

Group Assignment 4: Project Charter

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Worksheet for Creating a Project Charter

INSTRUCTIONS

Use this worksheet to create a charter for your project. Clarify the nature and scope of the project team's work, as well as management's expectations for results.

Part I. Executive Summary

What are the project's objectives (deliverables)?

Develop an advertising campaign for Pet Technologies Inc. new E-Collar.

Create cost estimates for the advertising campaign creation and execution by Ad Jungle.

Identify the E-collar target audience using market research, taking no longer than two weeks. (Specific; Measurable; Action-Oriented; Time-Limited)

Prototype various concepts and tones for the advertising campaign based on the identified target audience, taking no longer than two weeks to select a direction with which to proceed. (Action-Oriented; Realistic; Time-Limited)

Within a three week period, develop all the assets for the advertising campaign according to the selected tone. (Specific; Measurable; Action-Oriented; Time-Limited)

Part II. Business Case

What business need does the project address?

- The ad campaign needs to be representative of both the product and the company values.
- The campaign needs to be profitable.
- The campaign needs to inspire customers to download the app to achieve long-term strategic goals.

- The campaign should inspire loyalty to the brand and promote long-term customer retention.

What is the relationship between the project's goals and the organization's goals?

- Increase in revenue
- Improve overall brand image
- Allows the appropriate audience to access the pet supplies they need

What are the benefits of the project to the organization?

- Strengthens the professional partnership between Ad Jungle and Pet Technologies.
- Ad Jungle has a team of dedicated marketing professionals to apply to the project.
- More revenue and renown for the company.
- Learn the target audience and assess the impact of marketing materials.
- Ad Jungle can model this project using insight from previous ad campaign materials, allowing for a more cohesive brand image.

Part III. Project Definition

What is the project mission statement?

Ad Jungle will develop a comprehensive ad campaign proposal for the launch of E-Collar by Pet Technologies Inc. Ad Jungle completes a market analysis to identify the client's target audience and tailors the campaign to the specific market.

Who is the project sponsor?

Joe, Head of Marketing and Sales for Pet Technologies Inc. They are responsible for bringing Ad Jungle into the project and will handle providing all the necessary requirements, media files, and will otherwise facilitate communication between the two groups.

What is the project scope?

Ad Jungle will deliver a single advertising campaign targeted to the audience of Pet Technologies's E-Collar product using several types of media with an agreed upon tone.

Ad Jungle will not provide content for any other product or application provided by Pet Technologies Inc.

What is the expected time frame of the project work and milestones?

The expected timeframe of the overall project is roughly **9.6 weeks**.

Milestones include:

- Target Audience Defined - 82 hours
- Campaign Concept Chosen - 93 hours
- Mix of Media Chosen - 9 hours
- Creative Collateral Chosen - 127 hours
- Advertising Material Developed - 85 hours

All times are estimates based on optimistic, most likely, and pessimistic calculations (weighted to most likely).

What resources are available to the project team?

- **\$82,421** project budget
- Marketing research team for two weeks.
- Concept development specialist for two and a half weeks.
- Media selection specialist for 9 hours over three days (~40% availability).
- Creative collateral team for 8 hours a day over three weeks (100% availability).
- Account manager for two weeks.
- Printing presses for brochures.
- Recording studio for TV and radio ads.
- Actors for TV and Radio Ads.

Describe project constraints.

Time: The campaign should be ready to run no more than 3 months after the agreed upon project start date.

Cost: Developing the campaign should not exceed \$100,000

Scope: The ad campaign will be developed for the e-collar using the agreed upon mix of media, and no additions will be requested without a reassessment of scope and cost.

Clarify assumptions about the project.

Ad Jungle assumes that:

- The client already has images of the product as well as brand materials including logos, fonts, and colors.
- The client already has a website and social media accounts set up to use to distribute the promotional materials.
- Personnel, such as actors or voice actors, will be available to record TV/radio ads within the agreed upon timeline.
- E-Collar prototypes and product specifications will be provided by Pet Technologies for use in creating the campaign materials.
- Equipment to print and record creative collateral will be available when needed according to the project timeline.

List project quality requirements.

- Performance requirements: All advertising products/graphics/deliverables are paid for and presented to the customer with a timeline ready for launch
- Essential conditions: Everything is created and ready

Part IV. Risk Assessment

In the table below, outline the major risks associated with the project, their probability of occurrence, their potential impact, and the steps proposed to manage the risks.

| RISK | PROBABILITY | POTENTIAL IMPACT | STEPS TO MANAGE THIS RISK |
|---|-------------|------------------|--|
| Creating all the various types of creative collateral requested is not possible within Ad Technologies' budget. | High | High | Offer a list of levels of content and the associated cost for Pet Technologies to choose from. |
| Development of creative collateral takes longer than expected. | Medium | High | Prioritize the most important promotional materials and assign additional resources to develop those products. Include an alternative staged release timeline for promotional materials as each type of creative collateral is completed. |
| Delays in production of physical creative collateral. | Medium | Medium | Maintain a tight series of timeline goals within the process of the more complex development activities and pull in additional contractors if production does not meet those goals. |
| The materials are made for the wrong target audience (incorrect research findings) | Low | High | Take a large enough sample size when conducting research and conduct multiple focus groups to reduce the chance of this happening |
| Chosen actor for video or audio ads is unavailable within the necessary timeframe. | High | Low | Create a list of suitable alternatives in case a substitution must be made. |
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Part V. Project Organization

In the table below, outline the roles and responsibilities of project team members.

| TEAM MEMBER NAMES | ROLE | RESPONSIBILITY |
|-----------------------------|---|---|
| Sonia | Project Manager | Sets the project timeline and budget and organizes all the human resources. |
| Molly and Alexi | Market Research | Research the target audience |
| Latasha | Concept Development | Works with the client to identify and propose several concepts until the client chooses one. |
| Franka | Media Management | Determines the mix of media to use for this campaign. |
| Meg, Len, Winni, and Thomas | Creative Collateral: Social Media, Web, & Sponsorship | Develops the initial creative collateral for delivery using social media and web-based advertising platforms. |
| Jermaine and Amanda | Creative Collateral: AV | Develops the initial creative collateral for delivery using audio and video platforms. |
| Mian and Zhou | Creative Collateral: Print Media & Graphic Design | Develops the initial creative collateral for delivery using physical delivery methods. |
| David | Production Manager | Pushes creative collateral out to the various production firms. |
| Lucia | Account Manager | Oversees production and acts as a liaison to the client. |