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Subject: Contemporary Advertising

QUESTION 1: audio

QUESTION 2: Print Ad



QUESTION 3: Plan an advertising Ad.

Answer: Recommended standard SOPs for opening of university are;

- 1: Posters for precautionary measures should be posted in university to aware everyone.
- 2: Thermal scanners and sanitized walk through gates be erected at every point.
- 3: Face mask should be arranged for each student and staff members.
- 4: University building should be sanitized through daily basis.
- 5: Working days to reduce from Monday to Thursday.
- 6: University should work in many shifts amid pandemic.
- 7: Each student should sit in individual desk.
- 8: Students suffering from cough, flu And fever should be granted leave.
- 9: Examination should be phase-wise .
- 10: Number of learning classes be increased.
- 11: Number of examination centers be increased.
- 12: Students should strictly follow social distance of 6 feet.
- 13: They should make queues with distance while entering the university.
- 14: They should make queues while leaving the university/class with 6 feet social distance.
- 15: They should follow the same rules for examination centers to avoid spreading such viral disease.

Following are some examples....

Library Opening Routine

Borrowing Materials

Textbook/Reserve area

Internet/Book Catalog

Rules of Conduct

Loan Desk

Reserving Rooms

Listening/Viewing Center

Information Desk

Group Study Rooms

Library Cards Collection Development

1. Make A Video

Sites like YouTube and Netflix are a staple of student entertainment, since cable TV can be expensive. Business should take advantage of that interest by creating short-form videos that can pull students in.

2. Consider Their Budgets

The worst part about the college demographic is that they're limited on funds. If you can find a way to offer a product that fits within a limited budget, you'll be a hero to the university crowd.

3. Place An Ad In The Campus Newspaper

While social media has become a preferred way to reach consumers, many university students still read the campus newspaper. In fact, one study showed 72-80 percent of college students read their college paper. Invest in ads in campus papers and you'll be more likely to reach your target market.

4. Host A Giveaway

If you can find a way to promote your product on campuses, consider hosting a contest. Ask students to share a photo of themselves using your product or tweet an entry using your Twitter handle. Or you can do an old-fashioned drawing where students enter their names and contact information and you allow them to opt in to receive future promotional messages from you.

5:Place Targeted Social Media Ads

Social media can be challenging, since university students are exposed to a great deal of marketing messages each day on their favorite platforms. But targeted ads on social media could be instrumental in reaching the very students who are most likely to interact with your brand, something Ryan Nasser CEO of CurrencyLiquidator.com has done to target foreign students.