Marya Qaiser

ID#14476

Contemporary Advertising

Assignment Part .1

Radio advert



Assignment Part.2

Please check 2nd page of this document.

Assignment Part.3

Please check 3rd page of this document.

No artificial flavours

No artificial preservatives

No artificial colours

Only the finest, natural ingredients are allowed into our nectars, carefully prepared and blended so only the delicious natural flavours come out.

Swing by now at your nearest branch and see what’s in the ice chest for you.

Maria’s Summer Apothecary

Because for us, taste matters.



**Advertisement campaign strategy for promotion of education in this pandemic:**

* Keeping in view the pandemic, our advertising goal as an agency is to spread awareness on the necessity of continuing the culture of education and providing the least restrictive alternative to maximize the free provision of education through multiple channels.
* In particular we want to promote the significance of universities educational culture and how the youth can play a substantial role in the collective constructive progress in the long run as individual beneficiaries as well as the institutions as a whole by working from their residences.
* So now we know our target audience would be the age group of 20 to 26 roughly as that is the general age quota of university students and this would include institutions legally recognized as private, government and semi-government.
* Subsequently, the pandemic has caused lockdown countrywide and the only means of communication are broadcasting channels, social media and the digital world. That is where we would want to focus our advertisements all-out.
* A crucial factor in determining the frequency and magnitude of this campaign is the set budget provided. Dependent on the financial reserves and assets of the universities of each category (private, semi-government, State-owned), we as an agency will provide the services in the same metric of value.
* The most important element is the creation of audio and visual messages or a combination of both. The framework will include a strong sense of need for this awareness and its positive and negative effects and the consequences of these effects in the long term. We might use catchy phrases and culturally recognized local slangs that resonate with our target audience. These messages should also briefly explain the mediums of interactive teaching that these educational institutions will use like Zoom, Microsoft teams, etc.
* Lastly, we’ll measure the success of our periodic campaign results and make the necessary changes required to efficiently rise the impact of our objectives aimed. We will measure performance against those metrics.