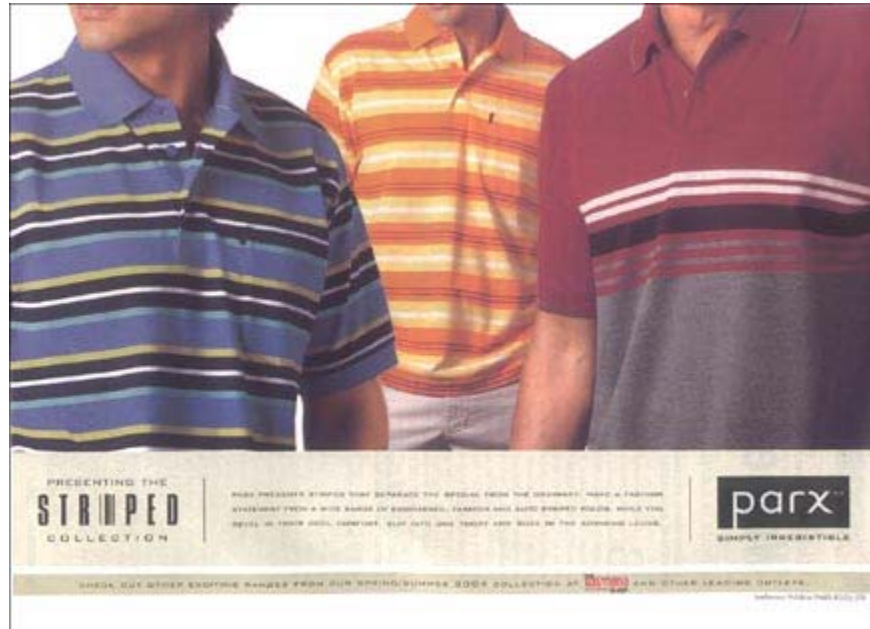


UNIT 2

Integrated Advertising Program

CHAPTER 7: Campaign Making

Lesson 28: Tutorial



You are the advertising person handling the brand PARX. You are required to now position PARX as a revolution in Tee Shirt market. Identify the target audience and create a creative and media strategy for the brand. In addition you are also to think of innovative promotional exercises to ‘reach’ out to the public.

In addition please create the print advertisement and explain the components of it. The work should be ideally done in syndicates and 30 minutes time to be devoted on the making, thereafter syndicate presentation.