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Subject : Contemporary Advertising

Final exam 2020

Submitted to: Sir Sunil Chander.

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QUESTION # 1: Make a radio ad ( sent on WhatsApp )

QUESTION # 2: Make a Print ad (Not more than 50 words, you can use Images) products same.

ANSWER: Product :TOOTHPASTE (Colagate):



## QUESTION # 3

**Plan an advertising Campaign for universities keeping in mind the pandemic scenario .**

## ANSWER:

### Make your ambitions a reality !

**Dear students! Due to the COVID-19 pandemic our classes were postponed, but now the university is going to re-open again with more effort and enthusiasm. The opening of universities by government is an initiative for the welfare of the students its main aim is not to waste the time of the students and to make it precious. It will not only secure their time age but also money. So keeping in view the above criteria for students this initiative has taken. Beside this keeping in view COVID-19 pandemic, we have to secure not only ourself but other for which strictly obeying the sops is mandatory. Which includes the use of hand sanitisers and mask.**

**Other precautions are not shaking hands with each other. University had divided whole class into 3 groups in order to decrease strength in each class, and to manage proper distancing and to take care of every student.university want to continue new classes as well as want to continue sessions for old students as well with precautionary measures keeping in view the covid 19 pandemic we don't have to waste our time. University will make arrangements for students in class to have distance from each other and also other precautions awareness of your university and its prestigious programs.**

**Mobile technology advances more and more each year. Put time into making your website, emails, and newsletters as mobile-friendly as possible. And it gives lot of help to get students online classes as well.**

### **Get Students and Staff Involved:**

**Your students and professors build important and unique experiences with your university every day. Ask permission to leverage their stories for promotional purposes! We Feature some of the most interesting people around campus in our videos, social media, and collateral. Creating a team of on-campus photographers, writers, and media specialists to work with your marketing department can help your university stand out from the rest.**

**Showcase what your university has to offer in order to hook prospective students, while encouraging current students to get more involved. Provide helpful information about the many majors and departments through direct mailers, social media, email marketing, and the like. Why not include profiles about department chairs and professors as well? Students will appreciate this easy opportunity to get to know the people they'll be surrounded by throughout their college career.**

**Students will go out of their way to get their hands on some free swag. So we want to give away promotional items that are most relevant to university-aged individuals! Drawstring bags, flash drives, or ID holders, for example, will likely get day-to-day use. Then, watch as your campus fills with students proudly sporting our logo! You can't go wrong with widespread brand awareness and student satisfaction. This will not only restrict the spread of the disease but also will not**

waste precious student time. For the above mentioned purpose university had decided to start regular classes for pupils but all the expenses which the students had incurred this year will be utilised.

### **Host and Publicise Events:**

Give your student body something to get excited about! Events are a great way to bring your campus community together for a few hours of stress relieving fun.

### **Utilise your Alumni:**

Alumni can be your biggest and best supporters. Use their passion and experiences to promote your university! Featuring alumni in blogs and newsletters will help prospective and current students envision what their future may hold after graduation.

Students follow our social media account for the chance to win a prize and much more.

**congratulations student's looking forward for your bright future!**

**The End**