

Duration: 2.5 Hours

[Total Marks: 75]

NB: 1. Read the questions carefully before answering

2. Figures to the right indicate the full marks

3. Give example when necessary

Q1. CASE STUDY: Multimedia Campaign

15

A. Having been in the Indian market for some time now, Nestle India plans to make a vegan edition of Kitkat. With plant-based products becoming a norm for many brands and product categories, Kitkat plans to enter the vegan chocolate market in India with a bang! The campaign focuses on benefits of plant based products and the fact that your favourite KitKat will retain the same classic taste.

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|--|---|
| 1. Prepare a creative brief for making an impact on the target audience | 4 |
| 2. Suggest an appropriate message strategy | 2 |
| 3. Create a print advertisement based on the creative brief (One advertisement) | 4 |
| 4. Prepare a 30 sec story board for Television commercial based on the creative brief. | 5 |

OR

B. What started as an on-demand food delivery platform in India in 2014, Swiggy is well on its way to becoming the preferred urban dweller's choice for comprehensive on-demand delivery with Swiggy Instamart. The brand plans to make itself the one-stop-shop for gifting options on festive occasions.

Gifting thus being the main theme of the campaign.

15

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Q2. Answer the following:

- A) What is Trans creativity? Explain with examples 8
B) Write a Direct Mailer announcing Burger King's new menu for kids. 7

OR

- C) What are the responsibilities of a good copywriter? 8
D) Create a radio spot for Cadbury's Dairy Milk Silk Oreo edition. 7

Q3. Answer the following:

- A) Short note on the BIG IDEA. Give examples. 8
B) Discuss Idea Generation Techniques. 7

OR

- C) What is Creativity and what are the various stages of the creative process? 8
D) Prepare an Outdoor poster for Boat's newest Airpods. 7

Q4. Answer the following:

- A) Discuss Writing for Youth Vs Writing for Senior Citizens 8
B) Explain the guidelines for writing television copy. 7

OR

- C) Evaluate the copywriting style of any one advertising campaign by an ad agency for its clients 8

- D) Draft an email promoting new holiday packages by Yatra.com for Diwali 7

Q5. Write short notes on ANY THREE of the following: 15

- A) Write a classified ad for a new resort opening in Goa.
B) Discuss an ad keeping in mind Humour appeal
C) What is an infomercial?
D) What is "Slice of Life" concept in ads? Give an example.
E) Discuss Slogans and their importance, with an example.
