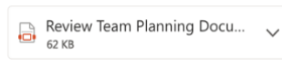




Your Internship Campaign Project

From: Alex Stone <Stone@purple-state.org>

To: Interns@purple-state.org



Greetings Interns,

Congratulations again on completing your internship training! I understand you completed your training with flying colors. Matt Gonzalez had great things to say about you. Thanks to your help, his team was awarded the contract for their proposed campaign.

You have now earned the opportunity to manage the design of your own campaign. You will work in teams to design and then pitch a media campaign for your special interest group client. The contract for this proposed campaign is attached. Once designed, your goal will be to convince your client that your campaign is the best way to achieve their goals and win the contract.

As a team, please take your time to carefully read the contract and understand the goals of your client. You may find our *PurpleState Campaign Design Process* and *Campaign Planning Document* helpful as you begin your research and start designing a campaign to meet our client's objectives. I have attached both documents, and you should recognize many of the steps from your work with Matt's team.

You should use all of the resources available from our PurpleState Research and Analytics Team to help in the design of your campaign. Work with your Account Manager to resolve any issues that arise. Feel free to use the pitch developed by Matt's team as a model for your own.

We have high hopes for your team's ability to develop an effective and creative campaign for our clients. Good luck!

Alex

Alex Stone, PhD
Account Executive
Campaign Design Team