

FINAL

ALTERNATIVE ASSESSMENT

(COVER PAGE)

Session : **August 2021**

Programme : Diploma In Mass Communication (DMCN/DMC)

Course : **COM2113: Advertising Strategies and Planning**

Date of Examination :

Time Start : December 9, 2021 (Thursday) @ 4:00 pm

Time End : December 10, 2021 (Friday) @ 4:00 pm

Duration : 24 Hours

Special Instructions :

Answer **ALL** questions

Material permitted :
NIL

Materials provided :
NIL

Examiner(s) : **Esaline Marie Spykerman** and Teoh Ai Li

Chief Moderator : Mr Mohd Khairul Irwan Mansor

This paper consists of 6 printed pages, including the cover page

DIPLOMA IN MASS COMMUNICATION PROGRAMME (DMCN/DMC)
COM2113: ADVERTISING STRATEGIES AND PLANNING
FINAL ALTERNATIVE ASSESSMENT: AUGUST 2021 SESSION

Date of Assessment:

Instructions:

1. You have exactly **24 hours** to solve the exam. The exam starts now.
2. **Submission method: Online Submission via Blackboard.**
3. **Submission deadline:** Submit your answer into the designated submission folder in Blackboard with Safe Assign by **INSERT Date of Exam**
4. **Submission format:** Your answers **MUST BE TYPED using Microsoft Words via attached document** in the designated Blackboard submission folder.
 - a. Your answers should be arranged in sequence (starting with Q1 (a), Q1(b), Q2, etc.) and labelled properly.
 - b. Your answer should adopt the format of an academic piece of report work. Write in fluent, formal English.
 - c. You are required to produce your answers within the required word counts as stated at every question.
5. Additional requirement to the overall answer presentation
 - a. Student ID Number on each page (Header).
 - b. Page number on each page (Footer)
 - c. Font type: Arial
 - d. Font size: 12
 - e. Line spacing: 1.5
6. **SafeAssign:**
 - a. You are required and given **ONE (1)** attempt to submit your work to SafeAssign via Blackboard. The similarity should not exceed 25%.
 - b. Should the similarity exceeded 25%, penalty will be imposed as per below measurement:
 - 0%-25% -- no penalty
 - 26%-50% --30% deduction from total grading
 - 51%-80% -- 50% deduction from total grading
7. **ABSOLUTELY NO EXTENSION.** Late submission will be severely penalized.
8. The exam must be taken completely alone. Showing it or discussing it with anybody is forbidden, including (but not limited to) the other students in the course in the current or previous years. It is also forbidden to use any solutions to similar problems from previous years as reference material.
9. Any source taken from books, notes etc **HAS TO BE CITED** with referencing, **DO NOT COPY AND PASTE** but write in your own understanding and paraphrase.
10. Paraphrasing tools are **NOT ALLOWED**, any answers detected using **PARAPHRASING TOOL will be automatically awarded 0 marks.**
11. **REMINDER:** Only **Microsoft Word Document File Format is ACCEPTED.** Any other format submitted will **NOT** be marked.
12. Marking is based on **QUALITY** of your answers the more **UNIQUE/CREATIVE/ORIGINAL** your answer is the **BETTER YOU SCORE.**
13. **NO** request of help or a second chance will be entertained. If plagiarism rate is **MORE THAN 25%**, automatically marks **WILL BE DEDUCTED.**

Scenario based Questions.

Instructions: Answer ALL Questions.

Question 1

Based on Creative Brief below: -



THE FACTS Where are the majority of the factories?



THE OBJECTIVE

The aim of the campaign is to present the counter argument that NIKE do look after the employees contracted to factories which produce NIKE merchandise. This will be done through the "NIKE DO" campaign. The campaign will be a film or animation which can be used for television advertising and for the brands official website. The film or animation will briefly and clearly explain the policies and Code of Conduct in place to make sure that employees in all areas of manufacturing are looked after to their best interest. It will also give a short introduction to the brand, where the majority of factories are located and the benefits in place for the employees who produce NIKE merchandise.

The film or animation will be made using Adobe After Effects or Premiere Pro and the colour scheme required is presented in this Creative Brief: WHITE, BLACK & ORANGE. The typeface used will be Futura Condensed Medium or Futura Condensed Extra Bold. The film or animation will be no longer than two minutes long and will fade to the campaign name "NIKE DO" and then the NIKE logo.

THE PROBLEM

After controversial investigations looking into the welfare of factory employees large amounts of the public are questioning NIKE's ethics and the policies in place to look after the workers at the bottom. This problem has resulted in customers choosing to go to competitors in the market and the NIKE name has become tarnished.

THE BIG PICTURE

As NIKE has developed as a brand over the years there have been a number of policies and CODE's in place to look after employees in all areas. One of NIKE's responsibilities as a global company is to play a role in bringing positive, systematic change for workers within the supply chain. NIKE has put in place a team specialising and focussing on the behaviour of contracted factories in countries such as China and Vietnam. They visit the factories and check if the contracted factory owners are complying to NIKE's Code of Conduct. The problem in the past has come from the negligence of the contractors and NOT from NIKE itself.

THE TARGET AUDIENCE

The campaign will target a wide range of audiences, preferably from the ages of 16-50. The film or animation will be easy on the eye and will present the information as clearly as possible. The aim is to change the belief of people with the opinion that NIKE do not treat factory employees correctly, and to reassure loyal customers that NIKE is a respectable brand and abides to all international policies and laws.

#NIKE DO.

- (a) Justify any **TWO (2)** reasons why it is not a good brief? (8 marks)
- (b) Write a comprehensive creative brief for the product to show how you would improve it based on the guidelines you have learnt in the course. (17 marks)

Question 2



(Image via KFC)

KFC's Snek Jimat, available every day from 2pm to 5pm, comes in two amazing combos to brighten up your afternoon.

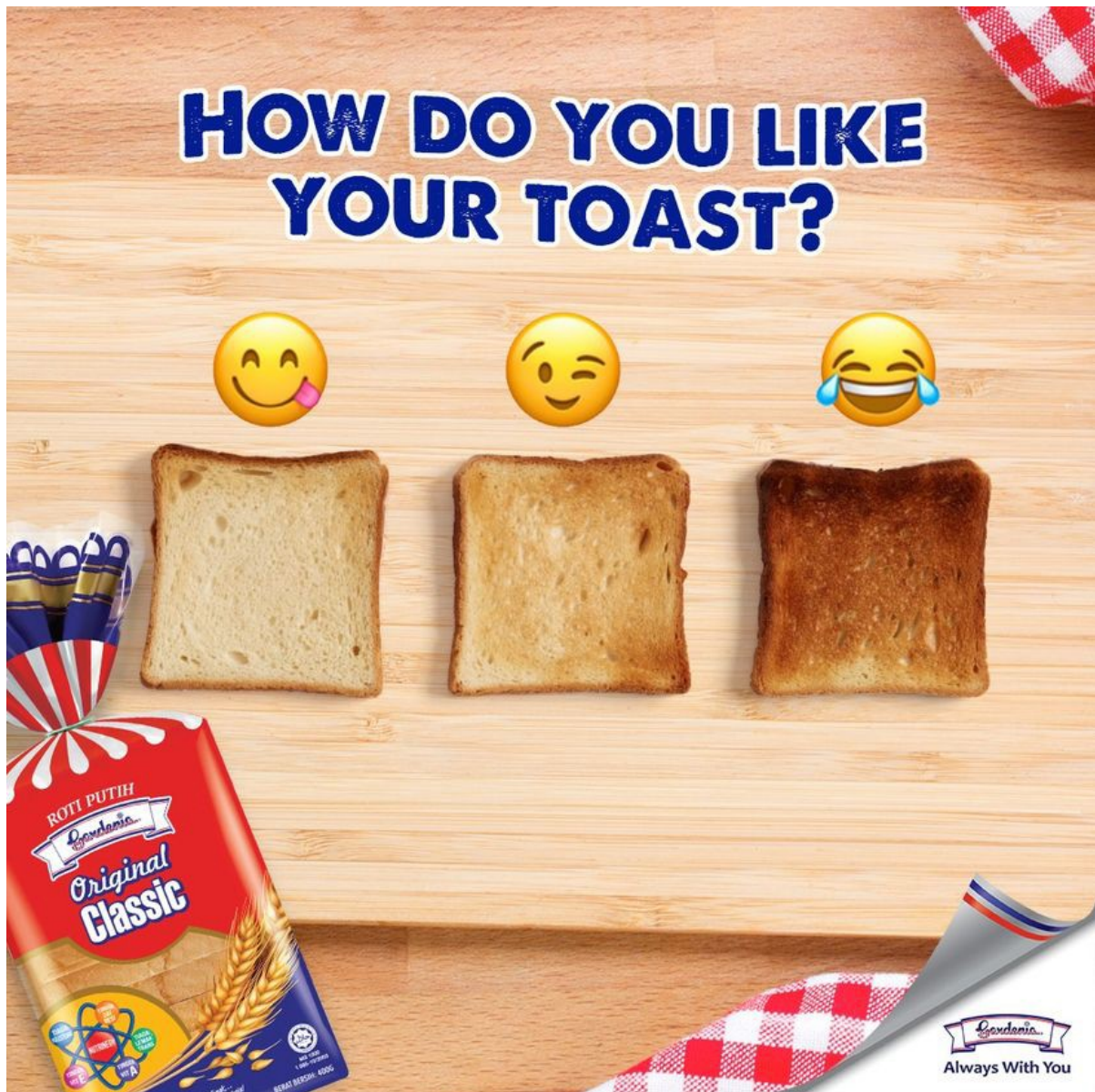
Starting at a great deal of RM5.99 when you dine-in, Snek Jimat Combo A comprises everybody's favourite Cheesy Wedges and four pieces of Nuggets.

For the potato lovers, you'll want to get your hands on Combo B, which comes with one Loaded Potato Bowl and Crispier Fries, priced at RM7.99!

Add RM2 to your order and you can make your afternoons even sweeter with a thirst-quenching Lemonade drink, mmm! What an absolute deal, right?

- (a) Outline **FIVE (5)** components of marketing plan. (10 marks)
- (b) In each section, explain what additional information you would need to fully develop a marketing plan for KFC's Snek Jimat. (15 marks)

Question 3



- (a) By referring to social media advertisement for *Gardenia Bakeries SB*, explain the following:
- i. Big idea (2 marks)
 - ii. Advertising objective (2 marks)
 - iii. Advertising appeal (2 marks)
 - iv. Brand identity elements (9 marks)
- (b) Analyse the effectiveness of the above headline to persuade its target audience. (10 marks)

Question 4

Visit website of the advertising agency below:

Naga DDB Tribal (<https://www.nagaddbtribal.com.my/>)

- (a) Select **ONE (1)** of their previous work, and breakdown the campaign using the brand communication's key strategic decisions. (20 marks)
- (b) Identify the brand positioning strategy in the selected campaign. (5 marks)

(TOTAL: 100 marks)

~ THE END ~

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