

UNIT 2

Integrated Advertising Program

CHAPTER 5: Understanding Message Strategy

Lesson 21: Tutorial

How far do you think “Sex” could be used as an appeal? Bring out the ethics in this context?

Create appeals for the following products in the form of Voice Over or Copy for print.

- ❖ **Cigarettes**
- ❖ **Liquor**
- ❖ **AIDS**
- ❖ **Computers**
- ❖ **Amusement park**
- ❖ **Paints**
- ❖ **Motorcycle**
- ❖ **Automobiles**

You could take an existing brand or create your own brand. In case of existing brand you cannot take their appeal. You are to create a new one.