

**SCHOOL OF COMMUNICATION, LANGUAGES AND PERFORMING ARTS**

**DEPARTMENT OF MEDIA AND FILM STUDIES**

**January 2019**

**COM 450X Advertising Strategy and Execution**

**FINAL PROJECT**

**INSTRUCTIONS**

**ANSWER ALL QUESTIONS**

**DUE IN 3 WEEKS**

**TOTAL MARKS 56**

**PROJECT IS 40% OF THE TOTAL MARKS**

Prepare a multimedia creative campaign for Ardmore Camp and Safari Lodge.Located about 25 kilometers from Nairobi next to Ngong forest. Found within the forest are exotic and indigenous trees, and a wide range of wild animals. Ardmore is also situated next to Ngong Hills which allows for panoramic viewing of The Great Rift valley and Nairobi city from the summit. Activities and areas of interest include hiking, ziplining, high altitude sports training, camping, team building, grounds for hire.

**The objective of the campaign is to create of awareness about the premise, areas of interest and available activities.**

Your campaign should begin with a company profile and include the following:

1. A comprehensive creative platform that includes a well-defined creative strategy (15mks)
2. A thirty- second television storyboardand script. Identify where you will place the commercial (12mks)
3. A twenty-second radio script. Identify where you will place the spot.(7mks)
4. A full- page magazine ads. Layout and copy. Identify the magazine. (10mks)
5. A layout for a poster (8mks)
6. Bound final projects and presentations due after three weeks.(4mks)