



**Alan
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New Department



**New Department
Bundle**

Staffing Budget

**Video
Presentation &
Transcript**

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Zojirushi American Corporation Department of Strategic Communications

Zojirushi Corporation is a Japanese multinational manufacturer of small kitchen appliances such as bread machines, electric kettles, hot water dispensers, electric water boilers, rice cookers, vacuum containers, and beverage dispensers. The Zojirushi American Corporation is responsible for the North American Market. The brand is well known and highly respected in Japan and other Asian countries but relatively unknown to consumers in the North American market. In 2020 overall net sales in North America were less than 8% of total net sales by the company.

While Zojirushi products are praised for their superior quality, innovative design, and durability and have thousands of positive reviews, it faces stiff competition from American companies who offer similar appliances. In addition, the Zojirushi American Corporation struggles with employee retention, and lack of communication identified as one of the major causes of employees' dissatisfaction.

According to 360 Research Reports, the "Small Kitchen Appliances Market" the global small kitchen appliances market was USD 12830 million in 2019 and is expected to reach USD 17450 million by 2025, at a CAGR of 8.0%. Furthermore, the marketing research shows that Millennials and Gen Z are growing consumers of small kitchen appliances. Moreover, according to consumer research, in 2020, the sale of eleven small kitchen appliances increased 9.4%. That presents a great opportunity for Zojirushi to increase sales and expand its customer base in North America.

Establishing the Department of Strategic Communication will address the corporation's internal and external needs and be paramount to the company's success in the North American market. The department will develop and implement successful communication and marketing strategies to promote Zojirushi products to increase sales and effective internal communication to build a positive workspace and increase employee retention.

The vertical structure of the department is preferable as it is similar to the overall design of Zojirushi Worldwide Corporation and suitable for large companies and traditional corporate environments. The Vice President of Strategic Communication will provide the leadership, and five executive directors will lead the Office of Social Media, Office of Web Development and Strategy, Office of Media Relations, Office of Marketing Communication, and Office of Internal Communication, respectively. [The Organizational Chart](#) and [Positions Description](#) and [Staffing Budget](#) for all proposed positions are included.

Organizational Chart



Description for Each Position

Leadership

Vice President of Strategic Communication

- Oversees and provides leadership to the Zojirushi North American Corporation Strategic Communication Department.
- Identifies the communication priorities and ensures that the department uses effective strategies and tactics to meet organizational-wide goals.
- Ensures that the department's internal and external communication messages are aligned with the company's mission, vision, and corporate philosophy.
- Reports directly to the Zojirushi American Corporation President.

Office of Social Media

Senior Director of Social Media

- Oversees and provides leadership to the Office of Social Media.
- Identifies overall strategies for social media outreach.
- Develops long and short-term strategic plans for social media outreach.
- Ensures that social media messages are aligned and fully integrated with other external and internal communications messages and the company's mission, vision, and corporate philosophy.
- Reports directly to the V.P. of Strategic Communication.

Social Media Manager

- Manages day-to-day activities of the office of social media.
- Builds and coaches a high-performing social media team and manages employees within the office of social media.
- Coordinates all work efforts and cooperation with other offices.
- Oversees daily management of Zojirushi social media profiles: Facebook, Twitter, Instagram, Snapchat, and TikTok.
- Ensures that social media messages are aligned and fully integrated with other external and internal communications messages.
- Reports directly to Senior Director of Social Media.

Social Media Outreach Coordinator

- Works with social media influencers and outside parties to increase visibility and promote Zojirushi products.
- Recruits and communicates with influencers.
- Monitors and analyses influencers social media interactions
- Evaluates the influencer's impact.

Social Media Specialist

- Oversees all Zojirushi social media accounts.
- Creates and updates social media posting schedules,
- Replies to comments from subscribers
- Performs Social Media analytics

Videographer

- Plans and executes video recording.
- Records important events such as face-to-face interactions.
- Edits captured video to tell concise, visually engaging stories.

Video Producer

- Reviews audio and visual footage and organizes clips into a cohesive story.
- Creates videos by adding appropriate sounds or graphics.
- Disseminates videos for use by different offices.

Photographer

- Plans the composition of photographs by providing sketches and storylines.
- Captures and develops professional quality photographs.
- Archives and manages Zojirushi image library

Office of Web Strategy and Development

Senior Director for Web Strategy and Development

- Oversees and provides leadership to the Office of Web Strategy and Development.
- Identifies overall strategies for digital media development and outreach.
- Develops long and short-term strategic plans for digital media development and outreach.
- Ensures that digital messages are aligned and fully integrated with other external and internal communications messages and the company's mission, vision, and corporate philosophy.
- Reports directly to the V.P. of Strategic Communication.

Manager for Web Strategy and Development

- Manages day-to-day activities of the office of web strategy and development.
- Builds and coaches a high-performing web strategy and development team and manages employees in the office of web strategy and development.
- Coordinates all work efforts and cooperation with other offices.
- Oversees daily management of Zojirushi websites and other digital communication outreach.
- Ensures that web and other digital media messages are aligned and fully integrated with other external and internal communications messages.
- Reports directly to Senior Director of Web Strategy and Development.

Creative Media Developer
<ul style="list-style-type: none">• Designs and tailors images, graphics, videos, etc., to create integrated multimedia content.
Content Developer
<ul style="list-style-type: none">• Manages Zojirushi website• Creates information for web pages and online marketing.• Develops and edits articles, blogs, ads, etc.
Web Developer
<ul style="list-style-type: none">• Performs necessary coding for Zojirushi websites and web applications• Works closely with Content Developer
Graphic designer
<ul style="list-style-type: none">• Develops graphics and other pieces of visual content to be used by the web department
Programmer
<ul style="list-style-type: none">• Writes code to help software applications operate more efficiently.• Designs and updates software solutions.• Writes and updates source code and manages various operating systems for all Zojirushi digital communication.
Office of Media Relations
Senior Director of Media Relations
<ul style="list-style-type: none">• Oversees and provides leadership to the Office of Media Relations.• Identifies overall strategies for public relations and media outreach.• Develops long and short-term strategic plans for public relations and media outreach.• Ensures that media outreach messages are aligned and fully integrated with other external and internal communications messages and the company’s mission, vision, and corporate philosophy.• Reports directly to the V.P. of Strategic Communication.
Media Relation Manager
<ul style="list-style-type: none">• Manages day-to-day activities of the Office of Media Relations.• Builds and coaches a high-performing public relations and media outreach team and manages employees within the Media Relations office.• Coordinates all work efforts and cooperation with other offices.• Oversee daily management of Zojirushi public relations and media outreach.• Ensures that media messages are positive and aligned and fully integrated with other external and internal communications messages.• Reports directly to Senior Director of Web Strategy and Development.

Content Strategy Specialist
<ul style="list-style-type: none">• Develops messaging and works with business partners to promote a positive reputation on a corporate level.• Oversees and manages media campaigns and monitoring the impact.• Reviews written and visual content for uniformity and strategic fit.
News Media Communication Specialist
<ul style="list-style-type: none">• Manages and improves all Zojirushi communications media content.• Develops content to promote products and a positive public image of the company.
International Communication Specialist
<ul style="list-style-type: none">• As an international company primarily situated in Japan, a global communication specialist translates cultural differences and keeps the company’s other branches in line and on message.
Press Secretary
<ul style="list-style-type: none">• Coordinates and manages communications activities.• Writes press releases and talking points.• Organizes local press events.• Coordinates with reporters.
Writer/Editor
<ul style="list-style-type: none">• Creates and edits media content.
Office of Marketing Communication
Senior Director for Marketing Communication
<ul style="list-style-type: none">• Oversees and provides leadership to the Office of Marketing Communication.• Identifies overall strategies for marketing communication.• Develops long and short-term strategic plans for marketing communications.• Ensures that marketing communications and outreach are aligned and fully integrated with other external and internal communications messages and the company’s mission, vision, and corporate philosophy.• Reports directly to the V.P. of Strategic Communication.
Marketing Communication Manager
<ul style="list-style-type: none">• Manages day-to-day activities of the Office of Marketing Communications.• Builds and coaches a high-performing marketing and advertising team and manages employees within the office of Marketing Communications.• Coordinates all work efforts and cooperation with other offices.• Oversees daily management of Zojirushi marketing communication outreach.• Ensures that marketing messages are aligned and fully integrated with other external and internal communications messages.• Reports directly to Senior Director of Web Strategy and Development.

Marketing Specialist
•Develops, executes, and monitors marketing outreach programs.
Advertisement Marketing Specialist
• Develops marking and advertising communication plans and coordinates marketing strategies and tactics.
Investor Director
• Directs and oversees an organization’s investor relations and communications. • Manages communications with shareholders to develop and maintain positive relationships.
Marketing Graphic Designer
• Creates graphics for advertising purposes. • Keeps art styles and pictures consistent with the company’s visual identity. • Creates engaging multimedia designs and oversees the branding design.
Office of Internal Communication
Senior Director of Internal Communication
• Oversees and provides leadership to the Office of Internal Communication. • Identifies overall strategies for internal communications. • Develops long and short-term strategic plans for internal communications. • Ensures that internal communications are aligned and fully integrated with external and corporate communications messages and the company’s mission, vision, and corporate philosophy. • Reports directly to the V.P. of Strategic Communication
Internal Communication Manager
• Manages day-to-day activities of the office of Internal Communications. • Build and coach a high-performing internal communication team and manage employees within the office of Internal Communication. • Coordinates all work efforts and cooperation with other offices. • Oversees daily management of Zojirushi internal communications. • Ensures that communications are clear and organizational initiatives are successfully communicated to employees. • Reports directly to Senior Director of Web Strategy and Development.
Internal Communication Specialist
• Creates and implementing employee and recruiting communications content. • Develops internal communication plans and strategies to improve employee morale, retention, and job satisfaction.

Corporate Communication Specialist

- Manages communication between management and employees.
- Ensures the communication flow and improves the relationship of higher and lower-level staff members.
- Creates company media and literature to promote company unity and corporate goals.

Crisis Communication Specialist

- Anticipates, plans, and implements communication responses to crises.

Human Resource Liaison

- Serve as a liaison and works with H.R. to develop communications messages.
- Works directly with employees to address any communication issues and problems.
- Handles communications for new employees.
- Develops and manages training materials.

Graphic Designer

- Develops graphics and other pieces of visual content to be used by the web department

Full Position Description

Job Title: Graphic Designer

Company: Zojirushi Corporation

Department: Strategic Communications

Office: Web Design & Development

Become a team member in the newly formed Department of Strategic Communication at the Zojirushi American Corporation. Zojirushi Corporation is a Japanese multinational manufacturer of small kitchen appliances such as bread machines, electric kettles, hot water dispensers, electric water boilers, rice cookers, vacuum containers, and beverage dispensers known for their superior quality, innovative design, and durability. The Zojirushi American Corporation is in Torrance, CA, and is responsible for the North American Market.

Position Overview

The successful candidate will have creative and innovative visual design competency and artistic ability to create visual content for various digital communication products. As a Graphic Designer, you'll design visual concepts, layouts, and graphic designs for multiple forms of digital communications to support the Zojirushi external and internal communications.

Key Responsibilities

- Create images and layouts and the constant stream of visual content for social media and other digital channels
- Study design briefs and determine requirements for projects
- Create visuals based on project and organizational needs
- Develop illustrations, logos, and other visual products as needed
- Work with copywriters and staff to produce a final design
- Alter designs after feedback
- Ensure final graphics and layouts are visually appealing and on-brand for Zojirushi of America

Qualifications

- Bachelor's degree in Graphic Design, Fine Arts, Marketing, Communications, or related fields is required.
- Two to three years of professional experience in graphic or visual design.
- Portfolio illustrating the digital graphic design and original work in a variety of applied styles.
- Expertise in design software such as Adobe Creative Cloud programs, particularly Photoshop, Illustrator, Dreamweaver, and InDesign.
- Experience creating social media graphics and keeping up with the latest trends.
- Some experience in After Effects and Cinema 4D and a basic understanding of web technologies and principles, including HTML, CSS, and UX.
- Excellent design skills and ability to create exciting visual content.
- Creativity, attention to detail, strong written and verbal communication skills.
- Ability to manage multiple projects, meet deadlines, and work across various teams.

Employment Type

Full Time

Salary Range

45,000-50,000

Location

Torrance, CA

Equal Employment Opportunity (EEO)

Zojirushi is an equal opportunity employer and does not discriminate against race, religion, age, sex/gender, gender identity, sexual orientation, marital status, physical or mental disability, or any other characteristics protected by law.



Department Name, Logo, Mission & Vision Statements

Department Name

Zojirushi Department of Strategic Communications

Logo



Mission Statement

Our mission is to ensure successful external and internal communications, develop strategies to attract talents, create a positive workspace, promote our products and increase brand recognition.

Vision Statement

Our vision is to create innovative, informative, and effective communication products to support Zojirushi Corporation's philosophy of "Creating quality of life" for all and mission to deliver products that will bring customers heartfelt joy as they use them

Situation Analysis and Problem Statement

Zojirushi Corporation is a Japanese multinational manufacturer of small kitchen appliances and consumer electronics. The Zojirushi American Corporation is located in California, USA, and is responsible for the North American Market. Zojirushi products such as bread machines, electric kettles, hot water dispensers, electric water boilers, rice cookers, vacuum containers, and beverage dispensers are known for their superior quality, innovative design, and durability. Many products are highly rated by consumers, earned Amazon Choice status, and have thousands of positive reviews.

However, while the brand is well known and highly respected in Japan and other Asian countries, many North American consumers are not aware of the products offered by the company. According to 2020 Zojirushi corporate data report, the overall net sales in North America was less than 8% of total net sale by the company.

Furthermore, the marketing research shows that Millennials and Gen Z are growing consumers of small kitchen appliances as fresh foods play a large role in their lifestyle. They prefer to cook themselves, looking for appliances that will do most of the cooking. According to consumer research, in 2020, the sale of eleven small kitchen appliances, including electric kettles, rice cookers, bread machines, juicers, induction cookers, etc., increased 9.4%. That presents a great opportunity for Zojirushi to expand its customer base in North America.

But then Zojirushi faces stiff competition from other companies who offer similar appliances at a competitive price. In addition, the Zojirushi American Corporation struggles with employee retention as former employees stated that lack of communication was their reason for leaving the company. Therefore, the lack of internal communication and employee retention presents possible threats to the company's success in the North American market.

The communications program's challenge is to create successful communication and marketing strategies to promote Zojirushi's products and develop successful internal communication to build a positive workspace and increase employee retention.

Goals

- Establish Zojirushi as a company that delivers premiere and high-quality products that bring joy and increase life quality.
- Increase the visibility and desirability of Zojirushi products among North American consumers.
- Establish Zojirushi American Corporation as a great place to work where the corporate philosophy is "Quality of Life for all."

Communication Objectives

- Establish the company's public perception as a leader in innovative product design and producer of durable, modern, and desirable products by using social media campaigns and influencers within one year of the campaign.
- Increase the awareness about the company products using social media and other platforms to increase by 50% followers/subscribers within one year of the campaign.
- Create a marketing and advertising campaign to increase sales by 20% by January 2023.
- Improve internal communication to increase employee job satisfaction and retention rate to 80% by January 2023.
- Develop and implement employees survey to gauge perception, job satisfaction, life-work balance, and engagement to reach a 75% approval rating by January 2023.

Target Publics (Audiences)

Primary Public

Gen Z and Millennials

The youngest generation of Americans grows and gains disposable income. Also, they prefer to have durable and convenient kitchen appliances, and Zojirushi products must be on their preferred kitchen appliances list. Therefore, this population should be the primary target as it will lead to more customers and longer-term brand recognizing.

Zojirushi American Corporation Employees

According to comments on Glassdoor, employees at Zojirushi of America have a low retention rate and feel undervalued. Improving internal communication with employees and using social media to show off a happy and fun working environment and employees of the month will lead to greater employee work satisfaction and retention. Thus targeting this population will contribute to the company's overall success.

Secondary Public

Existing Zojirushi Product Owners

Research shows that satisfied customers are more likely to purchase the same product when it's time to replace it or another related product of the same brand. By targeting this population, the company will increase "repeat sales" and sales in general. In addition, favorable reviews of the product will contribute to marketing efforts.

Tertiary Public

General Public

Although consumers have begun to get back to life outside homes, their fundamental behavior change of eating at home and adopted habits of home meal preparation using small kitchen appliances is expected to continue. Therefore, products that address evolving consumer needs consumer will continue to be in demand. According to the NPD Group, consumer demand for home products in 2021 and beyond is expected to increase, with a sale increase of 15% than pre-pandemic levels and 25% higher sales revenue. Therefore, by targeting the general population, the company will seize the opportunity to broaden its consumer base and increase sales.

Messages

M1: Zojirushi company is one of the best and continuously innovative companies that produce small kitchen appliances to bring people joy and improve people's quality of life.

- Zojirushi is the leading global authority in temperature maintenance technologies that keep foods and beverages at the desired temperature.
- Zojirushi helps people enjoy more comfortable lifestyles by offering new solutions for food preparation and preservation.
- Zojirushi is working to meet consumers' diverse health-related needs by developing a wide range of products designed to help improve well-being.
- Zojirushi is committed to improving people's lifestyles, remains as strong as ever, and is expressed through a broadening range of high-quality, high-performance everyday products.

M2: Zojirushi products are among the best, innovative, and technologically advanced small kitchen appliances on the market.

- Zojirushi products have an innovative design.
- Zojirushi products are integrated with wireless communication technologies.
- Zojirushi products are modern, efficient, and user-friendly.
- Zojirushi products bring customers the joy of cooking while the appliances do most of the cooking.

M3: Zojirushi products are of superior quality.

- Zojirushi products are made in Japan.
- Zojirushi products are durable and long-lasting.
- Zojirushi products are environmentally friendly.
- Zojirushi products are highly rated by consumers and have exceptional warranties.

M4: Zojirushi American Corporation is a great place to work and grow.

- Zojirushi employees are essential for company success.
- Zojirushi values its employees, listens, and incorporates feedback from employees.
- Zojirushi is committed to create a quality of life for all and improve our working environment.

Strategies

Strategy	Application of Change Management Principle
Engage on social media and other digital platforms to promote the company and products.	Roger's Diffusion of Innovations Theory (Increase Observability)
Pay influencers to review and have live-stream events to showcase the products to raise awareness of the company and products.	Roger's Diffusion of Innovations Theory (Increase Observability)
Develop effective and cost-efficient marketing and advertising campaign to increase brand recognition.	Roger's Diffusion of Innovations Theory (Increase Observability)
Create an effective internal communication plan to foster internal change without hurting the productivity of current employees and provide complete transparency of a process. A plan must be developed that allows the organization to be aware of the needed changes, put forward the effort to make the change, figure out how to implement the difference, and apply the change using the tools available, finally reinforcing the change, so it sticks.	ADKAR Model and Lewin's Change Management Model. (Increase understanding of changes and their impact) Rogers's Diffusion of Innovation Theory (Reduce complexity through transparency)

Tactics, Timeline & Budget

Tactic	Timeline	Budget
<p>Create and publish outreach materials for social media and other digital platforms to increase the visibility of Zojirushi company and products.</p> <p>Social Media Specialist. Creative Media Developer.</p>	<p>Planning and Preparation:</p> <ul style="list-style-type: none"> • Revamp Social Media accounts and company profiles on other digital platforms. (First 2 weeks) • Plan out and prepare posts for the coming days, weeks, and months, preparing to revamp the social media profiles. (Ongoing) <p>Execution:</p> <ul style="list-style-type: none"> • Post on social media and other platforms communicating and interacting with consumers to create engagement. (Ongoing) <p>Evaluation:</p> <ul style="list-style-type: none"> • Evaluate the engagement for each platform (Weekly) • Identify the materials that were effective and ineffective and adjust accordingly. (Monthly) 	0\$

Tactic	Timeline	Budget
<p>Engage in social media outreach by contacting and working with influencers to promote products and increase awareness of Zojirushi company and products.</p> <p>Social Media Outreach Specialist.</p>	<p>Planning and Preparation:</p> <ul style="list-style-type: none"> • Identify influencers who will be the best candidate to promote the product and represent the company. Determine how to contact them and prepare financial offers. (First Months, revisit monthly) <p>Execution:</p> <ul style="list-style-type: none"> • Reach out to social media influencers, negotiate costs and incentives, and develop relationships with the most efficient influencers for future campaigns. (First months, re-evaluate monthly) <p>Evaluation:</p> <ul style="list-style-type: none"> • Evaluate the of influencer engagements. (Monthly) 	100,000\$
<p>Create an advertisement campaign that will engage and raise awareness of the Zojirushi brand and products, focusing on the products' lifestyle benefits.</p> <p>Marketing Department Specialists</p>	<p>Planning and Preparation:</p> <ul style="list-style-type: none"> • Design Marketing Campaign, marketing materials, identify and contact advertisement platforms and do pilot run (First Month) <p>Execution:</p> <ul style="list-style-type: none"> • Implement marketing campaign, continue to create, and update marketing materials. (Ongoing) <p>Evaluation:</p> <ul style="list-style-type: none"> • Assess the effectiveness and determine what was effective and what was ineffective, adjust accordingly. (Monthly) 	100,000\$
<p>Create Zojirushi Exhibition Materials to be used in Various USA exhibitions and trade events to promote products and increase awareness of Zojirushi company and products.</p> <p>Marketing Department Specialists</p>	<p>Planning and Preparation:</p> <ul style="list-style-type: none"> • Design expo marketing and face-to-face demonstration materials, identify trade shows, expos, and exhibitions related to household appliances, and contact the organizers. (First Month) <p>Execution:</p> <ul style="list-style-type: none"> • Participate in the identified events and implement face-to-face marketing (Ongoing) <p>Evaluation:</p> <ul style="list-style-type: none"> • Assess the effectiveness and determine what was effective and what was ineffective, adjust accordingly. (Monthly) 	100,000\$

Tactic	Timeline	Budget
<p>Create internal communication media to improve employee retention by encouraging positive workspace attitudes and relationships.</p> <p>Internal Communication Specialist.</p>	<p>Planning and Preparation:</p> <ul style="list-style-type: none"> • Observe current internal culture and identify areas of improvement and plans to instate the progress. <p>Inform the employees about the new Department and upcoming changes: Email from the President. (First Month and reevaluate monthly)</p> <p>Execution:</p> <ul style="list-style-type: none"> • Update internal policies and regulations to fit changes. (First six months) <p>Evaluation:</p> <ul style="list-style-type: none"> • Look over the data and results of the assessment and determine what was effective and what was ineffective. (6, 9, 12 months) 	0\$
<p>Cooperate with H.R. and develop material for new and existing employees to foster employees' job satisfaction, life-work balance, and engagement.</p> <p>Corporate Communication Specialist, H.R. Liaison</p>	<p>Planning and Preparation:</p> <ul style="list-style-type: none"> • Develop cooperative communication products to distribute thought the company. (First Month and reevaluate monthly) <p>Execution:</p> <ul style="list-style-type: none"> • Distribute corporate communication products and continue to develop and rewrite as needed. (Ongoing) <p>Evaluation:</p> <ul style="list-style-type: none"> • Look over the data and results of the assessment and determine what was effective and what was ineffective. (Monthly) 	0\$

Evaluation

- Increase in sales of at least 20% by January 2021
- Decrease employee turnover to 20%
- Have a 75% average employee satisfaction based on monthly surveys
- Increase social media engagements across all platforms by 50%
- Create working relationships with influencers on multiple social media platforms at least 10

Reviewer's name: Alan Barzani

Name of peer whose plan you're reviewing: Kandace Morris

Date: 7/26/2021

Situation Analysis

The situation analysis is a section outlining in a paragraph or two the current state-of-play with regard to the organization and the issue or opportunity it is facing. The situation analysis often includes a SWOT and stakeholder analysis.

- +The internal and external situation is clearly described.
- + The analysis takes into account primary, secondary, qualitative, and quantitative research.
- Internal and external strengths, weaknesses, threats, and opportunities are taken into account.
- Internal and external stakeholders and other key publics are identified, and their demographic characteristics, psychographic characteristics, opinions, attitudes, and behaviors pertaining to the situation are assessed.
- The analysis concludes with a problem statement that
 - logically derives from the situation analysis,
 - is written in the present tense,
 - describes the main problem or opportunity in specific and measurable terms,
 - does not imply solutions, and
 - does not place blame.

Comments

The current Situational Analysis is a good start, but it is missing some key details. For example, while you touched on external strengths, there wasn't any mention of internal strengths or of the weakness that need to be overcome. Moreover, the problem statement follows is great but feels like it is missing a more solid connection with the situational analysis.

Goals

Goals are the high-level, desired outcomes of the campaign; these tell you when your communications work is done.

- + The goals are positive and aspirational.
- + The goals are not necessarily quantifiable.
- + The goals are consistent with mission, vision, and values.
- + The goals may be abstract but are written so that one can recognize whether or not they were met.
- + The goals are under 20 words in length.

Comments

The goals found in your paper are excellent. They follow all the needed criteria and are perfect aspirations for a communication plan.

Target Publics

Target publics are stakeholders and other publics affected by or affecting the campaign.

- + Target publics are identified and described.
- Target publics are prioritized and categorized as primary, secondary, and tertiary (or similar categories).

Stakeholders identified in the situation analysis tend to be primary.

- Descriptions are accurate and reflect demographic and psychographic information relevant to the campaign.
- Prioritization is logically based on the situation analysis and campaign goals.

Comments

The target publics are lacking details, and there are no prioritized categories. While the publics you choose are all good, expand this section and adding more information to this section is needed.

Objectives

Objectives are interim steps required for attaining a stated goal.

- + Each goal is supported by at least one objective.
- + The objectives are either outcome (affecting behavior), outcome (affecting perception, awareness, or attitude), output (identifying benchmarks you want to hit), or process (identifying your own efforts—what you intend to build—to inform, educate, explain, etc.). Most objectives should pertain to your publics and not your internal efforts.
- + Each objective is SMART (specific, measurable, attainable, relevant, and time-bound).
- + Each objective contains or implies the success metrics to be used in the evaluation plan.
- + Each objective aligns with an item in the evaluation plan.
- + If it makes sense in context; the objectives are structured sequentially so as to fully support the attainment of each goal.

Comments

Fantastic objectives, neat logical, and clear. They also fit well with the rest of your plan, nothing to improve on.

Messages

Messages are the concepts and information to be communicated to the target publics.

- + Messages are high-level and not overly detailed or prescriptive. (They are core messages that will be communicated differently depending on the channels, tactics, and publics.)
- Each message contains a few bullet-point proof points.
- + The messages are appropriate for the public and their concerns, interest, and context.
- + The messages align with the objectives.
- + If needed, the messages are segmented for different publics (for complex plans).
- + The messages are not specific to a channel or platform.

Comments

Your messages are understandable and effective, but they require more details, specifically adding bullet points going over some of the basic ideas or methods of utilizing the message will help.

Strategies

Strategies are the means by which communications objectives are achieved.

This section includes both channels (print media, blogs, etc.) and approaches (positioning, engaging, generating buzz, etc.). It might also include platforms (Facebook, Instagram, etc.).

- + Strategies are not typically measurable.
- + Strategies align with the objectives.
- + Strategies indicate the desired result in the target publics (persuading, informing, etc.).
- + For each target public, there is at least one strategy likely to be effective.
- + Strategies are likely to accommodate any new publics added.
- + Strategies explain how the objectives will be met.

Comments

Your strategies are well thought out and connect well with the models you picked, nothing to improve on, and they go perfectly with your tactics.

Tactics

Tactics are the products created or activities undertaken in the execution of the strategies.

- + The tactics align with and enable the strategies.
- + Each strategy has a few tactics.
- + Tactics include all required traditional media products, social media products, face-to-face events, and outreach efforts.
- + Tactics might include specific publications, platforms, or other outlets.
- + For each tactic, the plan should identify a specific person responsible for creating or implementing it.

Comments

You have a clear set of tactics, a timeline, and a budget. You connect them all perfectly with crystal clear information, and it connects well with your strategies. Extremely well organized and justified.

Timeline

The timeline consists of the events occurring throughout the duration of the campaign.

- + The timeline includes both activities and deliverables.
- + The timeline accounts for the planning, preparation, execution, and evaluation phases of the campaign.
- + The timeline probably includes less detail in far-term activities and deliverables (months away) than in near-term activities and deliverables (in the next few weeks).

Comments

Same as above

Budget

The budget documents the resource requirements and costs.

- + The budget contains all resources required.
- + The budget lists a cost for each resource.
- + Estimates are provided where costs are not known.

Comments

Same as above

Evaluation Plan

The evaluation plan should include success metrics (quantitative information to report to leadership to show that the campaign is meeting objectives).

- + The evaluation items align with the objectives.
- + There is at least one evaluation item for each objective.
- + The evaluation items are specific and quantitative: they are numbers or percentages of an identified phenomenon (rated excellent by 95 percent of participants; at least 500 reposts; at least 90 likes, etc.).
- + The evaluation items align with the strategies and tactics (i.e., if Facebook is an identified platform, the evaluation metric could be the number of shares).

Comments

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Reviewer's name: Kandace Morris

Name of peer whose plan you're reviewing: Alan Barzani

Date: July 26, 2021

Situation Analysis

The situation analysis is a section outlining in a paragraph or two the current state-of-play with regard to the organization and the issue or opportunity it is facing. The situation analysis often includes a SWOT and stakeholder analysis.

- +The internal and external situation is clearly described.
- + The analysis takes into account primary, secondary, qualitative, and quantitative research.
- + Internal and external strengths, weaknesses, threats, and opportunities are taken into account.
- + Internal and external stakeholders and other key publics are identified, and their demographic characteristics, psychographic characteristics, opinions, attitudes, and behaviors pertaining to the situation are assessed.
- + The analysis concludes with a problem statement that
 - logically derives from the situation analysis,
 - is written in the present tense,
 - describes the main problem or opportunity in specific and measurable terms,
 - does not imply solutions, and
 - does not place blame.

Comments

The situation analysis was clear and carefully introduced the company to those who are unfamiliar. I personally appreciated the background information, as it provided better insight into the plan.

Goals

Goals are the high-level, desired outcomes of the campaign; these tell you when your communications work is done.

- + The goals are positive and aspirational.
- + The goals are not necessarily quantifiable.
- + The goals are consistent with mission, vision, and values.
- + The goals may be abstract but are written so that one can recognize whether or not they were met.
- + The goals are under 20 words in length.

Comments

The list of goals was kept short and to the point. There was a sense of optimism in the wording.

Target Publics

Target publics are stakeholders and other publics affected by or affecting the campaign.

- + Target publics are identified and described.
- + Target publics are prioritized and categorized as primary, secondary, and tertiary (or similar categories).

Stakeholders identified in the situation analysis tend to be primary.

- + Descriptions are accurate and reflect demographic and psychographic information relevant to the campaign.
- + Prioritization is logically based on the situation analysis and campaign goals.

Comments

Identifying your primary, secondary, and tertiary publics showed that you truly conducted the research for this communication plan.

Objectives

Objectives are interim steps required for attaining a stated goal.

- + Each goal is supported by at least one objective.
- + The objectives are either outcome (affecting behavior), outcome (affecting perception, awareness, or attitude), output (identifying benchmarks you want to hit), or process (identifying your own efforts—what you intend to build—to inform, educate, explain, etc.). Most objectives should pertain to your publics and not your internal efforts.
- + Each objective is SMART (specific, measurable, attainable, relevant, and time-bound).
- + Each objective contains or implies the success metrics to be used in the evaluation plan.
- + Each objective aligns with an item in the evaluation plan.
- + If it makes sense in context; the objectives are structured sequentially so as to fully support the attainment of each goal.

Comments

The objectives included projected rates and dates to meet the objectives. This is very helpful when setting up benchmarks on the evaluation process of the communications plan.

Messages

Messages are the concepts and information to be communicated to the target publics.

- + Messages are high-level and not overly detailed or prescriptive. (They are core messages that will be communicated differently depending on the channels, tactics, and publics.)
- + Each message contains a few bullet-point proof points.
- + The messages are appropriate for the public and their concerns, interest, and context.
- + The messages align with the objectives.
- + If needed, the messages are segmented for different publics (for complex plans).
- + The messages are not specific to a channel or platform.

Comments

An explanation accompanied each message. There were a variety of messages that align with a wide variety of channels.

Strategies

Strategies are the means by which communications objectives are achieved.

This section includes both channels (print media, blogs, etc.) and approaches (positioning, engaging, generating buzz, etc.). It might also include platforms (Facebook, Instagram, etc.).

- + Strategies are not typically measurable.
- + Strategies align with the objectives.
- + Strategies indicate the desired result in the target publics (persuading, informing, etc.).
- + For each target public, there is at least one strategy likely to be effective.
- + Strategies are likely to accommodate any new publics added.
- + Strategies explain how the objectives will be met.

Comments

The strategies you selected aligned with your objectives nicely. I will check to see if there is at least one other change management principle that may be similar to Roger's Diffusion of Innovation Theory just to continue with the theme of a variety of your plan

Tactics

Tactics are the products created or activities undertaken in the execution of the strategies.

- +The tactics align with and enable the strategies.
- +Each strategy has a few tactics.
- Tactics include all required traditional media products, social media products, face-to-face events, and outreach efforts.
- +Tactics might include specific publications, platforms, or other outlets.
- +For each tactic, the plan should identify a specific person responsible for creating or implementing it.

Comments

Excellent! The details in your tactic, timeline, and budget section are thorough and provide a realistic expectation to accomplish. The only thing I didn't see was a face-to-face event.

Timeline

The timeline consists of the events occurring throughout the duration of the campaign.

- +The timeline includes both activities and deliverables.
- +The timeline accounts for the planning, preparation, execution, and evaluation phases of the campaign.
- +The timeline probably includes less detail in far-term activities and deliverables (months away) than in near-term activities and deliverables (in the next few weeks).

Comments

N/A

Budget

The budget documents the resource requirements and costs.

- + The budget contains all resources required.
- + The budget lists a cost for each resource.
- + Estimates are provided where costs are not known.

Comments

N/A

Evaluation Plan

The evaluation plan should include success metrics (quantitative information to report to leadership to show that the campaign is meeting objectives).

- + The evaluation items align with the objectives.
- + There is at least one evaluation item for each objective.
- + The evaluation items are specific and quantitative: they are numbers or percentages of an identified phenomenon (rated excellent by 95 percent of participants; at least 500 reposts; at least 90 likes, etc.).
- + The evaluation items align with the strategies and tactics (i.e., if Facebook is an identified platform, the evaluation metric could be the number of shares).

Comments

The evaluation aligned well with the objectives. Overall, this plan was very detailed and flowed nicely.
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Changes Made to Communication Plan

My classmate's review was positive, and she noted that face-to-face communication was missing in the "Tactics" part of the communication plan. To address the missing piece, I added another marketing tactic: "Create Zojirushi Exhibition Materials to be used in Various USA exhibition and trade events to promote products and increase awareness of Zojirushi company and products." My research showed that there are at least 15 various shows, trade events, and exhibitions that showcase household appliances held in the USA early. For example, Philly Home + Garden Show is held in Philadelphia to showcase innovative household products once a year. Those shows could be a great opportunity for the face-to-face marketing campaign.

From: Tatsu Yamasaki
To: All Employees
Date: August 1, 2021
Subject: Aligning our Organizational Structure & Corporate Philosophy

I am excited to share with you the establishment of the new department, "The Department of Strategic Communication," and our efforts to align our organizational structure to our corporate philosophy, "Better Quality of Life." For more than 30 years, our company has distributed innovative products in the North American market to improve our customer's way of life. However, the company's commitment to a better quality of life is directed not only toward our customers but also toward our employees. Today's announcement is a step forward to our philosophy and commitment to our clients and employees.

In the age of social media and increased digital communication, our external communications became more complex, and new communication and marketing strategies are required to succeed in today's market. In addition, last year was challenging in many ways, and the communication between management and staff was not always perfect. Poor internal communication has increased unnecessary pressure, created misunderstandings and an unfavorable work environment, and greatly needs improvement. The mandate for our new Department of Strategic Communication is to develop strategies to improve the company's internal and external communications

The new department will be led by the Vice President of Strategic Communication and consist of the Office of Social Media, Office of Web Development and Strategy, Office of Media Relations, Office of Marketing Communication, and Office of Internal Communication. All offices will work collaboratively to transform our external and internal communications. The complete organizational chart of the new department is available on the internal website.

I want to acknowledge all staff as our company has an abundance of talent, and all of you are integral to our shared success. I want to assure you that these changes will not cut any existing positions but rather integrate current posts to realigned organizational structure and bring more team members to our staff. Also, I want to recognize the staff who have stepped up and taken on additional responsibilities to address growing social media and digital communication demands. The organizational changes will ensure that number of staff will be proportionate to the growing needs we are facing. We are committed to the continuous improvement of the work-life balance of our employees.

The changes are effective immediately, but much work remains to fully integrate the new department in our corporate structure. As we move forward, we will be engaging with managers to communicate the changes. In addition, the teams and employees affected by organizational changes expect to be involved in additional discussion. Also, starting this month, we will be rolling out changes meant to provide a better work environment for all employees. I invite your feedback and thoughts on how we move towards improving the working environment and increasing employee's life-work balance. I appreciate your support, and I look forward to talking with you all soon.

Tatsu Yamasaki
President Zojirushi American Corporation

Staffing Budget

Communication Department Budget		
Job Title	Annual Salary	Percentage
Vice President Of Strategic Communication	\$ 250,000.00	10%
Office of Social Media		
Senior Director of Social Media	\$ 88,387.00	4%
Social Media Manager	\$ 60,524.00	2%
Social Media Outreach Coordinator	\$ 50,951.00	2%
Social Media Specialist	\$ 40,910.00	2%
Video Producer	\$ 62,957.00	3%
Photographer	\$ 74,520.00	3%
Sub Total	\$ 378,249.00	16%
Office of Web Strategy and Development		
Senior Director for Web Strategy and Development	\$ 142,051.00	6%
Manager for Web Strategy and Development	\$ 87,588.00	4%
Creative Media Developer	\$ 75,000.00	3%
Content Developer	\$ 48,511.00	2%
Web Developer	\$ 73,419.00	3%
Sub Total	\$ 426,569.00	18%
Office of Media Relations		
Senior Director of Media Relations	\$ 108,754.00	4%
Media Relation Manager	\$ 83,517.00	3%
Content Strategy Specialist	\$ 114,549.00	5%
News Media Communication Specialist	\$ 67,574.00	3%
Sub Total	\$ 374,394.00	15%
Office of Design & Marketing Communication		
Senior Director for Marketing Communication	\$ 165,000.00	7%
Marketing Communication Manager	\$ 78,000.00	3%
Marketing Specialist	\$ 56,000.00	2%
Advertisement Marketing Specialist	\$ 50,125.00	2%
Investor Director	\$ 150,000.00	6%
Sub Total	\$ 499,125.00	21%
Office of Internal Communication		
Senior Director of Internal Communication	\$ 139,288.00	6%
Internal Communication Manager	\$ 93,000.00	4%
Internal Communication Specialist	\$ 72,239.00	3%
Crisis Communication Specialist	\$ 169,583.00	7%
Human Resource Liaison	\$ 54,500.00	2%
Sub Total	\$ 528,610.00	22%
Total	\$ 1,957,822.00	81%
24% Added Tax	\$ 469,877.28	19%
Real Total	\$ 2,427,699.28	100%

[Click Here!](#)



Video Presentation

The logo for ARABOLIC COMMUNICATIONS. It features a large, stylized white letter "P" on a teal background. The "P" is partially obscured by a black, curved shape that resembles a parabolic arc. Below the "P" and the arc, the words "ARABOLIC" and "COMMUNICATIONS" are written in a white, sans-serif font.

Zojirushi Newest Department
Of Strategic Communication

The logo for Zojirushi Department of Strategic Communications, identical to the one in the top left. It features a stylized blue elephant head holding a red megaphone, followed by the word "ZOJIRUSHI" in bold blue letters, and "Department of Strategic Communications" in smaller blue letters below. A red vertical oval is behind the "O" in "ZOJIRUSHI".

[**Click Here!**](#)

Slide #	Transcript
1.	Hello, my name is Alan Barzani. I am an account executive at Parabolic Communications. Today, I am presenting the new department we designed for the Zojirushi cooperation, the Department of Strategic Communications. To be consistent with the corporate image, we kept the same logo. The one addition we made was adding a megaphone to the elephant to represent the transitive quality of communication.
2.	The need to establish the department has arisen due to Zojirushi low performance in North America, lack of brand recognition, and an untapped and underutilized market within a growing industry
3.	In addition, in the age of social media and increased digital communication, the corporations' external communications have become more complex, and new communication and marketing strategies are required to succeed in today's market. Also, the company has experienced internal communication challenges that lead to low performance and high staff turnover rates. As a result, we've designed the department of strategic communication with a mission and vision that address those challenges and reflects the goals and aspirations of the entirety of Zojirushi corporation.
4.	Likewise, the organizational chart for the new department was tailored to face the presented challenges while enveloping the entirety of the company's external and internal communications and marketing needs. The department will have five interconnected offices: social media, web strategy, media relations, marketing communications, and internal communications. All offices will work collaboratively, and the new V.P. of Strategic Communications will provide the leadership.
5.	We estimate that the optimal operational costs for the new department will be 3.8 million USD. This amount will be evenly distributed through the offices and ensure effective operations.
6.	However, if the cooperation cannot allocate those resources, the operational cost of the department can be reduced to 2.4 million by cutting out some positions and transferring some positions online. Though, this will reduce the effectiveness of the department and lead to lower returns.
7.	To seamlessly integrate the new department, transparency of the processes is paramount. Employees should be made aware that this organizational change is a necessity to address the challenges in our industry and is part of our efforts to align our organizational structure to our corporate philosophy. Furthermore, employees should be notified of the changes via letter from the President and assured that no position will be cut, current related positions will be integrated into the new departments, and new members will be joining the staff.
8.	I appreciate your attention. And I will be happy to answer any questions you may have.

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