

CAMPAIGN PLANNING & MANAGEMENT

2023

PRAD 3056

Edited by Dr. Vivienne Leung S. Y.

Foreword

Hong Kong has an ageing population, with 29.4% of people aged over 60. This percentage is expected to increase in the future. Typically, those aged 35 to 60 are responsible for caring for elderly parents. This group makes up 39.6% of the population and generally has higher education and purchasing power. The COVID-19 outbreak has added additional challenges and stress for middle-aged caregivers, often resulting in neglect of their own physical and emotional health. It is important to empower them with knowledge and resources to maintain their well-being and effectively care for their elderly loved ones.

To raise awareness of the challenges faced by caregivers, a group of 27 third-year Advertising and Branding students from the Communication Studies Department of HKBU collaborated with a real client named "60-60." The students developed a series of campaign ideas with engaging content and videos on various online platforms, aimed at encouraging more people, especially youngsters, to understand and support caregivers.

The objective of the project was to provide hands-on experience to students in developing digital social campaigns and promoting impactful messages to those in their midlife, particularly the Sandwich Generation, and those responsible

for caring for their ageing parents. The students aimed to shift the paradigm of caregivers and offer a more positive outlook on their role.

Each group created a video promoting care, passion, and understanding towards caregivers while presenting fruitful and creative ideas on brand promotion to the client. The project not only benefited the client but also provided valuable learning opportunities for the student's personal development.

In conclusion, I want to express my gratitude to everyone involved in this project. Your ideas were astonishing, creative, and highly resonated with our target audiences. I am reminded of the saying, "Compassion brings us to a stop, and for a moment, we rise above ourselves." I wish all caregivers in society a healthy, compassionate, and loving life that shines.

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PRAD 3056

2023

CASE STUDY

Group 1

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CLIENT: 60-60

60-60 is a digital platform that provides information, services and products to caregivers and caretakers. It focuses on three content pillars, health, wealth, and happiness, and aims to enable audiences to enjoy a more wonderful life by enhancing these three pillars.

TASK:

Our mission is to increase brand awareness and grow the 60-60 Facebook following by designing a campaign targeting caregivers and careivers.

BACKGROUND OF THE TASK:

The population continues to age, and Hong Kong has become an aging society. Caregivers and carers increasingly need information and services to solve the problems they face. Especially during the recent pandemic, more people have been struggling to take care of the elderly. Therefore, the campaign aims to promote 60-60's platform so that more people can have access to the information, services, and products they need.

RESEARCH INSIGHTS:

Based on our interview and background research, we identified an increasing need to alleviate caregivers' burdens by providing resources and assistance to caregivers as well as caretakers. 60-60 is a platform that connects caregivers with seniors in need of assistance with daily activities, which can provide companionship and social interaction. The platform can also help reduce caregiver burden by providing resources and support for caregivers. Partnerships with healthcare providers and community organisations can help increase the awareness and reach of the platform.

OBJECTIVES:

- Raise the number followers of 60-60's Facebook page by 5%
- Drive traffic to 60-60's website and Facebook page
- Increase the exposure of the 60-60 brand

TARGET AUDIENCE:

Primary: Women 35 to 60 years old

- Demographic segmentation: As the breadwinners and caregivers of the family, these individuals serve as the family decision-maker, so they have to bear most of the pressure and responsibility for the family. Hence, it is common for them to feel stressed. As they have to work during the day and care for their family

at night, they devote most of their time to their family. Meanwhile, their needs and wants are easily neglected.

- Psychological segmentation: These individuals may face difficulties balancing between working and caring for family members. They sacrifice their personal time and, thus, have less time to entertain and relax. As a result, they may feel stressed and tired.

CAMPAIGN THEME:

好好照顧，好好被照顧。讓照顧者能好好照顧被照顧者，也能好好照顧自己。

STRATEGY:

Increase audience awareness of 60-60 by using online-to-offline tactics

TACTICS 1: PAID MEDIA

Execution 1: Radio Pitch

Rationale: Increase target audiences' awareness of 60-60 via the radio, as the target audience's age group matches 60-60 and the radio can reach both female and male audiences.

Media: Radio programme "Share My Song" (有誰共鳴) by Hong Kong Commercial Radio

Details: The founder of 60-60 can share her own experiences on taking care of elder family members and introduce 60-60's features (e.g., information sharing, discussion forums, shopping platforms, and virtual reality). Talking about the challenges caregivers face will resonate with viewers who also care for the elderly. The founder can also mention the campaign "好好照顧，好好被照顧" to let the public know what new services they offer.

Execution 2: Advertorial

Rationale: Increase people's awareness of 60-60 by publishing an online advertorial.

Media: HK01 website and mobile app

Details: The advertorial will be published on HK01 under the "silver-haired group" category, which integrates contents related to elders' health. This category attracts people interested in elder-related topics. HK01 is selected for the platform due to its large reader base and the similar demographics between HK01 readers and the campaign target audience.

The advertorial will be written with the intention to increase people's awareness of 60-60 and direct reader's traffic to the 60-60 platform. It will be written as an interview narrative.

One advertorial will be published and will include the following:

- A brief introduction to the phenomenon of Hong Kong retirees
- The founder's personal experiences taking care of her father and the challenges she encountered
- The reason and vision for establishing the 60-60 platform
- Introduction to the platform's features
- The founder's goals for the 60-60 platform and encouragement for caregivers

【勞碌過後，是更「耆」妙的人生下半場】

60，一個被視為該退休的年齡，一個人生的轉捩點。踏入人生下半場，在家休養、得閒飲茶、幫忙「湊孫」，好像已成香港退休人士恆久不變的公式。在資訊發達的年代，這群銀髮族本應隨時可找到生活樂事，為何他們仍過着一式一樣的退休生活呢？60-60平台創辦人 Cynthia 受家人經歷啟發，身體力行勉勵長者與照顧者活在當下，共渡奇妙人生。

因無助轉化的初衷

Cynthia 憶述從前科技仍未普及，因坊間資訊有限，照顧行動不便的父親時倍感辛酸，光是陪伴父親覆診就得大費周章。由於父親身形略胖，加上腿疾，Cynthia 不得不在覆診前一天預先計劃好行程。現時只要一個電話，講明出發點、目的地和乘客需要，不足五分鐘

便會有的士接送。但在十多年前，Cynthia 需要在馬路邊一直招手，待屢「食白果」終於有車時，她又要獨自將父親由輪椅抬到車廂中，還生怕會在過程中弄傷父親。若選擇乘坐地鐵就更加費神，她先要搜尋哪一個月台有升降機，哪一個出口不用走樓梯……由出門至到站，每一步都要「諗過度過」。

「那時真的很無助。」Cynthia 表示同齡朋友們都沒有類似經驗，根本沒有傾訴對象；即使有互聯網，網上也沒有針對照顧者的資訊，何況那時候並沒有上網尋求支援的概念。無論在現實還是網絡，Cynthia 都找不到發洩的出口，這份無奈深深影響她，以致後來成就了 60-60 的誕生。

一個分享平台

Cynthia 相信她的經歷並不獨特，在香港還有很多「同道中人」，盼望着理解與安慰。於是，她為一眾照顧者和被照顧者開發了資訊分享平台——60-60。在香港人的認知裏，60 歲與退休劃上了等號，勞碌一生終究要退下休息，Cynthia 卻認為人生更精彩的下半場始於 60。

年老，雖然意味着要更關注健康和財富，甚至有很多生活瑣事要依賴別人照顧，但並不代表不能度過更豐盛的人生。Cynthia 受自己與父親相處的點滴啟發，建立了 60-60。平台資訊圍繞充實退休生活，除了提供健康資訊和理財知識，Cynthia 亦會定時分享與父親之間的趣事和遇過的障礙，希望為讀者帶來共鳴。除此之外，60-60 亦關心照顧者的心態和健康，所以平台附設網店，出售各種薰油和美容產品，希望照顧者在照料長者時也不忘愛錫自己。

創立近十年，60-60 一直致力為照顧者及被照顧者提供實用資訊。在疫情期間，平台與 50+ 健身薈合作，結合 VR 科技，將健身室 360 度全面呈現於網上，讓長者足不出戶便可體驗到健身樂趣。另一方面，60-60 亦邀請專業人士撰寫專欄，分享如何在疫情間保持樂觀。

小平台的心願

60-60 設立的原意是想讓更多人正視照顧者與被照顧者的需要，從而透過分享平台鼓勵長者珍惜並活出更精彩的人生下半場，亦寄語照顧者能在看護長者時好好照顧自己。Cynthia 坦言平台仍有不少發展空間，希望可在未來提供更多類型的資訊和服務，尤其現時疫情放緩，相信長者與照顧者會珍惜共處機會，周圍玩樂。

更多資訊盡在 <https://60-60.org/>

TACTIC 2: COLLABORATION WITH NON-GOVERNMENTAL ORGANISATION (NGO)

Execution

Rationale: Increase people's awareness of 60-60 using offline to online tactics.

Media: Facebook page and official website of 60-60 as well as the care centres of The Hong Kong Society for the Aged

Details: 60-60 will collaborate with The Hong Kong Society for the Aged to organise regular IT courses for the elderly who are caretakers to learn how to use their smartphones, send WhatsApp messages, and use social media platforms like Facebook. Although the IT courses will be held at the care centres of The Hong Kong Society for the Aged, we hope to reduce the time needed for caregivers to teach the elderly how to use electronic devices while engaging caretakers in learning new skills and better adapting to the current society. The online and offline channels will be interconnected; after caregivers see our course promotion and help caretakers register for this course, caretakers can visit the care centres to attend IT courses and learn how to use electronic devices, including setting up their social media accounts. Thus, caretakers can follow the 60-60 Facebook page if they are interested in elderly-related services and join other 60-60 events in the future.

TACTICS 3: OWNED MEDIA

Execution 1: Interview Video with Caregiver

Rationale: Increase people's awareness of 60-60 by resonating with the audience.

Media: Facebook post

Details: We interviewed a caregiver to learn about what she needs and what we should provide for caregivers. Through the interview, we hope to show our audience that we care about the needs of caregivers. In the Facebook post, we will use links to direct online traffic to our website and our page, which will help us to build 60-60's brand awareness.

Facebook post:

Post Content:

前陣子，我們訪問了蔡太。她是一個照顧者，照顧着兩位年老的長輩，還有她的女兒。我們問她認為照顧者需要的是甚麼，她說是一個平台、一些可靠的資訊、以及一些支持。

幸運地，這些我們 60-60 都有。

我們不但為照顧者提供一個平台，還在平台上分享不同的資訊，令被照顧者能更舒服、有效地照顧到被照顧者。我們的網店能為照顧者提供令他們生活質素改善的產品。我們的 360 度 VR 體驗能讓人足不出戶地了解到各個場地和社區設施的用途。為的只是讓照顧者與被照顧者都能好好生活、好好被照顧。

一直以來，你辛苦了。追蹤我們 60-60，讓我們一起走下去。

Facebook 專頁：

<https://www.facebook.com/6060.org?mibextid=LQQJ4d>

網站：

<https://60-60.org>

Interview video screenshots:



Execution 2: Interactive Social Media Post

Rationale: Increase people's awareness of 60-60 via Facebook posts, as it is easy to communicate and engage with current and potential followers.

Media: Facebook

Details:

We will launch a series of interactive Facebook posts to consolidate current followers and increase engagement by creating a consistent and engaging presence on 60-60's Facebook page. The topics will focus mainly on caregiving-related topics, hashtags, and tips for giving good care. We aim to provide value to followers and help establish 60-60 as a trusted and authoritative brand in the caregiving space.

Facebook post:

60-60
2022年9月27日 · 公

【五樣必備好物，讓你的照護事半功倍】
俗語有云：「工欲善其事，必先利其器」，要照顧家中長老，選擇好嘅工具可以有效減小照護負荷。

五樣必備好物 讓你的照護事半功倍

智能藥盒
幫助老年人記錄和提醒藥物劑量和服藥時間，避免遺漏或重複服藥。

智能健康監測器
隨時掌握老人家的健康狀況，例如血壓、心跳等，及時發現問題。

香薰油
按摩能改善血液循環、增強肌肉的彈性，幫助老年人緩解身體的疼痛和僵硬感。

人體感應燈
當老人家起床時先會自動感應開燈，避免摸黑走路時碰撞到物件而跌倒，減少家居意外發生。

防滑墊
浴室最容易發生意外嘅地方，放置防滑墊能有效減小老人家沐浴時跌倒的風險。

Post Content:

【五樣必備好物，讓你的照護事半功倍】

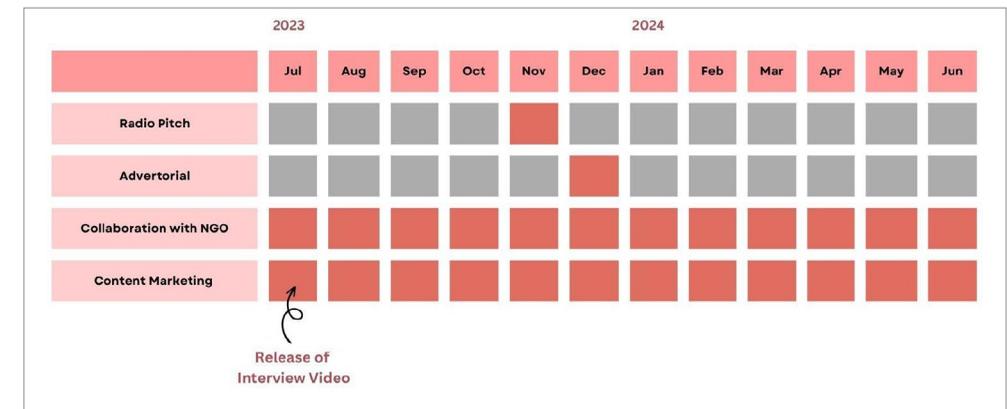
俗語有云：「工欲善其事，必先利其器」，要照顧家中長老，選擇好嘅工具可以有效減小照護負荷。

1. 人體感應燈：只有當老人家起身時先會自動感應開燈，避免係摸黑走路時碰撞到物件而跌倒，減少家居意外發生。
2. 防滑墊：跌倒長年以嚟都係老人家嘅隱形殺手，而浴室又係家中最容易發生意外嘅地方，放置防滑墊能有效減小老人家沐浴時跌倒的風險。
3. 智能健康監測器：能隨時掌握老人家的健康狀況，例如血壓、心跳等，及時發現問題，更好地照顧家人。
4. 智能藥盒：可幫助老年人記錄和提醒藥物劑量和服藥時間，有助於提高藥物治療的效果和降低重複服藥造成嘅健康風險。

5. 香薰油：按摩能改善血液循環、增強肌肉嘅彈性，幫助老年人緩解身體的疼痛和僵硬感。而且老年人會因身體機能逐漸衰退，生活節奏嘅改變以及壓力等因素影響導致失眠問題。而我地 60-60 嘅網店有售日本製嘅純天然精華油 Akiku Aroma，有助解決老年人失眠狀況。<https://60-60.org/產品/akiku-aroma-助眠-保健-快樂-減壓-抗菌防疫活力提升10/>，而家分享文章仲可以獲得優惠碼！

以上係一部分照顧老人嘅好物推介，話我知你睇完之後最想入手咩好物，或者如果你有用過啲咩好物，亦都歡迎留言交流～

MEDIA PLAN AND TIMELINE:



BUDGET:

Item	\$
Advertorial	40,000
Logistics (Collaboration with NGO)	30,000
Social Media Advertisements	20,000
Others	10,000
Total	100,000

KPIS:

- Facebook page: Number of followers
- Facebook posts: Number of engagements, cost per engagement
- 60-60 website: Number of visitors and new visitors
- IT course: Participation rate
- Advertorial: Cost per thousands

CONCLUSION:

To conclude, our team aims to increase awareness and connect caregivers through our campaign involving a radio pitch, advertorial, collaboration with an NGO, and social media marketing to encourage caregivers that they are not alone in their caregiving journey. We seek to increase brand awareness and help drive traffic to 60-60's official website.

KEY LEARNING:

Lai Yin Tsun, Parco

In this project, I have learnt a lot about how an integrated marketing campaign is executed. At the beginning of the project, we learned how to do effective research about consumers' insights. We learned about the needs and insights that we didn't know before. Through the SWOT analysis and the client brief, we got to know about the positioning of the brand and how we should promote the brand. We conducted a video interview with the caregiver and learned how to prepare and execute a proper interview as well as how we should present it in video

to attract the audience's attention. It was a very fruitful experience for us to practise interviewing strangers, and the interviewee's opinion helped us a lot in the campaign.

In the brainstorming process of our campaign, we came up with many different ideas, and we needed to be selective to choose the best one. We needed to refer to the client brief and budget to see which execution is the most feasible and able to meet the objective. This process allowed me to experience the actual process of selecting and filtering ideas and how to concentrate them into the

most suitable one. I also learned about the importance of teamwork and how good teamwork can help us work on the project efficiently. After getting the initial feedback from our client, we felt encouraged and determined some of the limitations of our campaign. My mindset became more flexible and adaptive as the plan needed to be modified and improved. We further honed our campaign, and I learned about the importance of striving for the best.

In the final stage of this project, I learned about what a good campaign is. In a good campaign, we need to be integrated; the ideas and execution should be connected to make the message effective to

the audience. If the campaign is integrated enough, even if the idea is simple, it can be communicated effectively. In addition, this campaign allowed me to know more about how social media, advertorials, and radio work. Together with the knowledge that I have learnt in different courses and lectures, I believe this will be a very useful experience for my life.

To conclude, I am pleased to have worked on this project. Through this project I have developed my campaign planning skills and interpersonal skills. I also had the chance to work with a real client and experience the working process realistically. It was a fruitful and enjoyable experience.

Chee Hiu Man, Huma

I gained a new perspective on the entire marketing process while working on an integrated marketing campaign. I learned important things about many marketing factors that are crucial to any marketing endeavour. I got the chance to pick up new abilities throughout the project, and each stage of the procedure gave me a better understanding of how to design an effective campaign.

One of the most important takeaways from the project was the research process. I learned about the significance of properly conducting consumer research and how it can inform the campaign strategy. By analysing the client brief, conducting surveys, and reviewing competitor strategies, I gained a deeper understanding of the brand's positioning and how to promote it

effectively. The research phase also allowed me to identify key consumer insights that were instrumental in developing the campaign strategy.

One of the most significant challenges of the project was creating a comprehensive plan that included various marketing channels. Brainstorming ideas and identifying the best channels to reach the target audience required creativity and critical thinking. I learned how to create a plan that incorporates social media, paid advertising, and other marketing channels to deliver a consistent message that resonates with the target audience.

Working with a real client was a unique opportunity to develop my interpersonal skills. I realized the importance of effective communication, feedback, and teamwork. The project required collaboration among various team members, and each team member's contribution was essential to creating a successful campaign. I learned

about the significance of being flexible and adaptable when working with a team, as it is essential to pivot quickly if the strategy is not working.

In conclusion, working on an integrated marketing campaign was a comprehensive learning experience that allowed me to gain valuable skills and knowledge. I learned about the importance of consumer insights, brainstorming, execution, and modification. The experience provided me with a greater understanding of the entire marketing process, including the significance of teamwork, feedback, and flexibility. The project also taught me about the importance of integration and how to communicate effectively with the target audience.

Overall, I believe that the experience of working on an integrated marketing campaign has equipped me with the necessary skills and knowledge to succeed in the field of marketing.

Wong Hoi Yin, Kelly

Through this project, I have developed a better understanding of the challenges faced by both

caregivers and caretakers as well as how to plan a holistic campaign with my groupmates.

The personal insights provided by the founder of 60-60 and our interviewee inspired me a lot. In previous courses, I have done a few campaign planning assignments that are more brand-oriented, and I tended to think from the brand's perspective when designing strategies. This project gave me opportunities to get in touch with the target audience and gain more in-depth and relatable insights for campaign planning. Having face-to-face conversations with the target audience was certainly a precious opportunity, especially for the relatively niche segment of caregivers, who are not uncommon in our society but whose concerns may not have been heard. Thus, I learned the importance of listening as well as understanding what the target audience needs in order to make a campaign that is beneficial to both the brand and society.

In addition, I really enjoyed the process of campaign planning, from the very first stage of brainstorming to finalising the campaign theme, and I think we turned possibilities into practicalities. As we confirmed our campaign theme in the very initial stage, the most challenging

part for me was designing tactics that best suited our theme and objectives. For instance, we changed a few executions after the interim discussion and decided to put more focus on the linkage between offline and online, which we were not aware of at the very beginning. Luckily, we managed to develop a feasible idea in redirecting offline traffic to the online platform. Most importantly, I learned that a campaign would not be holistic if the linkage between online and offline is not strong enough, and a consistent theme should be maintained throughout the whole campaign.

Finally, I genuinely cherish the opportunities I had to work with my groupmates, and I think we demonstrated very good teamwork. Because of my groupmates, I learned that many factors affect the campaign's effectiveness, including people. As we may have different ideas regarding the campaign executions, conflicts may sometimes arise. However, all our members were willing to share their concerns and listen to one another, so we did not have groupthink and did not follow one person's ideas blindly.

The process of challenging different ideas and appreciating the good ones made our campaign more comprehensive and applicable.

Ultimately, I believe that we must have good cooperation in order to develop a successful campaign.

Ling Ho Yuet, Josie

Working on this project was a precious experience, as I not only developed a better understanding of the campaign planning process, but also got to know more about the needs and wants of both caregivers and caretakers in Hong Kong.

As a communication student, I have experience creating different campaigns, but they are all more advertising-oriented and just imaginative. This project was the first time I created an integrated marketing campaign for an actual client, and it was quite challenging. At the beginning of this project, the client shared her experience and job expectation in class, and it inspired me to be more aware of the caregiving and caretaking issues in Hong Kong. As we know that it is essential to understand the company, the market, and the client, a SWOT analysis was conducted as the first step of our project. It is not hard to

do company and market research, but it is difficult to step into both caregivers' and caretakers' lives to understand their needs. Although we were required to gain first-hand information by interviewing some caregivers, the first difficulty we faced was failing to find a suitable person for the interviewee. Luckily, we were finally able to interview a suitable caregiver, film their daily living scenes with the caretakers, and gain some insights from the information they shared. This experience was very helpful as it allowed us to practise finding targeted interviewees, preparing interviews, trying our best to create a video that is attractive and appealing to the audience, observing and understanding consumer behaviour, and gaining insights from their personal experience.

In addition to getting research insights, another difficulty that we faced in this project was creating

a campaign that was creative but feasible. Unlike other assignments when we created a campaign for a brand without any restrictions, this time, we had to make sure all our executions were feasible to achieve our client's goal within a limited budget. Thus, we conducted lots of meetings, shared and discussed all our ideas, and finally chose the ones that were the most suitable and practical for this project. Personally, it was tough and tiring to think of an idea that could reach our objectives, especially when the company's competitive advantage was not that obvious at first and we had to create brand awareness for both caregivers and caretakers. However, after rounds of discussions and consultations, we were finally able to create a campaign with three suitable tactics. The most important thing that I have learnt is that, even if the objective is focusing on the online channel, a good campaign

should include executions that drive traffic both online and offline. For instance, although the idea for one of our tactics, the elderly IT course, was simple and common as it integrated well into our campaign and interconnected both online and offline channels, it was already a good tactic that should be included in the campaign.

Although difficulties and challenges occurred, it was very satisfying to see the final outcome and receive positive comments from the client. Working with my groupmates was also enjoyable. Although conflicts often occurred, we respected each other and worked to solve the problem together. By learning different techniques like how to better understand the target customers and turn the customer insights into execution, I really treasured this hands-on experience in creating a campaign for 60-60.

Lo Hoi Fung, Leo

In the campaign management course, I learned a great deal about the whole process of campaign planning. From conducting the

situation analysis and background research to brainstorming campaign themes and tactics, the course provided me with a full picture of

planning and running a campaign. I particularly appreciated the detailed explanation of the IMC components, which helped me understand the various responsibilities and tasks that come with planning a successful campaign.

In this campaign project, I was responsible for conducting background research, analysing the target audience, setting objectives and KPIs, and reaching out to interviewees. Although these tasks may seem basic, they are the foundation of the whole project and guide the overall direction of the campaign. I realized that even basic tasks are important, and a considerable amount of effort is needed to complete them effectively.

Working for a real client, I learned how to apply the knowledge gained in the classroom to real-life situations. This practical approach made the knowledge more memorable and long-lasting, preparing me for future campaigns. Our weekly meetings to discuss the campaign details and the interview helped us get used to group work and a busy schedule. I learned how to communicate and work as a team, contributing my individual power

and strength.

One of the significant challenges we faced was finding and reaching out to an interviewee. We had difficulty finding a caregiver who was over 65 years old and willing to share their story in front of the camera. It was my first time conducting an interview, and it was a time-consuming process that served as a bridge between my team and the interviewee. I had to keep exchanging thoughts with the interviewee and my groupmates and updating the available schedules and venues. Despite the challenges, it was an amazing experience to see my relative on camera.

I also learned a lot from working with the client. As our target was a small client, we had to think more practically, such as considering the budget and the client's connection. We had to respect and consider the client's preferences and comments when planning the campaign instead of only presenting our ideas.

I also learned that changes can come faster than plans, and we need to be able to respond quickly. For instance, the first interview we conducted did not fulfil the

assignment requirement as the interviewee's age was above the target audience's age range. We immediately regrouped and discussed a backup plan, which resulted in conducting a second interview.

Furthermore, I learned the importance of communicating our difficulties instantly and supporting them with reasonable explanations if we cannot complete a task within the deadline. It was also important to be brave to express and defend our ideas and persuade the client when we could justify them with concrete

evidence.

Finally, the course was a service-learning course, and our contribution to the project benefited society. Through the project, I became more concerned about the crisis caregivers are facing. The interview helped me learn more about the experiences and problems my relative faced, which she had not actively mentioned before. This project even improved my relationship with my family members, which is an unexpected treasure.

Cheung Ngai Man, Amy

It is a rare and valuable opportunity to design a campaign for a real client during my studies. In this course, I learned a lot about campaign planning. It allows us to apply the theoretical knowledge we learned in class to a real-world scenario, which helped us develop essential skills and gain practical experience.

First, I became more familiar with target audience analysis. In the previous course I studied, most of the campaigns we designed were aimed at rejuvenating a brand and attracting

teenagers and younger generations. We were the target audience, and it was easier for us to understand the desires and behaviour of the target audience. However, the target audience for the client 60-60 are caregivers and caretakers who are from the Millennials, Generation X, and even Baby Boomer generations. We seldom come into contact with this group of people unless we need to take care of our grandparents. We have to make more effort to identify their needs, preferences, and behaviour patterns so that the

message and content we create can resonate with the target audience. Interviewing the target audience can help us dig deeper to understand their lives and the problems they are facing while giving us audience insights.

Furthermore, the course enhanced my ability in media planning. We have to identify the most effective media channels for reaching the audience. For example, the older generation is not familiar with the digital world, but our client prefers using digital media. Hence, most of our executions were online, including radio, Facebook posts, and advertorials, and we also used the O2O strategy to drive offline traffic to the 60-60 Facebook page. This approach could reach the target audience and meet the client's requirements at the same time.

In addition, there were some

difficulties and limitations while designing this campaign, such as the limited budget. However, these challenges allowed us to think critically and creatively to find the most cost-effective tactics to increase audience awareness of the 60-60 brand. I also learned the importance of creativity in a campaign. Even with a low budget, tactics can be effective in attracting the audience if they are creative and interesting. With these difficulties, our team bonding grew stronger, and we overcame the challenges by helping each other.

Overall, I had a meaningful and great experience planning a whole campaign with my groupmates. I learned valuable skills and knowledge that will benefit my future career. From this course, I gained practical experience and knowledge, and it was an excellent opportunity and practice for me.