**MKTG330 CONSUMER BEHAVIOR**

**360º Video Project**

**Main Theme: Increasing Consumer Journey through Immersive Experience**

**General Instructions:**

You and your team will research consumer segments in the assigned industry sector. From this research, you will choose ONE consumer segment that would be most attractive to focus on. Simultaneously, choose a specific branded product within that assigned industry that you believe would make the most sense.

**Based on research and applicable course concepts, you will translate the knowledge of the industry and consumer segment to create a video clip using 360º camera. This 360º video, targeted to your selected consumer segment, will serve as a promotional or communication tool intended to a) enhance consumer engagement with the brand; b) develop unique consumer journey; c) increase brand awareness and exposure; and d) eventually to induce trial and purchase.**

For planning purposes, take advantage of this 360º camera which is a new multimedia medium that allows you to have points of interest in all directions, not just in one main area like traditional video. The creation of 360º video should follow the prescribed guidelines.

During the stage of planning and creation of your 360º video, you will demonstrate your consideration of “*human condition/conscientious citizen/conscious consumerism*”. An example of *conscious consumerism* is when buying practices are driven by a commitment to making purchasing decisions that have positive social, economic, and environmental impact. Examples of *conscientious citizen* include, but no limit to, diversity, inclusion, equality, fair trade, ethical business practice, initiatives to support better informed consumer, and caring culture

**Useful Resources:**

**Suggested Articles**

Below are examples of how brands adopt 360º video to augment consumer engagement. In these examples are some videos that are 360º video where you can click and hold in the video and pan around.

* <https://mbryonic.com/best-vr-marketing/>
* <https://www.forbes.com/sites/forbescommunicationscouncil/2020/09/04/five-creative-ways-businesses-can-use-immersive-tech-for-branding/?sh=7e3ba68e7654>
* <https://www.nielsen.com/us/en/insights/article/2017/how-360-degree-video-can-boost-the-efforts-of-non-profits/>
* <https://www.businesswire.com/news/home/20180313005884/en/360%C2%B0-Video-Ads-Drive-Higher-Purchase-Intent-Compared-With-Traditional-Video-Ads>
* <https://newsroom.accenture.com/news/immersive-technology-to-reimagine-online-shopping-experience-and-increase-consumer-purchasing-confidence-according-to-new-accenture-interactive-report.htm>

**Links to 360º Production; Pre- and Post-Production**

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| **Media Commons** | <https://mediacommons.psu.edu/> |
| **360º Video Catalogs** | [Experience Catalogue | IMEX Lab (psu.edu)](https://imex.psu.edu/experience-catalogue/) |
| **360º Video Information** | <https://sites.psu.edu/interactive360video/home/> |
| **ThingLink**  **–** Add interactive features to 360º Video | <https://www.thinglink.com/en-us/edu> |
| **Adobe Premier (from Adobe Creative Cloud)**  **–** Application to edit 360º Video | <https://adobe.psu.edu/account-support/labs/> |

**Project Requirements and Due Dates:**

The main deliverable is the submission of a video clip using the 360º camera which will be available from the campus. You should take advantage of the 360º camera which can create an augmented reality clip. When filming your video clip, be mindful of individual privacy rights, copyrights and trademark violation and defamation of organization. Your clip should be creative and professional.

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| Tasks and Requirements | Due Dates |
| **Research Instruction (5 pts.)**  Attend the Research Instruction | Sep 7 |
| **Team Creation** **(5 pts.)**  Create teams of 3 to work on this project. To do so, select **People** in the Course Navigation bar, select **360º Video Project** **Groups**, and assign yourself to a team. If you don't know others in the class or don't care with whom you work, please assign yourself to any unfilled team. | Sep 8 |
| **Viewing Activities (10 pts.)**  (This activity will take place outside of class time.)  View these examples of 360º Videoclipsusinga headset that you will sign out at the Library. Then use it on your own in the viewing space off the Computer Center lab, or elsewhere on campus.  <https://imex.psu.edu/project/_blaenk-dusseldorf-3d-tour/>  [https://www.thinglink.com/video/1099360990685822979](https://nam10.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.thinglink.com%2Fvideo%2F1099360990685822979&data=04%7C01%7Crum20%40psu.edu%7C1016f5b9b7ec4a58fd5208d95db55978%7C7cf48d453ddb4389a9c1c115526eb52e%7C0%7C0%7C637643855735367011%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=5ah1HqyC35fBwZmeH%2FxfxWagSqEZtknJCsp5u868F14%3D&reserved=0)  [https://www.thinglink.com/media/797630816615137280](https://nam10.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.thinglink.com%2Fmedia%2F797630816615137280&data=04%7C01%7Crum20%40psu.edu%7C1016f5b9b7ec4a58fd5208d95db55978%7C7cf48d453ddb4389a9c1c115526eb52e%7C0%7C0%7C637643855735367011%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=D221klsn%2FY%2B6IXmXqJtHJnAglQGoCuADbtZ9TOLDE38%3D&reserved=0)  [https://www.thinglink.com/media/797612622114455552](https://nam10.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.thinglink.com%2Fmedia%2F797612622114455552&data=04%7C01%7Crum20%40psu.edu%7C1016f5b9b7ec4a58fd5208d95db55978%7C7cf48d453ddb4389a9c1c115526eb52e%7C0%7C0%7C637643855735376967%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=4Kn4X6hDSOE8CEAIjb6taIqzPYBOom9CI1mFkYBsNMw%3D&reserved=0)  After viewing the examples, complete the “See, Think, Wonder” activity. This routine encourages you to make careful observations and thoughtful interpretations. It helps stimulate curiosity and sets the stage for inquiry. Submit your feedback and interpretation. Then prepare to share your them in discussion on September 9.   * What do you see? • What do you think about that? • What does it make you wonder? | Sep 8 |
| **Media Common Consultation (10 pts.)**  Attend three consultations with Media Commons consultant.   * The first meeting is an overview of 360º video creation. * The second meeting, taking place outside of class time, is to follow-up on storyboard submission. * The last meeting, taking place outside of class time, is to review/give feedback on your 360º video clip.   Schedule your meeting using this link: xxxxxxxxxxxxxxxxx (Nick, please provide the Doodle poll link) | Sep 9 (1st meeting)  (see other due dates on Canvas) |
| **Project Proposal (15 pts.)**  Submit no more than 300-word proposal describing:  \* General profile and trends in consumer segment in the industry.  \* Possible consumer segment of interest.  \* Innovation and digital technologies that are prominent and imminent to that consumer segment and trends.  Your proposal must have at least two references from credible articles or research. They must be properly recorded in the proposal and end-of-document in APA format. | Sep 19 |
| **Storyboard** **(15 pts.)**  Create and submit your storyboard of the 360º video project you will be filming. Make sure to incorporate “*human condition/conscientious citizen/conscious consumerism*” perspective in your planning and constructing of the storyboard.  Grade will be assigned by Nick Smerker ([njs177@psu.edu](mailto:njs177@psu.edu)), our Media Commons consultant. | Oct 3 |
| **Commentary Paper (120 pts.)**  The document will accompany your 360º video project. Each section should be **2-3 page single-space** which should be **professionally written** with **appealing format** and **layout**. Appropriate **graphics, tables, and visuals** are highly encouraged. The document will include the following:  ***Section 1 Introduction***  This section will present to reader what to expect from the main body. Include the following.  \* Introduce the importance and triggering phenomenon of this consumer segment.  \* Supported by research, briefly discuss the characteristics and trends in consumer segment.  \* Supported by research, briefly discuss the nature of the industry.  \* Introduce the brand chosen from the industry.  \* Describe innovation and digital technologies that become prominent and imminent in this consumer segment of the industry.  \* Conclude with statements highlighting the above to lead reader to the rest of the paper.  ***Section2 Market Structure and Opportunities of the Industry Sector***  This section describes the overview of market structure of the industry sector in which your chosen brand is competing in. For example, the market structure of Apple’s mobile phone is “consumer electronics”. This section includes market overview, key players, current situation of the industry, and challenges.  The next part of this section is to report the industry’s market opportunities. What changes do you see in the market around the world? Are there any particular markets or countries who are the “mover and shaker” in the industry? What are some new technologies and innovation being developed to make the market and industry more efficient? What are the forecast on how those technology will play in production or business operation? What are the market opportunities in different consumer or business segments?  Useful database includes IBISWorld, Mintel, Euromonitor and Business Source Premier.    ***Section 3 Overview of the Brand***  This section summarizes the “About Us” of the brand. As you will encounter an information overload, be strategic in what to be discussed here. This includes unique selling proposition, positioning, brand values and product components (e.g., brand name, attributes, features, packaging). This is the link to find company information <https://guides.libraries.psu.edu/company-information>.  ***Section 4 Consumer Segment in the Industry***  Start off with a macro-level discussion of different consumer segments applicable to the industry. Then specify ONE consumer segment that would be most attractive for a brand within that industry. What types of persons within your segment would be most attracted to your brand? What would you need them to perceive, remember? How do they learn? What motivates them? Etc.  In addition to demographic, geographic and behavior descriptions of this ONE consumer segment, what has research told you about your customer segment in regard to at least 8 of the following?   * + Perception   + Comprehension, Memory, and Cognitive Learning   + Motivation and Emotion   + Personality, Lifestyles, and Self Concept   + Attitudes   + Group and Interpersonal Influence   + Culture and Micro-cultures   + Situational influences   + Decision-making Models and Process   + Satisfaction   ***Section 5 Consumer Trends in the Industry***  This section discusses in great details of changes and trends among your specified consumer segment. How has buying/ purchase decision changed? What internal influences impact consumption and purchase decision? What external influences impact consumption and purchase decision? What situational influences has changed consumption and purchase trends?  ***Section 6 Synopsis***  At the beginning, clearly state the marketing objective of your 360º video. Follow by a catchy summary that outlines the plot of your 360º video content. End the synopsis with the explanation on how and which “*human condition/ conscientious consumerism*” components are taken into consideration in your project.    [Think about when you read a plot of a movie. The synopsis is usually able to trigger the interest of audience leading them to take a step further by checking out the movie or do more research.] | Dec 9 |
| **360º Video (100 pts.)**  Given the research and your understanding of consumer segment that would be most attractive to a brand in an assigned industry sector, now you use this knowledge to create a multi-media video clip targeted this consumer segment with the marketing objectives, e.g., to create brand exposure/awareness, to increase brand engagement, or to induce trial and purchase.  This video clip will be created through the lens of 360º camera. Before filming, you need to set your goals/objectives as to what this 360º video aims to achieve. Your content will have to reflect your understanding of consumer segment; and eventually convey your communication and marketing objectives.  Making the 360º video will require you and your team to work outside of class time. Depending on what content you want to create, you can choose to film in a location which can be indoor or outdoor. You can film actual experience or acting it out. You can use different filming techniques for distance or up-closed shots.  Once the filming is done, you are required to do *two additional tasks* before the final clip can be submitted.   * Use *Adobe Premier* to do some minimal editing e.g., background music, caption or footage transition. * Use *ThingLink* to add at least two interactive features to the final clip.   The final clip should be between 2-5 minutes. | Dec 12 |
| **Final Presentation (60 pts.)**  Prepare and present the Final Presentation. Tell the “story” of your consumer segment, your brand and your 360º video.  [Final Presentation Powerpoint must](https://psu.instructure.com/courses/2123407/files/124425242/download?wrap=1) contain the following slides.   * Cover sheet * Outline of the presentation * Introduction to the project * Overview of industry and consumer * Story of your chosen consumer segment (based on research from Section 4) and your decision on the brand * Story of your 360º video * Conclusion   Choose the most relevant information.  Make the slideshow engaging by using meaningful visuals. It is helpful to create diagrams, graphs, and brief tables instead of bullets whenever it makes sense to do so. When using images from the internet, be sure to use Penn State’s Creative Commons Search Page (<https://search.creativecommons.org)> to find visuals that are royalty-free. You may also use images of brand logos without worries about copyrights.  Rehearse your presentation individually AND as a team. | Final exam week |

**360º Video** (100 points)

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|  | **Excellent** | **Good to**  **Very Good** | **Adequate** | **Poor** | **Incomplete** |
| **Production Quality (20 points)**  lighting, editing, composition, sound | 20 pts  Subjects well lit, edits add cohesion to narrative, dialogue and sound clear. Exceed minimum requirements on Adobe Premier and ThingLink. |  | 14 pts  Some effort made for lighting and sound quality; edits present but room for improvement. minimum requirements on Adobe Premier and ThingLink. |  | 0 pt  Subjects unevenly or poorly lit, some dialogue inaudible, video choppy and unpolished. Does not use Adobe Premier and ThingLink. |
| **Organization (10 points)** logical flow of information | 10 pts  Video tells a  very clear  story; logical  flow of info; include very strong and attention-grabbing introduction, main content and well-summarized conclusion | 8 pts  Video tells a  reasonable  story; good logical  flow of info; includes good introduction with discussion of the majority of key points to be discussed in the main body; has conclusion that addresses the majority of points. | 6 pts  Video tells a  story but info is  somewhat  jumbled; introduction is general and does not address main points of the body text; the conclusion does not | 4 pts  Video tells a  story but info  is very  jumbled | 0 pt  No obvious  story, no  logical flow to  info |
| **Creativity (20 points)**  entertainment value | 20 pts  Video is very  entertaining,  highly  creative, grabs attention | 18 pts  Video is very  entertaining  and  somewhat  creative | 14 pts  Video is  entertaining  and fairly  creative | 10 pts  Video is bland, not  Entertaining and  not  creative | 0 pt  Video is  neither  entertaining  nor creative |
| **Objective and Content Coverage (10 points)**  Cohesion of objective and content | 10 pts  Objective is clearly established. The contents establish strong connection with the goals. Highlight key brand attributes. | 8 pts  State fairly clear objective. The contents reflect most of the objectives. Brand attributes are presented. | 6 pts  The objective is sufficient. Covers fair amount of elements of the objective. The quality of contents is adequately presented to address key attributes | 4 pts  Miss most of the key contents; the coverage is minimal. | 0 pt  Content coverage is poor or absent |
| **Message (20 points)**  informative, clear message, include “human condition” | 20 pts  Message is easily understood by intended audience. Type of message appeal is extremely well chosen to communicate the message. “Human condition” perspective is strongly and clearly presented. | 18 pts  Message is good to very good to capture the product. Type of message appeal is good to help achieving objective. “Human condition” perspective is well incorporated. | 14 pts  Message content is superficial. The appeal is not appropriate and convincing. “Human condition” perspective is not clearly included; it is not easy to identify what is presented. | 10 pts  Message is very meaningless and is not appropriate to target audience. Is not relevant to achieving objective. “Human condition” perspective is not taken into consideration. | 0 pt  No message content is presented. |
| **Effectiveness (15 points)**  leverages technology | 15 pts  Project makes excellent use of immersive affordances, encourages viewer engagement |  | 8 pts  Project generally leverages immersive affordances and viewer is sometimes led to engage in content |  | 0 pt  Project does not take advantage of immersive affordances, leaving viewer un-engaged |
| **Length (5 points)**  met time requirement | 5 pts  Video is exactly  the suggested length |  | 3 pts  Video is < 1  min too short/long | 2 pts  Video is > 2 min  shorter or longer | 0 pt  Video is significantly short/longer |
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**360º Video Commentary Paper (120 points)**

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| Criteria | Unacceptable | Adequate | Good to Very Good | Excellent |
| ***Section 1 Introduction*** (15 pts.) | 0-5 pts.  Introduction is either missing or not well-developed. | 6-10 pts.  Introduction is adequately developed and may be missing either the purpose of the assignment or organization of the paper. | 11-14 pts.  Introduction is developed but may be missing either the purpose of the assignment or the organization of the paper. | 15 pts.  Introduction is strong and includes purpose of the assignment and organization of paper, both of which are well-developed. |
| ***Section 2 Market Structure of the Industry Sector*** (15 pts.) | Little to no information on market structure provided. | Market structure is presented but not well elaborated and supported from research. Information is superficial and not in-depth | Market structure is well formed with support from fairly good research. | Market structure is very well constructed. They are not only creative and novel, they are strongly supported by excellent comprehensive research. |
| ***Section 3 Overview of the Brand*** (15 pts.) | Incomplete analysis and irrelevant information. Does not include the key points. Present the contents without any supportive evidence. | Superficial analysis of some of the key points. Is quite short in length. Some aspects of the company could have been in more detail to understand the nature of the business. | Thorough discussion of most key points to highlight the company background. Is quite acceptable in length. Utilizes information from the research. | Insightful and thorough discussion of all key company operations. Is appropriate in length. Extensively utilizes relevant information. |
| ***Section 4 Consumer Segment*** (15 pts.) | Little to no information is provided. Consumer segment is not adequately defined, e.g., fail to incorporate any of the required 8 elements, or include the elements but very little explanation is discussed. | Consumer segment is presented, but could be more clearly explained. A few essential 8 elements are included, but most descriptions are not well explained. Very few statistics and research are used to support the discussion of consumer segment. | Consumer segment is well discussed. Most of the essential 8 elements are well defined with some statistics and research are used to support the description; still intended audience may need to do additional work to fully grasp the profile of consumer segment. Is evident that appropriate course concepts are included. Some minor improvements can strengthen the description. | Consumer segment is extensively discussed and well-supported with research and relevant course concepts. Is evident that the writer has a depth understanding of the essential 8 elements of consumer behavior theories. |
| ***Section 5 Consumer Trends Opportunities*** (15 pts.) | Incomplete analysis and irrelevant information. Does not include the key points. Present the contents without any supportive evidence. | Superficial analysis and is not clearly identified the obvious and well-researched consumer trends. Is quite short in length. Adequate incorporation of relevant information. | Contain several interesting consumer trends but supporting evidence needs some minor improved. Is quite acceptable in length. Make some good observation to capture the trends and opportunities. | Insightful and thorough discussions of major consumer trends. Is appropriate in length. Extensively utilizes relevant information and in-depth research to support the identified trends. |
| ***Section 6 Synopsis*** (15 pts.) | No submission. Or if submitted, the synopsis is badly done with no information connected to the video | Somewhat contain the necessary information about the video, but objective and human condition perspectives are not included. The language is bland and does not catch attention. | Good description/summary of the video with objective and human condition perspectives are mentioned, but could have been linked more directly. Use attention-grabbing language to excite intended audience. | Is creative in choosing words and writing styles to communicate the video content with objective and human condition perspectives are all blended in cohesively. |
| ***Quality and quantity of secondary research*** (2.5 points) | 0 pt.  Has two or three references, but all from non-scholarly journals. Most of them are very out of date. | 1-1.9 pts.  Has three references, with only one from scholarly and the rest are from non-scholarly journals. Most are quite old. | 2 pts.  Has three or more references from quite updated scholarly journals and good credible sources. | 2.5 pts.  Has four or more references from recent scholarly journals and credible sources. Appropriately applied. |
| ***Quality of document appearance and organization***  (2.5 points) | 0 pt  Does not have any design and is not organized. | 1. 1.9 pts   Adequate appearance in layout, format of headings and subheadings. Acceptable organization, but a little confusing. The document reads like different sporadic pieces are put together. Includes some good pictures, tables and graphs. | 2 pts  Good appearance in layout, format of headings and subheadings. Good organization. The entire document reads well. There are some small gap of cohesion. Includes appropriate and quite appealing pictures, tables and graphs. | 2.5 pts  Excellent appearance in layout, format of headings and subheadings. Well organized document. The entire document is very strong and reads extremely cohesively. Includes appropriate and appealing pictures, tables and graphs |
| Quality of professional writing  (2 points) | 0 pt  Does not properly cite. Uses non-professional tone. Writing has excessive typing, spelling and grammatical errors. | 1-2 pts  Needs additional formatted APA citations. Primarily uses professional tone. Writing has some errors. Typing, spelling and grammatical errors. | 3-4 pts  Utilizes APA citation format correctly.  Uses a clear, concise style with a professional tone and grammar. Writing has few typing and spelling errors. | 5 pts  Utilizes APA citation format correctly. No typing and spelling errors. Uses a clear, concise style with a professional tone and proper grammar. |

**360º Video Oral Presentation** (50 Points)

**Format:**

* 12-15 minute presentation, 10 minute Q & A
* All team members must present. Presentation grade will be assigned for each presenter.
* Must use PowerPoint or Prezi. Multimedia and other visuals are encouraged.
* Business casual attire is required.

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| Evaluation Criteria | Unacceptable | Adequate | Good to Very Good | Excellent |
| **Opening** – attention getting, led into topic  (10 points) | 0 pt  Does not have discernible opening | 3-6 pts  Fails to either introduce topic or themes of presentation. Opening lacks any mechanisms to gain attention. | 7-8 pts  Establishes opening that introduces entire presentation and transitions into sequential topics. Opening lacks attention getting mechanism. | 9-10 pts  Establishes opening that grabs the audience’s attention; introduces entire presentation; and seamlessly transitions into the body of the presentation. |
| Stay within **time** allocated  (5 points) | 0 pt  Finishes the presentation at more than 10 minutes over time | 3 pts  Finishes presentation between 5 and 10 minutes over time | 4 pts  Finishes presentation less than five minutes over time | 5 pts  Finishes presentation within the time limit |
| **Body** – key contents covered, logical flow and relation to course concepts  (10 points) | 0 pt  Body of presentation fails to address content. Lacks a logical flow and has minimal if any relation to course content. | 3-6 pts  Average description and analysis. More application of course content needed. | 7-8 pts  Good description and analysis. More application of course content needed. | 9-10 pts  Excellent description and analysis. Course content easily identified. |
| **Slide** grammar, spelling, design and graphics  (8 points) | 6 pts  Uses shorthand. Primarily consists of spelling and grammar issues. Slides are not formatted correctly and are difficult to read. | 3 pts  Slides contain some grammatical or spelling errors, are generally well-formatted, but could be improved. | 6 pts  Slides contain no grammatical or spelling errors, are well formatted, and easy to follow. | 8 pts  Slides contain no grammatical or spelling errors, have an excellent design, format and flow, and are easy to follow along. Creativity is apparent. |
| **Organization and transitions** – purposeful, clear presentation structure, team transition  (7 points) | 0 pts  Presents information in a totally disorganized fashion. | 3 pts  Covers all of the necessary areas, but do so in an illogical format and do not engage the audience. | 5 pts  Presents information in logical sequence which audience can follow. | 7 pts  Presents information in logical and interesting sequence which audience can follow, engaging them. |
| **Individual delivery** i.e., gestures, enthusiasm, engaging, voice projection, and smooth vocal presentation  (10 points) | 5 pts  All aspects of delivery need improvement. | 3-6 pts  Speakers are very monotone. Need to engage the audience. | 7-8 pts  Good delivery, engagement need some improvement. | 9-10 pts  Excellent delivery and well engaging. |
| **Conclusion** (10 points) | 0 pts  Does not seem to be related to the main paper. Addresses no takeaways. | 3-6 pts  Simply repeats the content from the main paper in a condensed manner. Does not appropriately address key takeaways. | 7-8 pts  Partially covers the major theme of the paper. Addresses most of the key takeaways. | 9-10 pts  Covers the major theme of the paper and addresses key takeaways. |