



**CREATIVITY UNLEASHED**

**Step into the New  
Media Revolution**

**NMPD SHOWCASE - SAIT 2024**

# Creative Direction

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Every year, SAIT's New Media Production & Design Program (NMPD) showcases its student highlights at this special event, drawing industry professionals, prospective students, design fans, family and friends. This marketing campaign aims to create awareness about this massive event to mainly attract industry professionals as the target audience and reach a large number of attendees. Based on the many areas of knowledge and skills that students acquire during this program, the chosen headline is meant to reflect that after finishing the program, they can create without limits and are ready to revolutionize the industry. The images also give the audience a glimpse of what the NMPD show is all about.

The campaign would be launched on January 2024, and the major push will be 40 days early on the following channels: social media, web, and print, which are the most visited by the target audience and can also measure the reach and success of the campaign more accurately. The colour palette used for the ads have been chosen from the official SAIT palette, as well as the typography (Titillium) to maintain the identity and give a professional tone to the campaign.

## Goals for creating this campaign

The goal of this campaign is to create awareness about the annual event that highlights the skills that second year students have developed through the program, and encourage the attendance of the target market.

## Target market for this campaign

The target market for this campaign are industry professionals and potential employers including designers, developers and other specialists looking for emerging talent.

## When should this campaign roll out

This campaign should roll out after students graduate on January 2024. Phase 1: Online and Instagram ads including hashtags and Call to Action to capture leads. Phase 2: 40 days prior, for a major push, a print ad will be added to provide event details. Phase 3: Keep updating ads, interact with followers, and check event registrations. Phase 4: 10 days before, social media posts will include a daily countdown.

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| <p><b>Tone of voice that will be used for this campaign</b></p>                     | <p>The tone of voice used for this campaign would be a professional, informative and technological tone to convey the spirit of the institute and generate excitement for the event.</p>   |
| <p><b>Call to action (CTA)</b></p>  | <p>This campaign would include several CTA to grab the attention and persuade the target audience to keep the event in mind. Some CTA's this campaign may use are: "register for free", "register now", "save the date", "click to learn more", "share", "#nmpdShowcase2024".</p>  |
| <p><b>Marketing platforms this campaign will be using</b></p>                       | <p>The platforms this campaign will utilize to engage the target audience are online advertising on websites, physical posters, and Instagram as the chosen social media.</p>  |
| <p><b>Why choosing these platforms</b></p>  | <p>The reason to choose these platforms are the effectiveness in reaching the target audience, as they are widely used and have the most visibility. It is also easier to track the success of the campaign.</p>   |
| <p><b>Some ways that the success of the marketing campaign will be measured</b></p> | <p>To measure the success of the marketing campaign for the NMPD showcase, several key performance indicators (KPIs) can be considered: social media engagement such as likes, comments, shares and number of hashtags, website views and clicks on the ads, and the number of people attending at the showcase event.</p> |

# Social Media Post



# Online Display Post

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**Bilboard** 970 x 250

# Printed Display Post

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Printed Display Post attached on the following page (6).

NEW MEDIA PRODUCTION & DESIGN 2024

# SHOWCASE



## CREATIVITY UNLEASHED

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Media Revolution

*save the date*

april 20 - 2pm





# Attributions

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**SAIT brand guidelines** <chrome-extension://efaidnbmnnnibpcajpcgiclfefindmkaj/https://www.sait.ca/assets/documents/about-sait/who-we-are/2021-sait-brand-guidelines.pdf>

**SAIT logo** [https://calgary.wordcamp.org/2016/files/2016/04/-sait\\_icon\\_wordmark\\_vert\\_colour.jpg?w=640](https://calgary.wordcamp.org/2016/files/2016/04/-sait_icon_wordmark_vert_colour.jpg?w=640)  
<https://www.sait.ca/assets/images/sait/logos/logo-sait-vertical-downloadable.png>

**Coding projected on woman** by ThisIsEngineering <https://images.pexels.com/photos/3861969/pexels-photo-3861969.jpeg?auto=compress&cs=tinysrgb&w=1260&h=750&dpr=1>

**camera lens** by rawpixel.com [https://img.freepik.com/free-photo/optical-lens-technology-background-purple-blue-gradient\\_53876-124678.jpg?w=900&t=st=1685403840~exp=1685404440~hmac=7d21c3db426e50df85d3f7118ada0636df9d8d65fff76a774948ca22a36432ba](https://img.freepik.com/free-photo/optical-lens-technology-background-purple-blue-gradient_53876-124678.jpg?w=900&t=st=1685403840~exp=1685404440~hmac=7d21c3db426e50df85d3f7118ada0636df9d8d65fff76a774948ca22a36432ba)

**Interface img girl** by Ali Pazani  
<https://images.pexels.com/photos/2777898/pexels-photo-2777898.jpeg?auto=compress&cs=tinysrgb&w=1260&h=750&dpr=1>

**IQ Code Generator** [https://qr.io/?gclid=CjwKCAjw1MajBhAcEiwAagW9MXHoaQ381NTm2-wx-pJAorJrWQpHM7kkqTqJqs\\_FbTBsJw3prjBeiuBoCLacQAvD\\_BwE](https://qr.io/?gclid=CjwKCAjw1MajBhAcEiwAagW9MXHoaQ381NTm2-wx-pJAorJrWQpHM7kkqTqJqs_FbTBsJw3prjBeiuBoCLacQAvD_BwE)