

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.

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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