



Com 450T

ADVERTISING STRATEGY AND EXECUTION

FINAL PROJECT

AUGUST SEMESTER 2017

INSTRUCTIONS

ANSWER ALL QUESTIONS

Students will make in class presentations

The project will be submitted on the exam date given on the timetable

You will submit your work in A4 format (bound copy).

Total marks=65

DEVELOP A CAMPAIGN

Choose a client and complete the following assignment. Assume that the client is looking for a new Advertising agency.

- a. Critique the clients current campaign. Does it meet the definition of creativity?(2MARKS)
- b. Analyze the strengths and weaknesses of the campaign including the competition.(3MARKS)
- c. Analyze the brands current identity(2MARKS)
- d. Conduct research for the client to determine trends in the clients industry(5MARKS)
- e. Write a creative brief(5MARKS)
- f. Develop 20 advertising ideas for the client(sketches or brief descriptions). Present ideas to the class(5MARKS)
- g. Using your best idea write copy for a print advertisement. Also describe what the visual will look like(5MARKS)
- h. Sketch thumbnails using the copy developed then choose the best idea and develop a detailed layout.(5MARKS)
- i. Develop a radio advertisement (30 and 60 seconds)using the same brief.(6MARKS)
- j. Develop a storyboard for a television advertisement (30-second spot) (5MARKS)
- k. Develop a direct marketing piece for the client---(a letter head, business card, plus one other piece).(8MARKS)
- l. Determine alternatives to traditional advertising then develop at least one of these ideas.(sketch you ideas on A4 paper). (5marks)
- m. Develop a plan to get consumers texting, tweeting and liking your brand. Create a few samples for your brand.(4marks)
- n. Make a pitch to the rest of the class.(5marks)

GRADING RUBRICS

- 1. essays written in continuous prose and show complete mastery of organization.**
- 2. essays answer thoroughly all the questions.**
- 3. essay shows no grammatical errors (eg spelling, tense sequencing and consistency, writing flows smoothly)**
- 4. follow APA guidelines.**
- 5. presentations will show confidence and mastery of content**