**ST JOSEPH’S UNIVERSITY, BENGALURU -27**

Registration Number:

Date & session:

**MA ADVERTISING AND PUBLIC RELATIONS - 2nd SEMESTER**

**SEMESTER EXAMINATION: APRIL 2024**

**(Examination conducted in May / June 2024)**

**APR 8723 – CREATIVE CAMPAIGN PLANNING**

**(For current batch students only)**

**Time: 1 Hour Max Marks: 25**

**This paper contains ONE printed page and TWO parts**

**PART - A**

**Answer ANY THREE in 150-200 words each: (3 x 5 = 15)**

1. What are the five critical components of a good creative brief? Explain their significance.

2. Explain the process of setting campaign objectives.

3. What are the parameters to measure the success of modern-day advertising campaigns?

4. How do you finalise the selection of media vehicles for your advertising campaign?

5. Explain ‘Connected TV advertising’.

**PART B**

**Answer ANY ONE in 250-300 words: (1 x 10 = 10)**

6. In an attempt to address online bullying, The Bombay Shaving Company (BSC) has come under fire for its recent advertisement in support of Prachi Nigam, the Uttar Pradesh state board exam topper. Nigam, who secured an impressive 98.5% in her exams, was unfortunately targeted by trolls who mocked her facial hair. This incident sparked outrage, with many condemning the negativity directed towards Nigam's appearance and celebrating her academic achievement. BSC aimed to show solidarity with Nigam through a newspaper advertisement. The ad featured a message to Nigam stating, "Dear Prachi, they are trolling your HAIR today, they'll applaud your A.I.R (All India Rank) tomorrow." However, the closing line of the ad, written in much smaller font, read: "We hope you never get bullied into using our razor." Critically review the campaign and give your point of view with reasoning.

7. (i) Critically review the world famous ‘At 60 miles an hour the loudest noise in the new Rolls-Royce comes from the electric clock’ advertisement by David Ogilvy. (ii) Re-engineer the campaign and write a creative strategy for it.