

‘Much Better’
Jonas Brothers
Weekly Report 23
2/25 to 3/3

This past week I was able to make significant progress on my final product and lay out the foundation for how I wanted things to go in the next upcoming months. By working with my mentor the week before, I was able to address my questions with the project and figure out ways to work around the problems I thought would come into play later on. For example, one thing I haven’t worked with before is television and TV commercials. This is a marketing medium I am completely new to because most venues don’t use it due to its heavy cost. However, now that I am working with AEG Presents who have a larger corporate budget especially for festivals, I was able to dive into what marketing through TV commercials was used for, as well as how often to use them and for what shows their most beneficial to. With TV being so new to me, working this part of my marketing plan out with my mentor was something that was really important to me and for getting this product to be successful.

Starting my final product with Ally was a great way to boost my confidence in my project and in my career field. I feel that I now have the foundation I need to be successful as I wrap up the end of my year in highschool and in ISM II.