**Tarentum Special Forces - Advertising Campaign**

About

“The Dark Jedi Brotherhood is a Star Wars fan club…” - DJB About Page

Beyond anything else that we do, the DJB is a club. We are a social gathering of individuals with a shared interest and enjoyment that functions on the participation of others. While any one of us can freely watch the films, read the books, or view the tv shows all on our own in the comfort of our private lives; the action of discussing the fandom with someone else is an experience of its own. However, this relevance on others for the primary functions of the club requires that not only there be other people for you to discuss these fandoms with; but that there needs to be a steady flow of new members to provide an ever-changing and refreshed feeling within the club. Therefore, the object of this design document is to outline a simple marketing strategy our team would like to propose to develop interest in our club and possibly encourage the entry of new members.

Target Audience

Our Target Audience is pretty much anyone who understands English and is interested and excited about Star Wars, especially the Expanded Universe. This includes all age ranges, race and countries, with special preference towards the more mentally mature and somewhat tech-savvy audiences.

**Target Audience Qualities:**

-Understands English

-Interest in Star Wars Extended Universe

-Mentally mature

-At least minimally tech-savvy

Themes & Matters to Consider

**World-Wide Effort:** Star Wars is not exclusively viewed in the United States, and likewise many members of the Dark Jedi Brotherhood are from around the world. While we do believe that the target audience needs to be focused, obviously, on those interested in the Star Wars universe; we also believe that efforts in the advertising campaign should go beyond just the United States and attempt a global impact.

**Approaching Sequels:** The upcoming arrival of not only new films but also new games and tv shows is a great opportunity for a renewed interest in the Star Wars universe. While we believe our campaign should not only begin immediately but we believe as the sequels approach, our campaign should tailor in material related to the early peeks at the films and have campaign context to launch alongside the films as well as after them.

**Tagline:** From our own experiences regarding marketing, branding has become an important aspect of selling your idea to a customer. Furthermore, reviewing the success of viral campaigns does seem to suggest that some sort of interconnecting theme is regularly used successfully by major corporations to help inform the consumers of the company’s message. We therefore believe some sort of tagline needs to be universal between any campaigns the DB decides to use.

Campaign

**Focus:**

Building off the arguments under the *Tagline* heading, we believe that a viral campaign needs to have a uniformed concept that both connects each piece of content that we release as well as possibly be easily tied into the arriving sequels. The Star Wars films are easily going to be the most common media that introduces Star Wars to the consumer and so we do believe that this needs to be given reference in that focus. Furthermore, the activities and platforms in the DJB that we use, create, modify, or alter all connect to experiencing the Star Wars universe in a different form. Most people come to the club and want to role-play Jedi or Sith, or maybe they want to play directly in the universe with one of the Star Wars games. Either way they are coming to us to experience Star Wars in a different way than the films allowed. Therefore we propose the focus for our viral campaign be “Watch it, Live it” a tagline to associate the experiencing of the films and our club with the role-play factor.

**Content:**

Swag:

Make available t-shirts, bumper stickers, hats, mugs, etc. through a site such as CafePress that makes it possible to provide such materials without having to buy them ahead of them being purchased. The goal would be to get the Dark Brotherhood’s name and Clan/House names out in the public eye along with the URL to draw people to the website. Wearing a shirt out may get someone to search for the Dark Brotherhood on Google, which is the first crucial step.

The second step is ensuring that when someone searches for the Dark Brotherhood on Google, there is something compelling there for them to find.

Youtube Campaign:

Create a youtube campaign, linking it to the DB website, facebook, twitter, etc. Plan out roughly 20 videos; all DB created. Divide them accordingly:

* Videos of game play with DJB members and the platforms we use
* Informational Videos;
  + Who we are? Focus on RL members, where they are from all across the world and include the native languages with subtitles
  + What we do? Outline GJWs, how characters and roleplaying work, Character Sheets, Fiction, Gaming
  + In Character - What is the fictional side of the club? Explain the Star Chamber, Clans, Houses, locations. How do we fit into the EU lore?
* Targeted videos of the sequels to be released leading up to and during the launch of Episode VII.

Library:

The Dark Brotherhood produces a great deal of fiction and other media each year for competitions. Much of that work is read, judged and discarded. If instead we were to keep our fiction and graphics in an archive in a pure HTML format, it could get indexed by search engines and garner many hits for Star Wars related web searches. For instance, when someone searches for “Sith”, “Jedi” or “lightsaber” our website and fiction archive should come up. So should some of our artwork in the image search. We are already part of the way there with the new competition system on the new website, but the tricky part is going to be converting fiction entries into an HTML format. It is likely that the work would need to be manually converted into Markdown for the best effect. The work there could potentially come either under the purview of the VOICE and his office, or the Recruitment Tribune and his office.

**Delivery:**

Creation of content

Encourage members to purchase swag and wear it out in public to get the name out there.

Promote videos on Social Media sites as well as on our main site

**Credits:**

Raiju Kang #4024

Scion Altera #9335

Saronyx #11262

Jason Hunter #974

Altheseus Levathan #4954

Anshar Kahn Taraentae #308