Task 13 HelpDesk Support of Company Promotion of New iQ City Car

<http://parkhowell.com/green-advertising-and-marketing/toyota-creates-powerful-green-marketing-product-demo-for-its-new-iq-city-car>

<http://en.wikipedia.org/wiki/2010_Commonwealth_Games>

**QUESTIONS**

**10 marks per question**

Additional Resources:

2010 Commonwealth Games

<http://www.google.com.au/search?hl=en&safe=active&q=2010+Commonwealth+Games&btnG=Search&aq=f&aqi=&aql=&oq=&gs_rfai>=

e-brochure samples

<http://hospitality.fifa.com/Downloads.aspx>

Brochure templates

<http://office.microsoft.com/en-au/templates/CT101043031033.aspx>

Time Zone Converter

<http://www.timezoneconverter.com/>

OVGuide

<http://www.ovguide.com/sports.html>

Media

<http://www.google.com.au/search?hl=en&safe=active&q=2010+Commonwealth+Games+media&aq=f&aqi=&aql=&oq=&gs_rfai>=

Marketing flyer templates (free)

<http://www.google.com.au/search?hl=en&source=hp&q=marketing+flyer+templates+free&aq=1sx&aqi=g-sx2g-msx2&aql=f&oq=marketing+Flier+template&gs_rfai>=

The Dummies\* Guide to Podcasting

<http://www.usrbingeek.com/a/000690.php>

<http://www.marketingshift.com/2005/3/eric-rice-podcasting-for-dummies.cfm>

**QUESTIONS**

**10 marks per question**

HelpDesk Support of Company Promotion of New iQ City Car

Lander Toyota marketing manager Pinko contacts the HelpDesk as he wishes to invite major clients to a screening of Australia’s matches in the first round of the 2010 Commonwealth Games and introduce them to Toyota’s New iQ City Car.

He wants you to do the following:

1. Brochure: Set up a brochure showing the Australian Draw for an event e.g. men's 4x400 metres relay team or badminton in the 2010 Commonwealth Games include:
   1. Timing: work out the local time and day.
   2. Venue: the venue is Conference Room Lander Toyota, Main St Blacktown
   3. Advise that the matches will be catered show an appropriate fare/menu for the time of day
   4. A background of the Australian team
   5. A picture, position and short background of each player
   6. Advertising of Toyota’s New iQ City Car
2. Inform client Pinko how the matches may be watched and/or listened to in Australia e.g. internet radio, Fox Sports / Streaming Video, SABC/BBC/ABC/SBS and of additional support or services available
   1. Option A video: Fox Sports / Streaming Video

**E.g.**

[**http://msn.foxsports.com/video/college-football**](http://msn.foxsports.com/video/college-football)

**http://www.metacafe.com/watch/3219425/watch\_sports\_online\_streaming\_free\_internet\_tv/**

Streaming video is content sent in compressed form over the Internet and displayed by the viewer in real time. With streaming video or [streaming media](http://WhatIs.techtarget.com/definition/0,,sid9_gci753540,00.html), a Web user does not have to wait to download a file to play it. Instead, the media is sent in a continuous stream of data and is played as it arrives. The user needs a player, which is a special program that uncompresses and sends video data to the display and audio data to speakers. A player can be either an integral part of a browser or downloaded from the software maker's Web site.

* 1. Option A audio: /BBC/ABC/SBS

**E.g.**

[**http://www.bbc.co.uk/radio/**](http://www.bbc.co.uk/radio/)

**http://streamingradioguide.com/streaming-radio.php?format=3&radio-format=sports**

Internet radio (also known as web radio, net radio, streaming radio and e-radio) is an audio service transmitted via the [Internet](http://en.wikipedia.org/wiki/Internet). Music streaming on the Internet is usually referred to as [webcasting](http://en.wikipedia.org/wiki/Webcasting) since it is not transmitted broadly through wireless means.

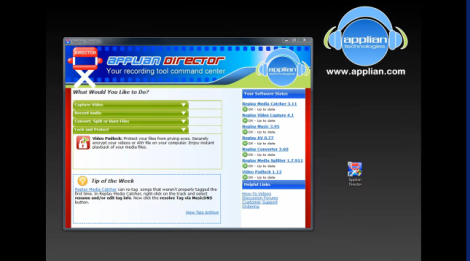
Internet radio involves [streaming media](http://en.wikipedia.org/wiki/Streaming_media), presenting listeners with a continuous stream of audio that cannot be paused or replayed, much like traditional broadcast media; in this respect, it is distinct from on-demand file serving. Internet radio is also distinct from [podcasting](http://en.wikipedia.org/wiki/Podcast), which involves [downloading](http://en.wikipedia.org/wiki/Downloading) rather than streaming. Many Internet radio services are associated with a corresponding traditional (terrestrial) [radio](http://en.wikipedia.org/wiki/Radio) station or [radio network](http://en.wikipedia.org/wiki/Radio_network). Internet-only radio stations are independent of such associations.

Internet radio services are usually accessible from anywhere in the world—for example, one could listen to an [Australian](http://en.wikipedia.org/wiki/Australia) station from [Europe](http://en.wikipedia.org/wiki/Europe) or America. Some major networks like [Clear Channel](http://en.wikipedia.org/wiki/Clear_Channel) and [CBS Radio](http://en.wikipedia.org/wiki/CBS_Radio) in the US, and Chrysalis in the UK restrict listening to in country because of music licensing and advertising concerns.[[citation needed](http://en.wikipedia.org/wiki/Wikipedia:Citation_needed)] Internet radio remains popular among [expatriates](http://en.wikipedia.org/wiki/Expatriate) and listeners with interests that are often not adequately served by local radio stations (such as [eurodance](http://en.wikipedia.org/wiki/Eurodance), [progressive rock](http://en.wikipedia.org/wiki/Progressive_rock), [ambient music](http://en.wikipedia.org/wiki/Ambient_music), [folk music](http://en.wikipedia.org/wiki/Folk_music), [classical music](http://en.wikipedia.org/wiki/Classical_music), and [stand-up comedy](http://en.wikipedia.org/wiki/Stand-up_comedy)). Internet radio services offer news, sports, talk, and various genres of music—every format that is available on traditional radio stations.

1. Give examples of two contingencies if the video is not received:
   1. Contingency 1 – Install a suitable graphics and sound card to ensure better quality video.
   2. Contingency 2 – Use a different media player and make sure that Adobe flash player has the latest update.
2. What hardware and software is required for
   1. Contingency 1 – Suitable graphics and sound cards.
   2. Contingency 2 – Download a second media player and update Adobe Flash player.
3. Give a sketch and explain how the match may be recorded for later viewing if the conference room is overbooked:
   1. Audio:

Download a software program and record the internet radio into mp3 format for later use. This can also be programmed to record the internet radio at a certain time.

E.g. <http://www.appliantechnologies.com/?AID=5355011&PID=1766091>



* 1. Video:

Download video streaming capture software that can record live streaming video for later use. Some software includes a converter that allows video to be converted into MP4, 3GP, WMV, AVI, MOV or MPG formats.

E.g. <http://www.capturestreamingvideo.net>



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1. Explain to Pinko how the email system may be used for the clients, for example,

if a podcast available the audio be emailed to customers as a podcast from :

BBC

<http://news.bbc.co.uk/sport2/hi/commonwealth_games/delhi_2010/default.stm>

ABC

<http://www.abc.net.au/sport/>

There are several ways to send video and audio via emails. A link is embedded into the body of an email. You could either have the video viewed within the email or as a link that opens a browser window. Clicking on this link will open a webpage or a media player so that you can view the video without having to download the whole file.

Free services like Google Video and YouTube also have an option for email - streaming video (in the form of a link) can be sent to any e-mail recipient.

Most of these streaming and video e-mail services use Flash for their streaming video. This allows the e-mail recipient to see the first frame of the video before clicking on the link.

The video or audio file could also be attached to the email instead of embedding it but this method isn’t as popular because this is very common way to send viruses.

1. Is it a good contingency to time record the transmission for later podcasting?
   1. Explain to Pinko in plain terms with a sketch how you would do this.

It is a good contingency plan to time record internet video and audio transmissions so that in case something goes wrong or the transmission is at an unsuitable time to view such as in the very early morning.

* 1. What are the copyright issues in doing this?

When creating a podcast, it's important to make sure all necessary rights and permissions are secured for the material you're using. If you have created all of the material included in your podcast, this is relatively straightforward, but the more you include material (audio, video, text...) created by other people, the more complex it becomes.

There are cases in which permission is not required:

* Using a fact, an idea, a theory or slogan, title or short phrase
* Using works that are in the [public domain](http://www.copyright.cornell.edu/training/Hirtle_Public_Domain.htm)
* Using a U.S. Government work
* Using Creative Commons-Licensed or "Podsafe" Content
  1. Find a podcast sample to show Pinko and put on your wikispace.

Podcast: http://mpegmedia.abc.net.au/news/audio/am/201011/20101103-am-full-program.mp3

1. A client requires an explanation of Podcast.

Put your explanation in a short report suitable for general use by all departments of Lander Toyota.

“Podcasting” is a merger of the words iPod and broadcasting, and initially received its name through association with Apple Computer’s iPod music player. Today, the term refers to any software and hardware combination that permits the downloading and playing of files on any device that is capable of playing modern audio and/or video formats, such as the MP3 format.

Podcast (or non-[streamed](http://en.wikipedia.org/wiki/Streaming_media) [webcast](http://en.wikipedia.org/wiki/Webcast)) is a series of [digital media](http://en.wikipedia.org/wiki/Digital_media) [files](http://en.wikipedia.org/wiki/Computer_file) (either [audio](http://en.wikipedia.org/wiki/Digital_audio) or [video](http://en.wikipedia.org/wiki/Digital_video)) that are released episodically and often [downloaded](http://en.wikipedia.org/wiki/Download) through [web syndication](http://en.wikipedia.org/wiki/Web_syndication).

Podcasting is online audio content that is delivered via an RSS feed. Many people liken podcasting to radio on demand. However, in reality, podcasting gives far more options in terms of content and programming than radio does. In addition, with Podcasting, listeners can determine the time and the place, meaning they decide what programming they want to receive and when they want to listen to it.

Listeners can retain audio archives to listen to at their leisure. While blogs have turned many bloggers into journalists, podcasting has the potential to turn podcasters into radio personalities.

1. A department would like to use Podcast to reduce its radio advertising.

Explain the steps in doing this:

How to podcast tutorial: <http://www.podcasting-tools.com/how-to-podcast.htm>

http://www.how-to-podcast-tutorial.com/22-free-podcast-hosting.htm

1. A. Recommend a Podcast software for use:

Feed for all is a software program that allows you to create and publish feeds.

http://www.feedforall.com/index.htm?ref=adwords&campaign=feedforall-search&adgroup=podcast&ad=009

B. What are the likely savings and Quality of Service (QoS) issues:

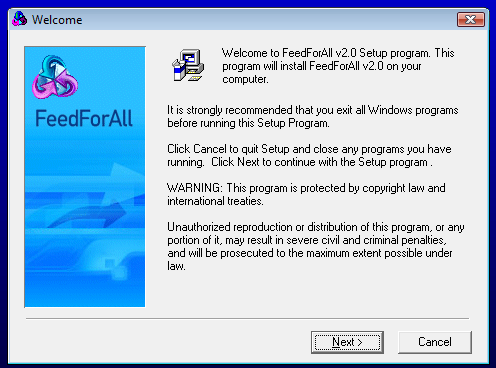
The likely savings of advertising via podcasting will be substantial compared to the cost of radio advertising. The only outlay with podcasting will be the audio equipment to capture the podcast, basic hardware and an internet connection to deliver it to the internet.

One Quality of Service issue is the speed and quality of the internet connection. If the internet is via dial up then the podcast probably will either not work properly or at all.

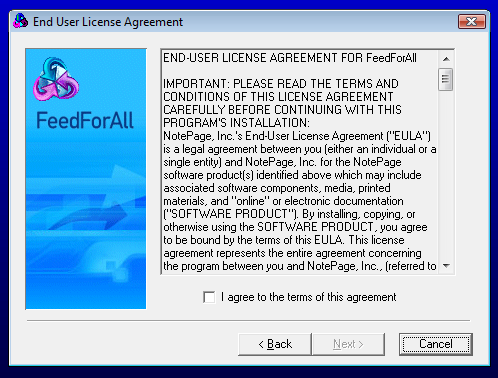
Another issue will be the graphics and sound cards that the end user has installed in their computer, if the sound and graphics cards are old or do not exist then the podcast will not play.

An issue with podcasts also could stem from broken links in feed.

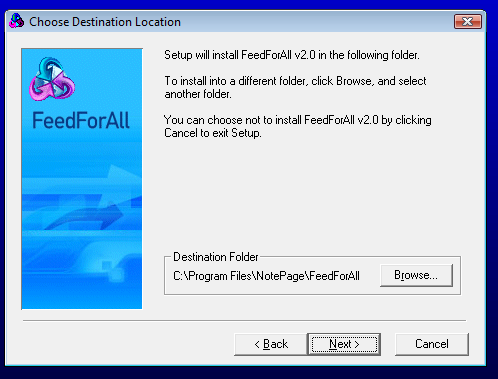
1. Create an instruction manual for installing and using Podcast software that includes screen captures
   1. Choose and download the correct podcast software for your business
   2. Click next to download



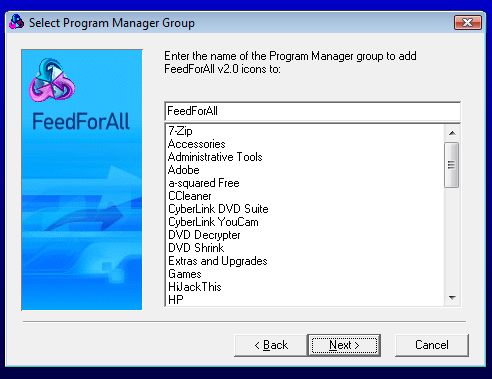
* 1. Accept the user agreement.



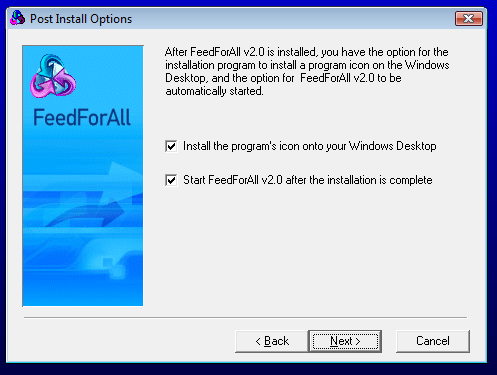
* 1. Choose destination folder.



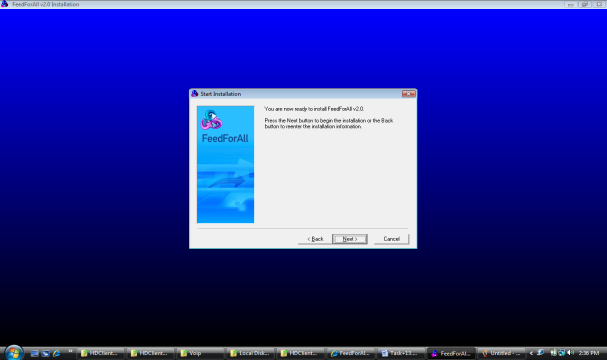
* 1. Select program manager group



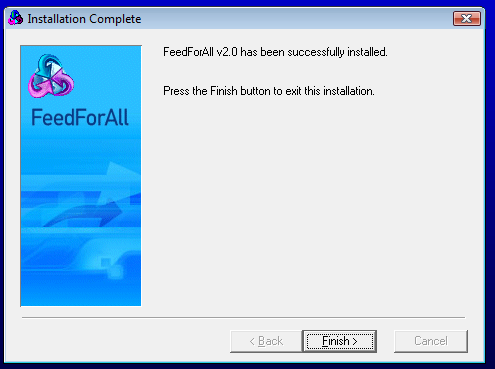
* 1. Choose post install options



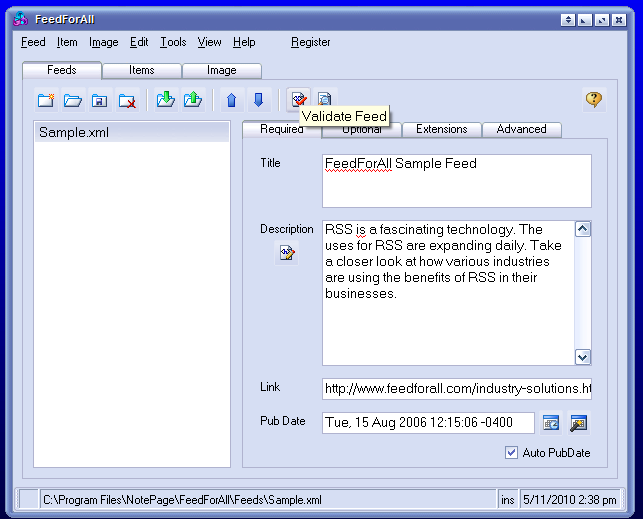
* 1. Start installation.



* 1. The program is now installed, close the window.



* 1. The installed program:



* 1. Using the program:
     + Use the wizard to walk you through the use of this program.



* Choose feed type.



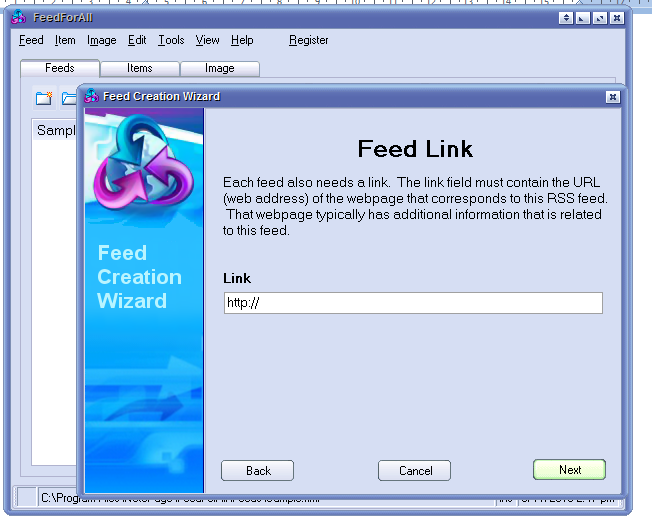
* Name the feed.



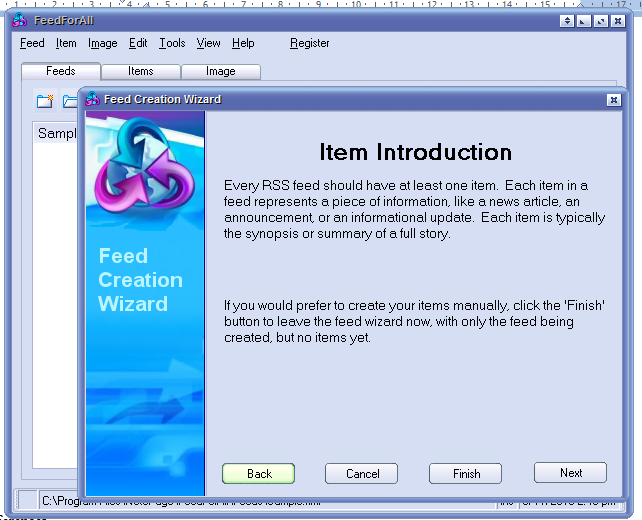
* Give a feed description.



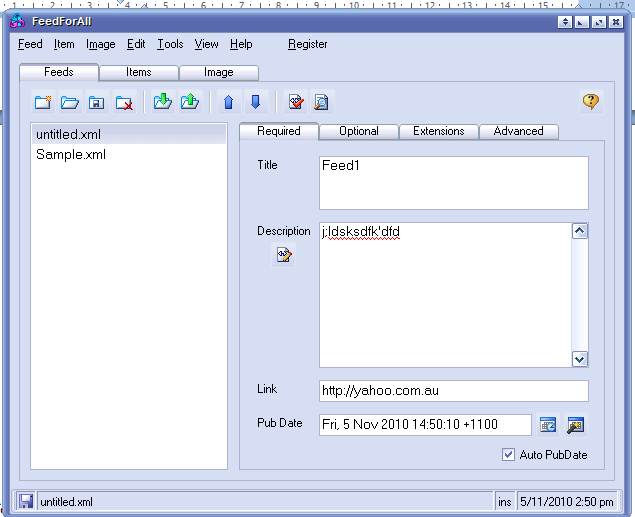
* Choose a feed link.



* The item introduction.



* Then click finish, you can then add more items.



References

<http://searchunifiedcommunications.techtarget.com/sDefinition/0,,sid186_gci213055,00.html>  
<http://www.appliantechnologies.com/avscs/index.php>  
<http://www.capturestreamingvideo.net/>  
<http://www.appliantechnologies.com/?AID=5355011&PID=1766091>  
<http://www.video-streaming-help.com/Email_Streaming_Video.php>  
<http://www.lawrence.edu/library/copyright/podcast.shtml>  
<http://www.podcasting-tools.com/how-to-podcast.htm>  
http://www.how-to-podcast-tutorial.com/22-free-podcast-hosting.htm