

MKT 1214 ESSENTIALS OF ADVERTISING
ADVERTISING CAMPAIGN STATUS REPORT

- 1. NAME OF YOUR ADVERTISING AGENCY (GIVE IT A CATCHY, FRESH, HAPPENING NAME).**

Uniku.

- 2. NAME OF CLIENT (COMPANY, BRAND, PRODUCT, CHOSEN, ETC).**

Uniqlo Kaws x Uniqlo series.

- 3. NAMES OF GROUP MEMBERS AND POSITIONS WITHIN YOUR ADVERTISING AGENCY; E.G., GRAPHIC ARTIST, MEDIA BUYER, ETC.**

Account Executive: Rachel Serrano

Media Planner/Media Buyer: Guadalupe Soriano

Media/ Market Researcher: Angie Monge

Graphic Artist: Makonenn Sam

Copywriter/Production: Michelle Wu Feng & Yinghe Zhao

- 4. STATUS OF EACH SECTION WORKED ON (SECTIONS COMPLETED, IN-PROGRESS, ETC.)**

IN THE CAMPAIGN PLAN, THERE ARE 8 SECTIONS A-H AND IN THE CREATIVE SUPPLEMENT, THERE ARE 4 ADDITIONAL SECTIONS.

So far, our team has completed the content of part C & part H and is searching for data in part F. In addition, we need more information to complete part A-E. We have also completed the creative description of part h. Our creative theme: Did you get it? The slogan is: Uniqlo x kaws: Let kaws be together. Reason: We hope that everyone who likes KAWS has its own KAWS. In addition, through this slogan, more people can learn about KAWS. For the 4 additional sections, we still need time to do it.

5. SOURCES USED TO GATHER THE INFORMATION (LIBRARIES, WEBSITES, INDUSTRY ASSOCIATIONS, MEDIA COMPANIES CONTACTED [TV, MAGAZINES, INTERNET, ETC.], OTHER COMPANIES CONTACTED, ETC.).

<https://www.webfx.com/social-media/how-much-does-it-cost-to-advertise-on-instagram.html#:~:text=LinkedIn%20Advertising%20Costs-,How%20much%20do%20Instagram%20ads%20cost%3F,pay%20%246.70%20per%201000%20impressions.>

<https://www.webfx.com/internet-marketing/how-much-does-youtube-advertising-cost.html>
<https://www.webfx.com/internet-marketing/cost-to-advertise-in-national-newspapers.html#:~:text=Local%20newspapers%20charge%20as%20little,need%20to%20pay%20to%20continue.>

<https://www.entrepreneur.com/article/83094#:~:text=Typical%20Cost%3A%20%24500%20to%20%2420%2C000,cover%20of%20some%20national%20magazines!>

<https://www.bluelinemediamedia.com/outdoor-advertising/new-york-city-ny#:~:text=Range%20of%20%24350%20%2D%20%242%2C500%20per,week%20period%20for%20bus%20interior.>