



Account Background

Client Company:	BUzz Lab
Client Contact:	Sarah Lorkin
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What product or service does the client provide?

BUzz Lab is home to entrepreneurship programs, student clubs, Boston University students and alumni start-ups. BUzz Lab unofficially started in 2009 with start-up companies and was officially established two years ago. This year, BUzz Lab will build awareness and interest among investors and Boston University to increase its membership.

Who is the target audience for this product/service?

The target audience for BUzz Lab is BU undergraduate, graduate students, and alumni. They will also target professional mentors and investors. BUzz Lab plans to reach this audience through channels such as its Hive webpage and create a larger community.

What are the advertising objectives AdLab tries to achieve?

- Create awareness and interest among Boston University community and professional mentors or investors about BUzz Lab.
- Increase membership in the Hive website community and Venture fund
- Depict the BUzz Lab's Hive reflecting their established brand image.

What is the production budget – if any – to produce the work? (Not including the \$250 AdLab fee)
\$0

Scope of work for the semester: List the projects AdLab will work on for the semester.

- Each logo for Hive website, and Venture Fund for investors.
- Handout/Online flyers for each Hive and Venture Fund

How will the work be evaluated?

The effectiveness of the advertisements will be evaluated by how many people register on Hive community website and how many people invest on BUzz Lab after the campaign.