

UNIT 1

CONCEPTS OF ADVERTISING

CHAPTER 1: The Field Of Advertising

Lesson 3: Tutorial

You are the Brand Manager of Chevrolet Optra. What do you think the brand stands for?

Mr. Jaiswal comes to the Trade fair and is interested in purchasing the vehicle. How would you integrate the principle and components of IMC in order to market the brand to him?

Secondly, it comes as grapevine to Mr. Jaiswal that the car has poor suspensions, how would you use the concept of Public Relations to counter this rumor doing the damage to your brand and relationship?