

UNIVERSITY OF SWAZILAND

FACULTY OF HUMANITIES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

2016/2017 EXAMINATION QUESTION PAPER: MAIN

TITLE OF PAPER: ADVERTISING CAMPAIGNS AND CASES

COURSE CODE: JMC 407

TIME ALLOWED: TWO (2) HOURS

INSTRUCTIONS:

- 1. ANSWER THREE QUESTIONS**

**THIS PAPER IS NOT TO BE OPENED UNTIL PERMISSION HAS BEEN GRANTED
BY THE INVIGILATOR**

QUESTION 1

As Marketing and Communications Officer at the National Emergency Response Council on HIV and AIDS (NERCHA), you have been tasked to come up with an advertising campaign on sexual behavior change for NERCHA aimed at reducing HIV infections in Swaziland. Draft a campaign targeting people in the age range 14-39, specifically focusing on abstinence and one sexual partner. [20]

QUESTION 2

“Advertising has continued to adapt to the numerous technological and professional developments taking place in the media”. Evaluate the validity of this statement giving relevant examples. [20]

QUESTION 3

Evaluate the supposed benefits and disadvantages of online advertising showing whether investments in online advertisements are justified. [20]

QUESTION 4

Choose any product of your choice that would need to be advertised on television. Design an advertisement for the above media clearly showing how the campaign will be implemented. In your answer, consider the key factors that will guide the planning of your advertisements. Your answer should include:

- Script for at least a fifteen-second ad
- An appropriate storyboard
- The scheduling of the advert
- The frequency

[20]

QUESTION 5

Imagine you are the creative director of an advertising agency. A company which manufactures sanitary wear has asked you to design an advertising campaign for sanitary products. Show how you would design the advertisements for these goods. What are the socio-psychological factors that you will incorporate into the advertisements? Give reasons to justify your selection. [20]

QUESTION 6

- a) If you were the advertising director of a large food conglomerate specialising in fast food, what medium would you use to reach the largest number of potential customers in Swaziland and why? [5]
- b) Why is media planning a critical component in advertising? [10]
- c) Outline the strategies that media planners use to ensure maximum brand contact for their products and services. [5]