

## Assessment Brief

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### Unit and Assessment Details

Course Title:	HND Business
Unit Number:	18
Unit Title:	Advertising & Promotion
Assessor:	Mr. Bilal Ahmad
Internal Verifier:	Mr. Bilal Ahmad
Assessment Title:	Art and Science of Advertising
Assessment Method:	Report, Viva and TVC ( <i>Project CD/ DVD</i> )
Assessing in:	Individually
Number of Words:	3000
Outcomes Covered:	1,2, 3, & 4
Issue Date:	17 <sup>th</sup> November, 2011
Pre-Submission Date(s):	Wednesdays & Thursdays ( <i>Before Due Date</i> )
Viva Date:	16 <sup>th</sup> January, 2011
Due Date:	16 <sup>th</sup> January, 2011

### Statement of authenticity

College No.	Learner Name	Learner Signature
<i>Learner's Declaration: I confirm that the work submitted for this assignment is my own.</i>		
	<i>Date</i>	

### Outcomes Covered

Outcome No.	Description
1	Analyze the <b>communication environment</b>
2	Explain the role & objectives of <b>advertising</b>
3	Explain the role and objective of <b>BTL techniques</b>
4	Prepare a <b>promotion strategy</b>

*NOTE: Attach this page as first page of your report and the remaining pages at the end of your report.*

## Purpose

Student using their observation skills and secondary data techniques will justify how advertising is stimulating consumers' responses. The purpose of this assignment is to educate student about promotion techniques and is asked to document findings in a report. Student is also required to prepare a 30 seconds AD.

### Please Read the following notes before attempting any tasks;

- Provide brief responses to the theoretical tasks
- Commentary without proper citations and referencing will result in **F (Fail)** grade
- Books, articles and journals should be the main sources; online sources are allowed up to 15%

## Communications Environment

### Tasks

- Briefly explain the parties involved in communication process and discuss their role as how they are related to each other. *(Discuss it with reference to Pakistani context) (1.1)*
- Identify and comment on new trends in Pakistani ads (Print, TV, Online) of the companies listed below; (Provide one example each from Print, TV and Online for all the firms) *(1.2)*
  - Karachi Electric Supply Company (KESC)
  - Pakistan International Airlines (PIA)
  - Institute of Business Administration (IBA, Karachi)
- Use HoE (Hierarchy of Effects) Model for assessing the impact of following campaigns on consumer behavior; You are required to assess the campaign including TV, Print and online advertisements *(1.3)*
  - Bol Anmol Program- Warid *(page-03)*
  - Talkshawk relaunch – Telenor Pakistan *(page-04)*
  - Nasim Hameed, Brand Ambassador - Mobilink *(page-05)*
  - Such Jazba – Mobilink *(page-06)*

Figure 1: Bol Anmol Program



# Warid Bol Anmol

Se foree bonus paein

Keeping in line with its tradition, Warid has introduced a unique reward program "Warid Bol Anmol Program" for its prepaid customers. From making calls, sending SMS & MMS or even downloading, our customers will receive a bonus balance for performing any sort of activity on the network.

With its features of "Bonus Rozana" and "Bonus Mahana", we will be giving our customers a bonus balance according to their daily balance usage.

With the "Bonus Rozana" offer, customers will receive an immediate daily bonus balance for using an amount as low as Rs. 5 on the network. Warid has brought this offer as a token of appreciation for its customers, with no strings attached and aims to reward them for using the Warid network. No subscription, No conditions; all they have to do is just keep using their Warid connection as they have been doing all along and be surprised to receive immediate bonus balance.

However, that is not all...

Along with the daily bonus customers will automatically be entitled to the "Bonus Mahana" offer which will award them with a bonus balance on the 5th day after a daily usage of as low as Rs. 10. Unlike any ordinary offer, this will not just rejuvenate and fortify Warid's relationship with its prepaid family but also show them that we value their association with us.

 [www.waridtel.com](http://www.waridtel.com)



Figure 3: Nasim Hameed, Brand Ambassador

نسیم حمید  
پاکستان کی پہلی خاتون گولڈ میڈلسٹ  
SAF گیمز 2010

Mobilink  
**JAZZ**  
اپنا رہے

PAKISTAN

کر کے جو سر بلند اپنوں کا...  
وہی اپنا رہے

ہمت اور یقین کی سچی کہانی، خواب سے تعبیر تک  
دیکھئے آج شام 6 بج کر 50 منٹ سے اپنے پسندیدہ TV چینلز پر۔

Mobilink  
111 Helpline, 123 Recharge & Balance Inquiry 111 300 300 mobilinkgsm.com

IAL Saatchi & Saatchi

Figure 4: Such Jazba



Such spend.

such **jazba**

[jazzjazba.com](http://jazzjazba.com) | UAN: 111-300-300 | Mobilink customers: Helpline 111

Edwardes

## Advertising

### Tasks

- Design **print advertisements** (one each for following situations) and discuss how it will influence consumer/audience attitudes (2.1, 2.2)
  1. Bala Hisar Fort (Promoting it as a Tourist Spot)
  2. Moiz Salman Sabir (A-level student) or Salman Khan (3<sup>rd</sup> Semester, HND Business) or a student who is known to your tutor; happens to be your best friend, who is competing for presidency of Students' Representative Council of your Edwardes College.
- Discuss the role of various departments in an ad agency. How many ad agencies are working in the country at present? Identify the major departments of **one** ad agency working in Pakistan. You will have to identify **three** ads/campaigns designed by the agency. (2.3)

### Below-The-Line Techniques

#### Tasks

- Briefly discuss BTL techniques. (3.1)
- How companies are using BTL techniques in Peshawar. (Give at least 15 examples) (3.2)
- Recommend the use of individual techniques in following situations; (3.2)
  - Nestle' promoting daily milk usage
  - Pearl Continental Hotel offering new menus
  - Chief Burger launching Ice Cream

### Promotion Strategy

#### Tasks

- Explain the principles and process of campaign management (4.1)
- As a marketing manager for Alpha Brothers (FMCG company), you are introducing a new toothpaste brand. (4.2)
  - Identify what needs it will satisfy
  - Name your product and decide a slogan
  - Design appropriate product packaging
  - Identify and justify the trends in advertising that you will use
  - Specify who are your competitors
  - Explain how the competitors are designing their advertising (also, what media they are using for promotion)
  - Identify the media (TV, radio, Internet, Print, etc) you are planning to select for your product. (4.2)
  - Present promotion recommendations in the form of a Promotion Plan (4.3)
  - Develop a 30 seconds TVC keeping in mind the current trends. (Decide ad copy, jingle, models, props, location etc.) (4.2)
  - Suggest appropriate measures for assessing campaign effectiveness. (4.4)
  - Conduct a demo of the ad to a group of target customers, record their responses and report your conclusions (4.4)

## Required Evidence

1. Report
  - Your report should show significant data collection and research. Work that you present must be your own
  - Your report should be approximately 3000 words and you are likely to be penalized if it exceeds 3500 words. If you feel it is essential to include detailed information, put it in an appendix and refer to this appendix in the text. Your sources of information should be clearly identified)
2. Project DVD of TVC
3. Viva Performance

## Notes to Students

- The Assignment should have a cover page that has assignment title, assignment number, course title, unit title, lecturer / tutor name and student's name.
- Attach all the pages of assignment brief with your report
- Ensure that statement of authenticity has been **signed**
- Contents sheet with a list of all headings and page numbers
- Use 12 point Arial or Times New Roman font
- Your assignment should be word-processed and should not exceed 3000 words in length. Exhibits / appendices are outside this limit
- Use the Harvard Referencing System
- All work should be comprehensively referenced and all sources must be acknowledged fully. This includes books & journals used as well websites visited. Details such as page numbers, publishers and publication year should also be stated, in addition to the name of the author(s) and publication. Books, articles and journals should be the main sources; online sources are allowed up to 15%
- Pages should be numbered (bottom right hand corner)
- Spell-check the document and read thoroughly for grammatical errors
- 1.5 line spacing is preferred

## Required Resources

1. Advertising, Principles and Practice, (William Wells, John Burnett, Sandra Moriarty) 6<sup>th</sup> ed.
2. Advertising Excellence by David, Bovee
3. Advertising & Promotion, An integrated Marketing Communications Perspective, 6<sup>th</sup> ed.
4. Marketing Management (Philip Kotler)

## Plagiarism Policy

The college has strict penalty for plagiarism and the assignment will be cancelled if the assignment is observed for this.

The definition and scope of plagiarism are presented below:

Plagiarism occurs when a student misrepresents, as his/her own work, the work, written or otherwise, of any other person (including another student) or of any institution. Examples of forms of plagiarism include:

- The verbatim (word for word) copying of another's work without appropriate and correctly presented acknowledgement;
- The close paraphrasing of another's work by simply changing a few words or altering the order of presentation, without appropriate and correctly presented acknowledgement;
- Unacknowledged quotation of phrases from another's work;
- The deliberate and detailed presentation of another's concept as one's own.

All types of work submitted by students are covered by this definition, including, written work, diagrams, designs, engineering drawings and pictures.

## General Instructions

- Books and online resources can be accessed at the College Library and Central Computer Lab
- Visits need to be arranged and made to the organizations. For meeting the respective managers, the college will provide a reference letter for the project and the manager of the organization is welcome to contact the administration at the college

**Grading Statement (For Report)****Pass**

<b>LOC-01</b>	Analyze the <b>communications environment</b>
<b>1.1</b>	Explain the structure role and relationships between parties in the communication industry
<b>1.2</b>	Identify current trends in advertising and promotions and evaluate their impact
<b>1.3</b>	Use models to assess the impact of advertising and promotion on customer behavior

<b>LOC-02</b>	Explain the role and objectives of <b>advertising</b>
<b>2.1</b>	Explain and demonstrate how advertising can be designed to stimulate consumer response
<b>2.2</b>	Discuss appropriate uses and applications for advertising in two given situations
<b>2.3</b>	Discuss the role and organization of agencies in the advertising process

<b>LOC-03</b>	Explain the role and objectives of <b>BTL techniques</b>
<b>3.1</b>	Differentiate between the characteristics and objectives of the various techniques
<b>3.2</b>	Recommend the use of individual techniques in three commercial situations

<b>LOC-04</b>	Prepare a <b>promotion strategy</b>
<b>4.1</b>	Explain the principles and process of campaign management
<b>4.2</b>	Combine appropriate techniques into an integrated and cost effective campaign.
<b>4.3</b>	Present promotion recommendations in the form a promotion plan
<b>4.4</b>	Suggest appropriate measures for assessing campaign effectiveness

**Merit**

<b>M1:</b> Identify and apply strategies to find appropriate solutions (complex problems with more than one variable have been explored)
<b>M2-</b> select and apply appropriate techniques (a range of sources of information has been used and complex data has been synthesized and processed)
<b>M3-</b> Present and communicate appropriate findings (a range of methods of presentation have been used and technical language has been accurately used)

**Distinction**

<b>D1-</b> Use critical reflection to evaluate own work and justify valid conclusions (conclusions have been arrived at through synthesis of ideas and have been justified)
<b>D2-</b> Take responsibility for managing and organizing activities (Independence has been demonstrated, project has been planned, managed and organized)
<b>D3-</b> Demonstrate creative thinking (generation of ideas, self evaluation, creative problem solving, dealing unfamiliar contexts)

**Feedback to Learner**

<b>Criteria</b>	<b>Feedback to learner (Evidence presented against the published criteria)</b>	<b>Achieved Y/N?</b>
		Y/N
<b>General comments</b>		

<b>Assessor signature</b>	<b>Date</b>
<b>Internal Verifier signature</b>	<b>Date</b>