

Role Play Activity: Creating Media Content for a Digital Marketing Campaign

Objective:

Participants will work in teams to simulate the creation of a **digital marketing campaign** for a new product launch. Each team member will take on a specific role, and the team will collaborate to produce **text content**, an **image**, and a **video** as part of the campaign.

Duration:

45-60 minutes

Materials Needed:

1. **Laptops or Tablets** for each participant.
 2. **Access to tools:**
 - Google Docs or Microsoft Word (for text content).
 - Canva, Photoshop, or similar tools (for image creation).
 - iMovie, Adobe Premiere Pro, or similar video editing software (for video creation).
 3. **Pre-assigned product brief** (optional): A short description of the product they are promoting (can be anything such as a new app, food item, or electronic gadget).
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Scenario:

Your team has been hired by a company to create a **digital marketing campaign** for a new product launch. The product can be anything (decide as a group, or use a pre-assigned product brief). You need to create three types of media content:

1. **Text:** A blog post or social media caption announcing the product.
2. **Image:** A product flyer or promotional graphic.
3. **Video:** A short teaser video (30 seconds to 1 minute) to promote the product.

Roles:

1. **Content Writer:**
Responsible for writing the text content, including the blog post or social media caption.
 2. **Graphic Designer:**
Responsible for creating the image, such as a product flyer or promotional visual.
 3. **Video Editor:**
Responsible for creating a short promotional teaser video.
 4. (Optional) **Team Leader:**
Ensures that all pieces of the campaign come together cohesively and presents the final project to the class.
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Steps:

1. **Form Teams:**
 - Divide participants into groups of **3-4 members**.
 - Each team member selects one of the roles mentioned above.
2. **Assign Product:**
 - Each team either decides on a product to promote (if not pre-assigned) or is given a brief about a fictional product they must market.
3. **Collaborate on Content Creation:**
 - **Content Writer:** Writes a compelling blog post (300-500 words) or social media caption (100-150 words) that highlights the product's features and benefits.
 - **Graphic Designer:** Creates a promotional image or flyer using Canva, Photoshop, or another design tool. This could include the product's image, tagline, and key selling points.
 - **Video Editor:** Creates a short teaser video using a video editing tool, incorporating product highlights, visuals, and perhaps background music. The video should be 30 seconds to 1 minute long.
4. **Collaborate Using Cloud-Based Tools (Optional):**

Attachment to MT
Task 2.3



- Teams can use **Google Drive** or **Dropbox** to store and share their files during the content creation process.

5. Present the Campaign:

- Each team will briefly present their campaign to the class, explaining their approach and showcasing the blog post, flyer, and teaser video they created.
- Presentations should be no more than **5 minutes**.

Key Learning Points:

- Understand how to **collaboratively create digital content** using a mix of media (text, image, and video).
- Practice using industry-standard **tools for content creation**.
- Explore the **challenges and benefits of working in teams** on a shared marketing goal.

Debrief/Discussion (10-15 minutes):

- **Reflection Questions:**

1. What challenges did your team face while collaborating on different types of content?
2. How did your chosen tools help (or hinder) the content creation process?
3. In what ways did the different types of media (text, image, and video) complement each other in the campaign?

- **Instructor Feedback:**

The instructor provides feedback on the **creativity, cohesiveness, and effectiveness** of the digital marketing campaigns presented.

Expected Outcomes:

- **Hands-on experience** with content creation tools.
- **Team collaboration** to create cohesive digital media content.

- Understanding the role of different types of media in marketing and how to effectively communicate a message using text, images, and video.

