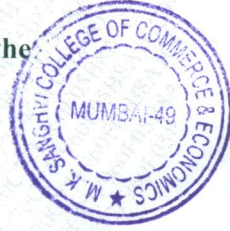


TYBMM sem V Reg. Exam NOV - 2018
14/11/18
(REVISED COURSE - 2016)
(2½ Hours)

(Total Marks: 75)

NOTE

- All Questions are compulsory.
- Answer the question in the sequence given in the question paper. Do not change the sequence.
- Read the questions carefully before answering.
- Figures to the right indicate the full marks.
- Give example when necessary.



1. Multimedia campaign and strategy

[15]

Keeping in mind India's love for Rice, McDonald's has come up with a rice menu for the Indian market. Known for its mouth-watering burgers and fries, the food company is taking a detour aimed at introducing a 'glocal taste and modern experience' with this new addition. McDonald's announced two variants in its lunch menu, Spicy Rice and Cheesy Rice. Consumer research showed that consumers want to have more options during lunch and dinner.

Brief for the new campaign: With the launch of rice, McDonald has not only addressed the need for a wholesome meal but given them a form that they are familiar with.

Answer the following :

- Prepare a creative brief for making an impact on the target Audience. [4]
- Suggest an appropriate Message strategy. [2]
- Create a print advertisement campaign based on the creative brief (Two advertisements). [4]
- Prepare a 30 sec story board for Television commercial based on the creative brief. [5]

OR

1. The popular ridesharing app Uber intends to employ more female drivers as traditional taxi and chauffeur services. But that's not enough. Uber has announced that it was partnering with the group UN Women to create an additional one million jobs for female drivers by 2020.

Brief for the new campaign: The campaign may be a way for Uber to build goodwill amidst calls for stricter ridesharing regulation from the taxi industry and some negative press for Uber on how drivers' are paid and treated, which has been fighting Uber since its launch.

Answer the following :

- Prepare a creative brief for making an impact on the target audience [4]
- Suggest an appropriate message strategy [2]
- Create a print advertisement campaign based on the creative brief [Two advertisements] [4]
- Prepare a storyboard of 30 secs. for a TV commercial [5]

- A. What are the essentials of writing a good copy for Executives? [8]
B. Write a Radio Spot (30 sec) to promote Sunfeast Dark Fantasy Choco Fills biscuits. [7]

OR

- C. Write a direct mailer to the selected target group promoting the ZEE5, a video on demand website run by Zee Entertainment Enterprises Limited. It was launched in India on February 14, 2018 with content in 12 languages. The website also has an app, ZEE5 App. [8]
D. Describe various principles of copy writing. [7]



3. A. Write a press release on behalf of Savlon, ITC's leading hygiene brand. Savlon has unveiled 'Savlon Swasth India Mission' in 2016. The programme is anchored on the 'Healthier kids, Stronger India' proposition and in a span of less than two years has already covered more than 3700 schools benefitting over 1.7 million children across key states in India like Uttar Pradesh, Maharashtra, Madhya Pradesh, Odisha, Jharkhand and Karnataka. Building on the success of the 'Healthy Hands Chalk Sticks', the company also launched its 'Savlon ID Guard' initiative. The initiative leveraged Savlon's multi-use handwash sachet to enhance convenience and induce children into the habit of washing hands. The same has been piloted in 32 schools and will be rolled out to over 1000 schools in the ensuing months. [8]
- B. Write brief note on the Big Idea in the development of creative strategy. Describe best-known approaches for big idea [7]
- OR**
3. C. Write a note on any three idea generation techniques. [8]
- D. Explain the use of Fear appeal in advertising. Evaluate any one television commercial to have use fear appeal. [7]
4. A. Write a copy for email message promoting Kerala Tourism. Kerala a state on India's tropical Malabar Coast, has nearly 600km of Arabian Sea shoreline. It's known for its palm-lined beaches and backwaters, a network of canals. Inland are the Western Ghats, mountains whose slopes support tea, coffee and spice plantations as well as wildlife. National parks like Eravikulam and Periyar, plus Wayanad and other sanctuaries, are home to elephants, langur monkeys and tigers. [8]
- B. Write a note on Transcreation principles. [7]
- OR**
- C. Explain various elements of Print advertisement [8]
- D. Prepare a classified ad for 'Hinduja Healthcare cardiac screening package at Rs.1,999. It offers Stress test, lipid profile, CBC, and Cardiologist consultation. [7]
5. Answer **any three** of the following: [15]
1. Discuss the pros and cons of using humour in advertising with examples.
 2. Create a copy for an outdoor poster. The brand is Deep Heat Gel, which provides instant pain relief from all types of pain.
 3. Write short note on Marketing Brief
 4. Write a copy for sms campaign. The service is 'OLA' promotional offer.