Client and Product: Hannah, the client, belongs in the employee category. The client is worth no less than $10 an hour, but chooses to aim for more. The client has had college education on top of her knowledge of design and the web world.

Target Audience: The target audience is potential employers, or even my current employer. Specifically advertising related employers.

Benefits: Contributes to the company through means of innovation, hard-work, and efficient. I am a fast worker, so I save time and money. I also find creative and innovative ways to simplify processes or tasks, thus I help advance the company.

Current Brand Image: At my current job, I am considered funny but young, meaning I am thought of as incapable of executing higher responsibilities, like managing. I am a hard worker and get my job done. I often give ideas at my job, they are sometimes considered impractical.

Desired Brand Image: I want to be seen as a person who can be hired or giving creative, innovative ideas. I want my potential employers to know that my ideas are better than other employee’s. I also want to be known for online work, like creating content and managing social media.

Direct Competitors Image: My direct competitors are fellow and potential employees. Their brand image, at my current job, is that they are older and more experienced, even if they’ve only been moms and teachers most of their life. They are seen as mature and if one acts like they are knowledgeable, people will listen.

Indirect Competitors Images: The downturn of the economy.

Advertising Goal: My advertising goal is to stand out against the other employees, and to be seen as a valuable contributor.

Strategic Message: “Innovation that stands out against the rest.”

Message Support: In my ad, I made a visual aid implying that I am different and a better employee than others.