

## UNIT 2

## **Integrated Advertising Program**

### **CHAPTER 5: Understanding Message Strategy**

#### **Lesson 23: Tutorial**

- You are required to pick 5 brands and analyze the choice of celebrity endorsement used. If you were to change that celebrity (for any 2 brands) who would be your ideal choice and why?
  
- Write a Long copy on Raymond's suiting for the print media.
  
- Write a Short copy for Amul Butter to be put on Hoardings around your city.
  
- "Love is in the Air", write a copy, which brings two college going people together by 'Fun-cle Chips'.