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## ASSIGNMENT - PESO, AIDAR & Brand Voice

### Context

- This is the first of 3 assignments in this course geared towards immersing you in a brand’s digital marketing. But before we get into media strategies and tactics, let’s explore a brand’s current activity and establish a baseline of understanding. To do so, we are going identify which digital media are in currently use, see how they support the different stages of the marketing funnel, and define the brand’s voice.

### Task

- In about 3 pages, use PESO & AIDAR models as well voice & tone to paint a picture of a brand’s digital activity and voice.

### Worth

- 15% of final grade.

### Instructions

- **Download a copy of this document to work with and submit.**
- Select a brand (one brand per student, no duplication between students).
  - Try to select a brand that you’d like to use in all three assignments.
  - You may refer to and use items from your homework assignments.
- Reference your selected brand throughout the entire assignment.
- Complete Parts 1-4.
- Reference and use what you captured in your homework if you like.
- Respond in this document.
  - Do Not change formatting (font, size, margins, bullets) or it may not be marked.
- Submit this document to Brightspace for marking.

### Marking Scheme

- Please see the rubric in Brightspace for details about how you will be evaluated.
  - **Meeting the requirements = 75% mark (B)**
- Going beyond the requirements
  - Find ways to demonstrate more thinking and learning that may lead to an A / A+
  - Discuss how what you do connects with the course concepts
  - Don’t just write more, **do more** (refer to the homework or in-class activities and incorporate them)
    - What would you like to investigate further?
    - In what ways would you further demonstrate your learning?
    - Can you take a concept further?
    - Can you bring the subject matter to life in a new way? (go beyond pictures)

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  - What about competitors?
  - This is about your thinking, not referencing someone else’s (no plagiarism)

## Submission

Choose a brand:

- Choose one brand that you’re familiar with or that interests you
  - The brand can be from anywhere so long as it produces English content that your professor can read and understand
- Only one student can evaluate a brand, no duplication within the class

Trigger the Internet

- Before you get started, you need to trigger the internet. (*remove ad blockers*)
- Visit the brand’s website: click on some pages, consider adding some items to a cart (but don’t buy anything)
- Sign up for the brand’s newsletter
- Visit the brand’s social media accounts: like, comment, share, click on the content, click for ecommerce
- Conduct a search for the brand and various products on Google, Bing, and/or Safari

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Criteria	Please Respond Below
Student name	Elvis Ntada
Student number	101517554
Brand evaluated	New Balance

### Part 1: PESO

- **Fill out the table below** by creating a **list** of Paid, Owned, Earned, & Shared Media activity for one brand (total of **8** are required)
  - Use browsers or AI to complete your research
  - Focus as much as possible in one country e.g., look within Canada, or India, ...
  - Go for variety versus all one digital media type e.g., posts, ads, website copy
  - You might find paid ads by searching Facebook or Google “ad transparency”
  - e.g., shared, Post on brand’s Facebook page, [@example](#)
  - e.g., owned media, brand website homepage, [BrandWebsite.com](#)

#	Media Category	What Did You Find?	CLEAN Hyperlink
1	Owned	New Balance homepage (featured products)	<a href="#">New Balance</a>
2	Owned	"Sustainability" page (eco-friendly initiatives)	<a href="#">Sustainability Hub</a>
3	Shared	Instagram post (New Balance 371 launch)	<a href="#">@newbalance</a>
4	Shared	Twitter/X post (collab with JJJJound)	<a href="#">@newbalance</a>
5	Paid	Google Search Ad ("New Balance 574 on sale")	<a href="#">Google Ad Example Search</a> "New Balance shoes"
6	Paid	Facebook Ad (targeted promo for Fresh Foam X)	<a href="#">Meta Ad Library Search</a> "New Balance"
7	Earned	Runner’s World review of NB 1080v13	<a href="#">Runner’s World Review</a>
8	Earned	Customer testimonials on Trustpilot	<a href="#">Trustpilot Reviews</a>

- **Below, provide screen grabs of the 3** most important examples you find – it’s up to you

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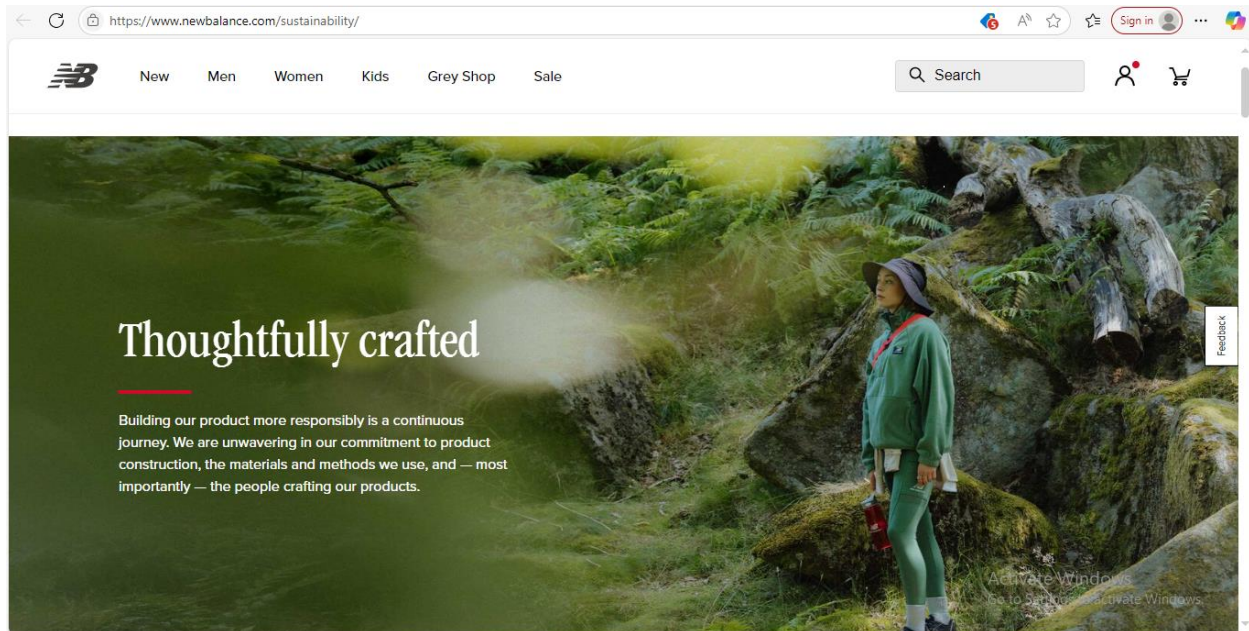
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- **Questions:** In 2-3 sentences, why did you select these 3 examples as the most important to highlight from a brand perspective?



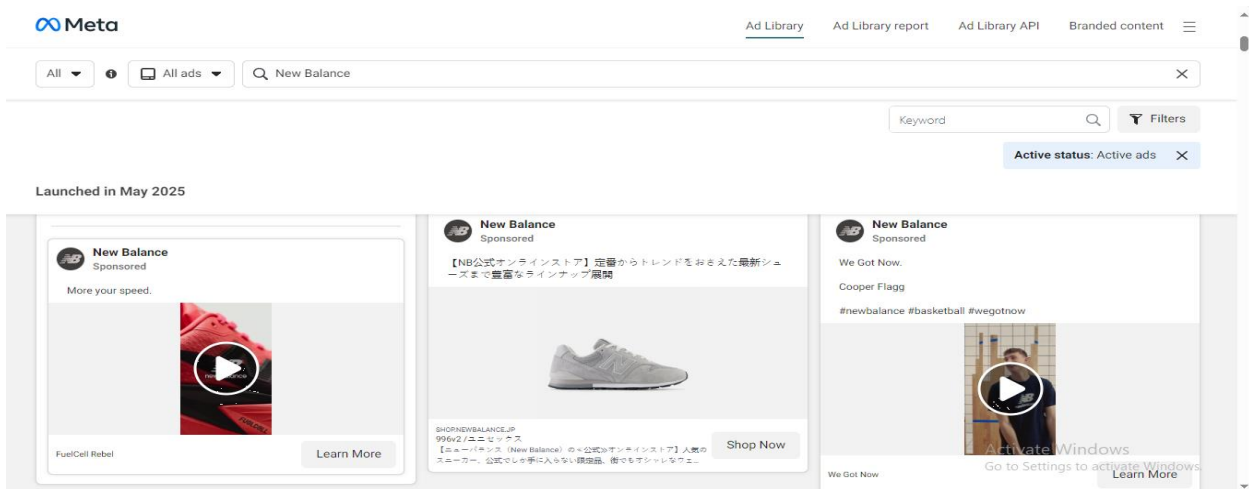
1. **New Balance’s Instagram post (‘We Got Now. 2025’)** demonstrates their viral appeal and cultural relevance, leveraging Shared media to connect with younger audiences.

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1. **The Sustainability Page** (Owned media) reinforces their commitment to ethical practices, a key brand differentiator in the athleticwear industry.



**The Facebook Ad** (Paid media) showcases targeted demand-generation tactics, proving how they convert interest into sales.

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## 2: AIDAR

- **Re-create 1 of the 3 examples that you identified above**
  - Select only one image to work with
    - It is recommended to work with something that is representative of AIDAR’s Awareness or Interest levels
  - Ask Co-pilot to describe the image in detail.
  - Ask Co-pilot to create a new image by editing the previous description.
    - Attach the original image
    - And edit the description:
      - Ask it to recreate the image but with an emphasis on Conversion or Retention levels of the funnel.
      - Provide direction for 3-5 elements that you’d like to see incorporated into the image that reinforce the new AIDAR level.
      - You might have to edit the original description a few times before you start to see some clear changes.
      - Non-legible text in the image is acceptable.
- **Provide the following information:**
  - Post screenshots of your original image and the revised creative side-by-side. [Example](#)
    - Of the new images, select the version that offers the most contrast to the original.
  - What level of the AIDAR funnel did the original image reside e.g., Interest?
  - In your OWN words, provide 1 sentence of rationale as to WHY you feel the original image falls within the level on AIDAR that you identified i.e., what evidence in the image supports your decision?
  - What level of the AIDAR funnel does the new image reside e.g., Retention?
  - In your OWN words, provide 1 sentence of rationale as to WHY you feel the revised image falls within the new level on AIDAR that you identified i.e., what evidence in the image supports your decision? (The text may be muddled, don’t worry about it. It can still be evidence.)



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### AIDAR Funnel Analysis

*Original Image – AIDAR Level: Interest*

**Rationale:** The original image grabs attention with a neon street background and bold futuristic text (“WE GOT NOW. 2025”), creating excitement among youth. The blurred diverse crowd suggests inclusivity, drawing potential customers in without explicitly urging them to buy.

*Revised Image – AIDAR Level: Conversion/Retention*

**Rationale:** The revised image places greater emphasis on direct engagement with the product. A call-to-action element like “Shop the Look” enhances conversion, while adding a group of people wearing the sneakers fosters a sense of community—encouraging long-term brand loyalty, aligning with retention strategy.

### PART 3: Brand Voice Comparison

- **Compare and contrast** the brand voice of your selected brand and one of its competitors.
  - Caution: In some cases, the words you use could be similar, but likely not the same.
  - You want to differentiate the brands.
  - Refer to the Homework if you like.

Criteria	New Balance	Nike
Brand Name	New Balance	Nike

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3 Adjectives	Authentic Inclusive Heritage-driven	Bold Innovative Aspirational
Character	Reliable Understated	Confident Competitive
Tone	Encouraging Humble	Motivational Aggressive
Language	Conversational Straightforward	Slogan-driven Energetic
Purpose	Empower everyday athletes Celebrate craftsmanship	Inspire peak performance Push human potential
Community Words	Runners All-day comfort Made responsibly	Athletes Unstoppable Just Do It (slogan)

- **Voice**

- For your chosen brand, select some text (e.g., 1-2 sentences) from its website or social media and paste it in the box below:

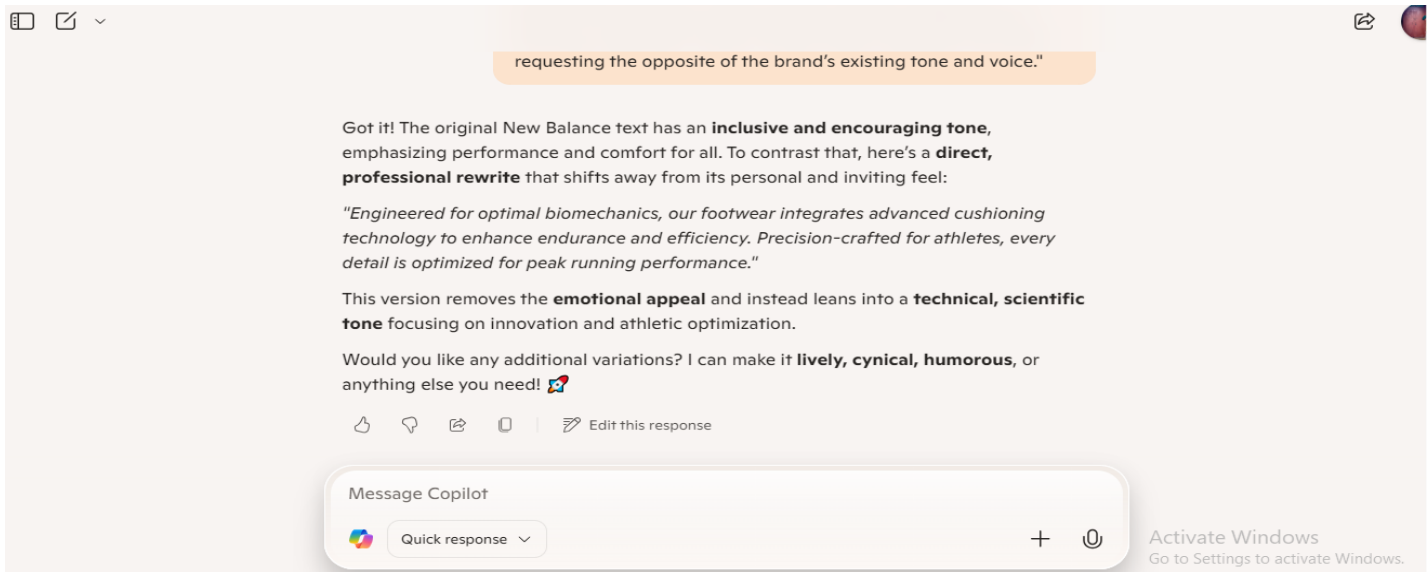
Made for runners, by runners. Our shoes blend performance and comfort to support every stride—because we believe everyone deserves to feel their best in motion.

- Paste the same copy into an AI tool like Co-Pilot or ChatGPT and ask it to **rewrite** the above text using a **different and contrasting voice** (e.g., lively, positive, cynical, professional) or tone (e.g., personal, humble, honest, direct, scientific). Consider requesting the opposite of the brand’s existing tone and voice.
- **Provide the following information:**
  - AI tool used: Copilot
  - New tone and voice requested: **technical, scientific tone**



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- Screengrab of the AI tool’s output:



- Evaluation: In your own words, provide two reasons why this version of the text so inappropriate for your brand? Reference evidence from the text.

## Why This Version Is Inappropriate for New Balance

### 1. It Shifts Away from the Brand’s Core Identity

- ❖ New Balance emphasizes **comfort, inclusivity, and craftsmanship**, as seen in the original statement: *"Made for runners, by runners... because we believe everyone deserves to feel their best in motion."*
- ❖ The revised version, however, prioritizes **aggression and dominance** (*"Built for dominance. Designed to push boundaries..."*), which contradicts New Balance’s welcoming and supportive brand voice.

### 2. It Overlooks the Everyday Athlete

- ❖ New Balance connects with **all runners, from casual joggers to professionals**, making performance **accessible to everyone** (*"support every stride"*) rather than elite competitors.
- ❖ The revised version assumes a **competitive, winner-takes-all mindset**, appealing more to an aggressive sports culture rather than New Balance’s **balanced, authentic approach**.

This version might work for a brand like Nike, which leans into **performance-driven ambition**, but it doesn’t align with New Balance’s **heritage-focused, inclusive storytelling**.

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#### PART 4: Reflection

- How would you evaluate your work?
- Fill out chart. Select the appropriate cell and in that cell **please provide 1-3 sentences** to self-assess your work.

Submission Components	Falls Below Requirements	Met Requirements	Exceeds the Requirements
Part 1: PESO		Included 8 diverse examples across all PESO categories with hyperlinks and Provided screenshots.	
Part 2: AIDAR		Transformed an Awareness-stage Instagram post into a Conversion-focused ad using AI. Explained the shift clearly.	Added a side-by-side visual comparison and iterated on AI prompts to refine the output.
Part 3: Brand Voice		Compared New Balance and Nike’s voices using the table. Used AI to rewrite text but could have analyzed more competitor content.	Highlighted subtle differences in "Community Words" (e.g., "Made responsibly" vs. "Just Do It") to show deeper brand understanding.