their personal and creative space.

4 / COMPETITION (For Creative Brief)

Academic advising. JMU. (2022, August 11). Retrieved October 6, 2022, from <https://www.jmu.edu/advising/index.shtml>

The advising center is full of adults who may not be as well-versed in student culture / understand how it may make students nervous to talk to adults when picking their classes. They are a great resource and can help with all things advising, but some people may prefer peer contact and counseling.

Schedule Planner-Enroll (MyMadison). Schedule planner-enroll (mymadison). (n.d.). Retrieved October 7, 2022, from https://www.jmu.edu/computing/ittraining/e-training/mymadison-schedule-planner/story_html5.html

The schedule planner eliminates all requirements to talk to adults, students, or anyone for that matter when trying to plan their classes. If a student were to look at their Academic Requirements in MyMadison, they can go into Schedule Planner and have the system put a whole class schedule for them together without them having to schedule a meeting with anyone.

Concept Descriptions

1. The storyline we chose to go with is a girl who is having a tough time figuring out how to register for classes, so she calls up her friend who is a MAP.
2. In order to demonstrate the distress the student was experiencing, we decided to add an intense ominous tone which is set by the black and white filter and mood-setting music. Once she meets with the MAP, the aesthetic shifts to a bright upbeat setting with fun music.
3. To give some insight to the viewer regarding what a MAP does, we decided to include a screen recording of a student logging into *MyMadison*, going to enroll in classes, and then showing the final class schedule.

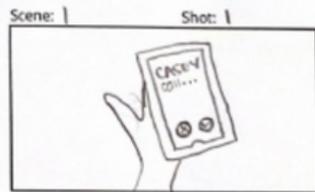


VIDEO STORYBOARD

CLIENT: MADISON ADVISING PEERS DURATION: 30 SECONDS DATE: OCT-NOV 22 PAGE: 1

TITLE: MEET YOU IN SSC!

KEY FRAME (SCENE #): SCENE 3



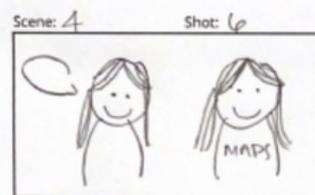
Audio: FACE TIME RING (SEX)
FACE TIME ANSWER
TONE (SEX)



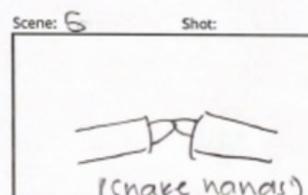
Audio: dialogue



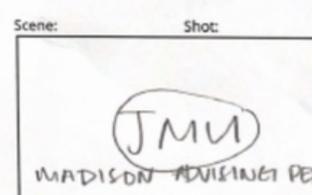
Audio: dialogue →
narration by
Bella



Audio: dialogue



Audio: ANNCR: "MADISON
ADVISING PEERS.
ONLY AVAILABLE AT
JMU"



Audio:

RADIO SCRIPT

Client: MAPs

Agency: MMVS Agency

Writers: Miranda Morrone, Becca Smith, Audrey Valentine, Grace Manganaro

Time: 30 Seconds

Air Date: October - November, 2022

Script

SFX: ANSWERING A FACETIME RING

Bella: (ON FACETIME) Hey!

Casey: Hey, since you're a MAP, do you have time to help me with my spring registration?

Bella: I'm actually at work right now, come to SSC and I can help you out!

SFX: RUNNING.

SFX: DOOR OPENING, CLOSING.

Bella: Casey? That was quick.

Casey: Yeah... um I just sprinted here.

SFX: HEAVY BREATHING, OUT OF BREATH

Bella: Don't stress,

SFX: DEEP BREATH

As a MAP I'm here to help you with registration and any other advising questions. It's literally in my title.

ANNCR: JMU Madison Advising Peers, SSC Room 4045, your one stop shop for all things advising.

VIDEO SCRIPT

Client: MAPs

Title: Meet You in SSC!

Duration: 30 seconds

Pre-Roll

Key frame: SCENE 3

Air Date: Oct-Nov 2022

Video	Audio
SCENE 1: (ECU) BELLA HOLDING IPHONE ANSWERING A CALL FROM CASEY. (1 SECOND) CUT TO NEXT SCENE	(SFX) EERIE MUSIC PLAYING, ANTICIPATING CONCERN AND DISTRESS. FACETIME ANSWER TONE (SFX)
SCENE 2: (CU) BELLA'S PHONE WITH CASEY ON THE SCREEN. CUT	Casey- "I'm so stressed about spring registration."
(CU) CASEY'S PHONE WITH BELLA ON THE SCREEN. CUT	Bella- "I'm actually at work right now at SCC, you should just come and I'll take a look."
(CU) BACK TO CASEY ON BELLA'S PHONE SCREEN. (TOTAL OF 7 SECONDS) CUT	Casey- "Alright, bet."

VIDEO SCRIPT

Client: MAPs

Title: Meet You in SSC!

Duration: 30 seconds

Pre-Roll

Key frame: SCENE 3

Air Date: Oct-Nov 2022

Video	Audio
SCENE 3: (MS) CASEY ARRIVES TO SSC OFFICE. FREEZE FRAME AND TITLE ON CASEY.	Casey - "Can you please help me with MyMadison, I'm not understanding it."
(MS) ON BELLA. FREEZE FRAME AND TITLE ON BELLA.	Bella- "Ok, let me look."
(9 SECONDS) CUT	
SCENE 4: SCREEN RECORDING ON MY MADISON NAVIGATION.	(SFX) EERIE MUSIC CUTS. (SFX) RECORD SCRATCH. (SFX) KEYBOARD TAPPING, COMPUTER CLICKS.
(5 SECONDS) CUT	
SCENE 4: (MS) ON CONVERSATION	(SFX) UPBEAT, HOPEFUL MUSIC. Casey - "Thanks so much for your help. You're a lifesaver."
(5 SECONDS) CUT	Bella- "It's just what I do." (SFX) DING.
SCENE 5: (ECU) BELLA AND CASEY FIST BUMP	(SFX) UPBEAT, HOPEFUL MUSIC CONTINUES UNTIL THE END.
(DISSOLVE TO LOGO)	
LOGO "JMU MADISON ADVISING PEERS"	
(4 SECONDS)	

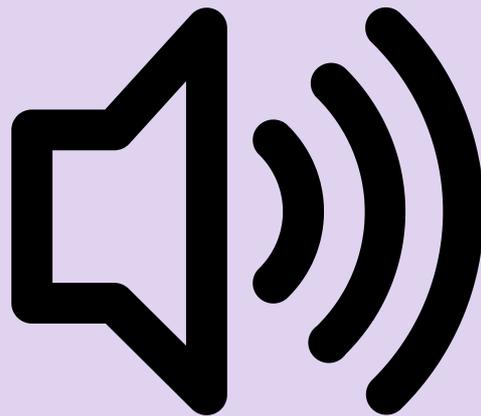
FINAL ADVERTISEMENTS

Mural Link



VIDEO

<https://youtu.be/UCC5Kq7QRRs>



RADIO

<https://youtu.be/CUJ12ByCfNE>

Media Rationale

Our radio advertisement follows a few of the best practices including keeping it simple, getting to the point, and using create sound effects. Although the ad was more relaxed and casual, the message was easy to understand in a way that wasn't obnoxious or brash. What Madison Advising Peers do was quickly addressed within the first line where Casey asked for help. Sound effects were used to our advantage to create a picture in the mind of the audience. The ringtone at the beginning is well known for being a FaceTime call so Bella didn't have to announce that Casey was calling her. We also used fun sound effects of running and the door opening and closing. These were addressed but for comedic affect and to keep the ad light hearted. We also used the name of the client multiple times so that the listener can easily remember who the ad is for. Our television as followed the best practices of thinking visually, getting immediate attention, and giving viewers credit. We used the classic sound from horror movie trailers in the beginning to emulate the feeling of stress that Casey was going through. This grabs the immediate attention of the viewer. The record scratch is used to show that things have changed once Casey goes to Bella for help. The clips after are then very bright and upbeat music is played in the background. We thought that these visual and auditory factors were a good was of showing what MAPs is for instead of spelling it out for the audience. These methods were used to create great radio and TV ads with the most engaging qualities.

Creative Rationale

Our creative approach is to present Madison Peer Advising as a one stop shop for all things JMU advising. We show students struggling with MyMadison, who need serious guidance. Our main goal was to inform fellow undergraduate students about how helpful MAPS truly are, in a humorous way. Due to having minimal time, we decided to use our team as a choice of talent. Audrey and Miranda played Bella and Casey, portraying a stressed student and a helpful MAP. The tones we were trying to portray are cheerful, supportive, helpful, and positive. In our commercial, we also added themes of eeriness, stress, and humor. In the commercial, we used sound effects including: eerie music, FaceTime answer tone, record scratch, computer clicks, and a ding to represent a wink. The eerie music is used in the beginning to show concern and distress, but it stops when Casey receives help from Bella. In our radio ad, the sound effects we used are a FaceTime ring, running, door opening and closing, heavy breathing, and a deep breath. We used these sounds to show an urgency to get help from a MAP. Our "hook" in both our radio and commercial ads are the infamous FaceTime sounds that everyone has engrained in their memory. We believe this is very original and intriguing to our target market.

MEDIA CITATIONS

Ellen, R. Bubblegum Blast. Bubblegum shimmer pop.
<http://links.universalproductionmusic.com/nD82we>

Gamingsoundfx. (2019, April 28). Mouse Click - Sound Effect (HD). YouTube.
https://www.youtube.com/watch?v=h6_8SlZZwvQ

SimpleGamingSounds. (2015, July 15). Record/DJ scratch sound effect. YouTube.
<https://www.youtube.com/watch?v=D3CU7kxMb6E>

Ullrich, & Guber. Click Click Boom. Trailer drums 2.
<http://links.universalproductionmusic.com/HQ9ukU>

YouTube. (2021, August 11). Keyboard typing sound effect (no copyright free to use). YouTube.
<https://www.youtube.com/watch?v=zY4FluYg9kE>

YouTube. (2021, May 14). FaceTime hang up - sound effect. YouTube. <https://www.youtube.com/watch?v=ly36BcFzbpE>