



INFORMATICS  
INSTITUTE OF  
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UNIVERSITY OF  
WESTMINSTER 

**BSc (Hons) Information Systems with Business Management**

## **Final Project Report**

**“CreateWithEyes – For all your Multimedia Needs”**

**By**

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## Abstract

An Integrated Marketing Communications Campaign focuses on aligning a multitude of factors to effectively deliver the message of the respective organization's product or service being marketed. Modern marketing is about customer engagement, brand value and customer retention. It is not simply about telling people what the company has to offer, but listening to the customer's needs and feedback to keep improving their offerings.

Execution of a successful IMC campaign can be a challenging process, and the existing process mainly depends on the larger organizations effectively using advertising agencies for their productions. However, the Small and Medium Enterprises (SMEs) often do not have the budget allocations to afford the price premium of the advertising agencies, or have the capacity to conduct these productions internally. Further, the industry of Multimedia Service Providers or the stakeholders involved in these productions too is dominated by the stronger brands and high profile providers, shadowing the smaller service providers who do not have the capacity to market themselves, or offer the quality of their larger competitors.

The project researches into the marketing communications and multimedia production industry, and identifies the factors that influence marketers in their decisions to select multimedia service providers and related stakeholders. A series of industry surveys via questionnaires and interviews were carried out to check the viability of these factors, and the results were analysed to generate software functional and non-functional requirements and prioritize them based on importance. The project analyses, designs, develops and evaluates a business solution, along with the IT solution – which could be used by the professionals from the marketing sector (users) and the multimedia service providers (vendors) too; to gauge their existing process and identify their problems, and apply the proposed solution to overcome it. The solution could be used to create a common platform for multimedia service providers to offer their services and as an effective solution for marketers from SMEs to schedule productions. The project was executed under guided project management and software development approaches and methodologies.

The business solution and IT solution were both evaluated by users, vendors, IT experts within the industrial and academic domains to gauge the success of the project and was highly rated and accepted. Further recommendations for future implementation were also noted and will be included in future versions of this project.

**KEYWORDS:** Integrated Marketing Communications, Marketing Service Provider, Multimedia Productions, New Media Marketing, Website, Business Solution, Audio-Visual Marketing