



School of Communication and Languages

Department of Communication

January 2015 Semester

COM 450X: Advertising Strategy and Execution

Final Project

Instructions:

1. Answer all the questions.
2. The project will take 2 weeks

1. AfricaLead an agribusiness oriented organization has contracted your agency to develop a comprehensive strategy and actual commercials that will help in running a campaign to sensitize the public (especially the youth) on importance of embracing agriculture and food security in Africa. Using the 'Big idea' concept create a viable strategy for a 6 months campaign, a brand manual and a 60 seconds TV commercial.

Expected deliverables

- A 6 month strategy for the advertising campaign (12mks)
- A brand manual (10mks)
- A creative brief for the TV spot (5mks)
- A script (7mks)
- A storyboard (6mks)
- Television commercial on a DVD (10mks)