**Social Media Marketing Consumerism Comparison Glog Project**

**Directions**: With a partner you are to compare and contrast two similar products or brands’ social media campaigns. Ex. Walmart vs. Target; Abercrombie & Fitch vs. American Eagle; JcPenny vs. Macy’s; Pizza Hut vs. McDonalds; Este Lauder vs. Lancome; University A vs. University B

* + The final product will be a Glog which is an online poster. To create a Glog go to Glogster.com
  + Guiding Questions:
    - What are the missions of the two companies? (4pts)
    - If you were in the board meetings of each of the companies what do you think they would say are the objectives of their social media campaign? Awareness, create web traffic, support existing customers, increase sales, brand recognition, etc? (4 pts)
    - Dissect their current social media campaigns. What platforms (e.g. Facebook, Twitter, Linked in, etc) are they using? There may be more than one! (4pts)
    - Summarize the messages they are sending or soliciting from their customers. (8 pts)
    - What demographics are they targeting? Age, gender, life style, race, religion, culture, etc? (4pts)
    - What Gimmicks are they using? How easy/difficult is it for customers to participate with this product/brand? How compelling are their strategies? (4pts)
    - What strategies if any, are helpful to the customer? (4pts)
    - Were there any social media marketing campaigns that went bad? How/why? Hint: Google Search (4pts)
    - Give a rating, evaluative opinion on which product/brand does a better job utilizing social media and why you think so. (8pts)

Brainstorming Space:

Grading: In addition to the point values given above you will be given 10 points for visual creativity. Make sure your Glog is colorful and attractive. If necessary, use screen shots from the social media platforms as examples to help explain the written answers to the guiding questions.

Total Project: 54 points