MUL/MIL Sprint project

Fall 2012 – November 1st to 5th.

# Introduction

Sapporo Breweries Limited wants to strengthen their presence on the Nordic market. First step is to introduce a brand new Christmas beer to the Danish market. The main idea of the Christmas beer campaign is to air radio spots instructing the listeners to visit a campaign website. The campaign website must allow the visitors to sign up for future information by email and/or mobile number. These collected permission leads will form the basis of a later campaign.

Unfortunately the advertising agency behind the campaign has gone bankrupt before being able to produce the campaign site. The radio spots are already created and airtime has been paid for. The spots will air first time Monday 5th at 13:00 on popular national commercial radio stations.

Your group has been selected to help Sapporo to a successful campaign. In order to achieve this you will need to have a suitable campaign website fully working and online no later than Monday at 12:00

The radio spots refer to a campaign URL which can redirect visitors to the URL of your solution. The originally proposed label design and visual identity for the Christmas beer campaign was never completed and cannot be used.

The purpose of the campaign is to draw attention to the Sapporo brand and collect as many permission leads (email and mobile) as possible. Make sure that your solution supports the purpose in the best possible way. Be aware of the strict time limit. Plan your time well.

# Purpose & Learning

Focus area is working professionally with a small but realistic task having limited time.

* Project management and planning
* Web development including forms and storing data
* Production of professionally looking campaign site

# Product Goals

* Professionally looking campaign site that promotes the Sapporo brand
* Must be a working solution – proof of concept is not acceptable
* Permission leads must be collected

# Campaign site

* Clearly mark the site as a school project and not a genuine Sapporo campaign

# Technical requirements

* The web pages created must validate as XHTML or HTML5
* The solution must feature form elements where visitor can type lead information
* Leads must be stored in a database
* There must be a way to view the collected leads (create a file viewleads.php which will show the leaddata in the database)

# Report

First part of the filename must be your group number (grp01-sprint.pdf )  
The report shall contain a description of:

* Cover page with:
  + Group number
  + school login, full name, email and URL to portfolio for all group members
  + URL to your campaign site
  + URL where the collected leads (emails and mobile) can be viewed
* Timetable for the project
* Description of how you collect and store leads
* Description of your visual design decisions
* Process description – including evaluation of the process

# Evaluation

A mark (passed / not passed) will be given for the overall performance covering product and report.

# Formalities

The assignment is mandatory and must be solved in groups of 3-4 persons.  
The report must have a scope of max. 3 pages excl. appendix. (2400 characters per page).   
**Required:** The project must be included in your online portfolio.

The project must be approved in order for you to be regarded as actively studying.

# Delivery

Report hand-in on Fronter no later than Monday 5th at 12:00  
Please note: The hand-in folders will be deactivated and cannot be used after the above deadline