

MEDIA BUYING & PLANNING

Individual Assignment:

Solve case studies and numerical of minimum last 3 years papers.

Group Project:-

Create a Media Plan of Any Brand; such that it includes the following:

- Objective
- Budget (in Crores)
- Duration (Minimum 2 Months)
- Media Channels (with justification)
- Media Vehicles (with justification)
- When to be aired / printed

Presentation of the above plan

Submissions: 3rd October 2019

AD DESIGN

Individual Assignment:

Scrap Book to be made that includes cut outs from newspapers & magazines of several principles of design. (Lines, Dots, Radial, Proportion, Balance, etc.)

Individual Project:

Create and design a complete Ad Campaign & Brand Needs.

- Logo - 5 Options
- Stationery of your Company (Visiting Card, Letterhead, etc)
- 5 Merchandises
- 3 Print Ads
- 3 Magazine Ads
- 1 Poster
- 1 Billboard
- Product Packaging
- Transit Ads (Station, Side & Back)
- Ambient Ads
- Web Ads
- POP/POS
- Radio & TV

Submissions: 16th September – 18th September

CONSUMER BEHAVIOUR

Individual Assignment

ADVERTISING IN CONTEMPORARY SOCIETY

Individual Assignment

BRAND BUILDING

Group Presentation:

Relaunch a Dead Brand with the following guidelines.

- Explain why did it fail
- Change the product
- Give brand/line extension
- How will you reposition the brand in the minds when relaunched
- Tagline/Jingle
- Is Tie up appropriate? Why?
- Target Audience & Why?

Presentation must be of 15-20 mins only

Individual Hard Copy Submission: 17th August

Group Presentation: 31st August

COPYWRITING

Individual Project:

Pick any 2 brands from the given list of brands.

- Create Print Ads
- Create a Radio Spot
- Create a Radio Jingle
- Create a TVC Storyboard

(of both brands)

Submit in a scrap book.

Group Project:

- Solve the given case study:

Dove has come up with 'Baby Dove'. A product line for babies. Dove is fairly known for moisturizing skin and that has made its entry in the segment easy. One of the key insights behind the product is that the baby skin loses moisture 5 times faster than the adults. Dove with the product line for baby can create a positive impact on the brand altogether. Dove has convey/or come up with soap, baby lotion and baby oil.

Beyond the moisturizing impact, Dove earlier focused on women with it's existing products making the lead to babies fairly easy. Dove will be focused on primary buyer in category and is particularly talking about women's self-esteem vs pressure to be perfect. Instead of real beauty Dove baby wants to make a campaign for real painting.

Q1. Prepare a creative brief. - 4marks. (Present in PPT)

Q2. Define the message strategy. - 2marks. (Present in PPT)

Q3. Make 2 print advertisements based on the creative brief. - 4marks. (Present as Hard Copy)

Q4. Prepare a TVC story board based on the creative brief for 30seconds. - 5marks. (Present as Video)

- Create a Poster on any Social Message with a sponsor for the event. (A3)

Submission of Poster & Individual: 23rd August 2019

Presentation by Group: 21st August 2019