

[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)

The modern young Indian girl is extremely determined and fiercely driven by her passions. She is unafraid of conforming to societal norms and bravely pursues her dreams without regard to traditional stereotypes. To help them explore and discover new opportunities BSA LB is set to launch their latest range of girls' cycles during the ongoing festive season. With their new range of vibrant contemporary cycles, they want to bring a new offering into the market that is as dynamic and energetic as the girls who ride them. They hope to empower the young girls of today and tomorrow and open a world of possibilities and the campaign will be an ode to their drive and courage.

1. Prepare a creative brief for making an impact on 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)

Ferns N Petals wishes to launch a campaign that puts old friends, renewing forgotten ties and appreciation at the forefront. On the occasion of Diwali, celebrating human relationships and how gifts can play a pivotal role to rekindle old friendship and other relationships that we might have missed connection of in our busy lives –

#DiwaliRishtonWali will be the main focus of the campaign.

1. Prepare a creative brief for making an impact on 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) Define creativity. Discuss the five various stages of the creative process? (7)
- B) Create a radio spot for Kotak Mahindra's new credit card. (8)

OR

- C) Explain the importance of emotionality and storytelling to influence the audience (7)
- D) Write a direct mailer announcing Starbucks' new Christmas special menu. (8)

Q.3 Attempt any one set questions:

- A) How is Advertorial Copy different from Infomercial copy? (7)
- B) Give two examples each of demonstrative and comparative types of advertising and justify. (8)

OR

- C) Describe the various elements of print advertisement. (7)
- D) Prepare a poster for the brand Indigo announcing the airline's new festive fares offer. (8)

Q.4 Attempt any one set questions:

- A) What is Trans creativity and discuss the importance and scope of use of Trans creativity in advertisement copy? (7)
 - B) Write a press release on behalf of Loreal about a new line of natural beauty products (8)
- 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. SMS copy for Makemytrip's festive fares offer
- b. Write a classified ad for vacancy for a copywriter at an ad agency.
- c. Transit ad vs. ambient ads
- d. Evaluate any ad with Rational Appeal
- e. Product Brief
