

[Time: 2 ½ Hours]

[Marks:75]

Please check whether you have got the right question paper.

- N.B:
1. All questions are compulsory
 2. Marks are indicated to the right of each question.
 3. Please give suitable examples wherever necessary.

Q.1 Case Study: Multimedia Campaign (15)

Dabur Honey promotes empowerment and inclusion in its new campaign. With this campaign, they want to honor the fact that people with disabilities are no different than people without disabilities, except for their impairment. It is an attempt to express gratitude toward entire community of people with disabilities for their role in our growth.

1. Prepare a creative brief for making an impact on the target audience. (5)
2. Suggest an appropriate message strategy. (2)
3. Create 2 press advertisements based on the creative brief. (4)
4. Prepare a storyboard for television commercials based on the creative brief. (4)

OR

Q.1 Case Study: Multimedia Campaign (15)

Bharti Airtel has rolled out a new brand campaign to showcase the disproportionate. Customer preference for its network and differentiated services. It shares the insight that 2 in every 3 new mobile customers chose Airtel over other networks. Today, Airtel has the highest number of active mobile subscribers in India and more importantly they believe that they are leading in the hearts of customers."

1. Prepare a creative brief for making an impact on the target audience. (5)
2. Suggest an appropriate message strategy. (2)
3. Create 2 press advertisements based on the creative brief. (4)
4. Prepare a storyboard for television commercials based on the creative brief. (4)

Q.2 Attempt any one set questions:

- A. What are the attributes of a good copywriter? (7)
- B. Create a poster on Cadbury Perk, which launches a new campaign to tell people to lighten up. (8)

OR

- C. What are the points to keep in mind while writing a copy for senior citizens? (7)
- D. Write an email copy announcing "Our Food, Your Questions" campaign, by McDonalds. (8)

Q.3 Attempt any one set questions:

- A. What are the different types of headlines? (7)
- B. Write a direct mailer announcing PVR's newest state-of-the-art screen in Andheri. (8)

OR

- C. How do you create a tone in persuasive writing? (7)
- D. Prepare a poster for "Talking Animals" YouTube campaign, Pets Add Life. (8)

Q.4 Attempt any one set questions:

- A. What factors to be kept in mind while designing Digital copy for social media like facebook and Instagram (7)
- B. Write a radio script for "Sun Fizz" campaign, Sprite (8)

OR

- C. Evaluate the copywriting style of any one advertising campaign of the best advertising agency for their clients.

Q.5 Write short notes on ANY THREE of the following: (15)

- a. Write an SMS copy for Dominos' 1+1 offer
- b. Write a classified ad for a new Jungle-themed resort launched on the Mumbai Nashik Highway.
- c. Testimonial vs. Demonstrative copy
- d. Evaluate any ad with Sensual Appeal
- e. Storyboarding
