

CHAPTER 5: Understanding Message Strategy

Lesson 19: Tutorial

You are to write a copy for 2 advertisements. The brands could be of your choice and you have to write 50 words for each brand. Show as to which type of copy you are writing and how do you justify as to why the consumer would buy the product after reading your copy.

You are to take 2 advertisements from a newspaper and identify the layout elements used. Thereafter in an A4 size sheet paper cut & paste a new layout of the 2 advertisements.

Create a slogan for the following products:

- ❖ **“Zapata Jeans”**
- ❖ **“Trendy Watch”**
- ❖ **“Rox Chocolates”**
- ❖ **“Zoom Camera”**
- ❖ **“Fuma Shoes”**
- ❖ **“LPB Television”**
- ❖ **“Chuang Chinese Restaurant”**

Create a TV commercial for a Life Insurance Company focusing on ‘Slice of Life’ & ‘Testimonials’. Please enact it in front of the class. Not more than 5 people in a group.

Create 3 different types of headlines for the same product. The product is Tomato Ketchup.

You are given a few pictures, based on them create headlines and assume which industry you would like to associate the picture with.



You are to visualize a TV commercial & a print commercial for a product aimed at children. The product could be of your choice. Identify all the elements that you would keep while visualizing.

The faculty could change the tutorial if he / she so desires.