

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Draw neat diagrams wherever necessary.

Q. 1 Case Study: Multimedia Campaign and Strategy [15]

- a) Cadbury India is ready to launch a vegan edition of Dairy Milk to cater to the growing number of health-conscious and environmentally conscious consumers in India. As plant-based lifestyle is becoming popular, Cadbury aims to expand its range by introducing a product that combines ethical choices with the same iconic flavours and texture it's known for since decades.

The campaign highlights the benefits of plant-based ingredients and sustainability while assuring consumers that the Dairy Milk taste remains unchanged. Through this launch, Cadbury seeks to diversify as an inclusive, environmentally aware brand, offering delicious options for even those who have embraced vegan choices.

Brief for the campaign:

Cadbury's new communication aims to raise the bar of indulgence by showing that consumers can enjoy their favourite chocolate flavours even if they have turned vegan.

Answer the following:

- a. Prepare a creative brief for the product to make a powerful impact on the target audience. [5]
- b. Suggest an appropriate message strategy. [2]
- c. Create two press advertisements based on the creative brief. [4]
- d. Prepare a story board for television commercials based on the creative brief. [4]

OR

- b) Rapido diversified its existing portfolio with the launch of Ownly, its new on-demand food delivery service in 2024. Rapido is set to become the preferred food delivery choice for the urban consumers with its focus on affordability and a flat-fee delivery model even at premium food outlets. This business model aims to revolutionise food delivery service for every segment by bringing fine dining at consumer's doorstep at nominal rates.

Brief for the campaign:

Rapido's new communication aims to raise the bar of dining indulgence without the consumers having to spend more on premium dining at home.

Answer the following:

- a. Prepare a creative brief for the new on-demand food delivery service to make a powerful impact on the target audience. [5]
- b. Suggest an appropriate message strategy. [2]

- d. Prepare a story board for television commercials based on the creative brief. [4]
[4]

Q. 2 Answer the following:

- a) Elaborate on the various responsibilities of a Copywriter. [8]
b) Create an SMS copy for festive offers being offered by Max clothing brand. [7]

OR

- c) What is Tonality? Elaborate with suitable examples. [8]
d) Create a Radio Spot (30 seconds) for Campa Cola soft drink. [7]

Q. 3 Answer the following:

- a) Explain how one can write copy for children. [8]
b) Prepare a classified ad for sale of a sea-facing office premises in Juhu. [7]

OR

- c) Differentiate between right brain thinking and left brain thinking. [8]
d) Create a story board for a new smart phone being launched on Diwali. [7]

Q. 4 Answer the following:

- a) Write a detailed note on Marketing Brief and its process. [8]
b) Design an outdoor poster for Brut Deodorant. [7]

OR

- c) Evaluate the copywriting style of any one advertising campaign of the best advertising agency for their clients. [15]

Q. 5 Write short notes on ANY THREE of the following: [15]

- a) Fear appeal in copy
b) The Big Idea
c) Writing copy for Gen Z
d) Pre-testing and post-testing
e) Emotionality and storytelling

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