

UNIVERSITY OF ESWATINI  
FACULTY OF HUMANITIES  
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION  
2018/2019 EXAMINATION QUESTION PAPER: MAIN PAPER

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TITLE OF PAPER: ADVERTISING LAYOUT AND PRODUCTION

COURSE CODE: JMC 354

TIME ALLOWED: THREE (3) HOURS

**INSTRUCTIONS:**

1. Answer all questions in Section A.
2. Answer any one (1) question in Section B.
3. You are advised, in your own interest, to write legibly and follow carefully the instructions you are given.

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

## Section A

### Question One

Using Annexure One attached, write two pieces of print copy with headlines. Describe any visuals you plan to use and include a rough layout of the advertisement with your copy. NB: To do the layout, draw a rectangle on a standard sheet of paper, roughly letter in your headline in the size you think it should be, sketch your visual, use lines to indicate where copy goes, and place a logo somewhere near the bottom. Don't spend more than a few minutes on the layout. Rather, concentrate on the idea for the visual and the copy that will accompany it. [20]

### Question Two

Using Annexure One, write a radio commercial for the same product. Write it as if it were to be produced. Note as are doing this that merely paraphrasing the text from a print advertisement may not work because of the essential differences between the media. What sort of voices will work best for your message? What will be the appropriate tone? [20]

## Section B

### Question Three

- (a) Identify and explain any six (6) types of Headlines. [6]
- (b) Identify and explain the six groups of Type as they relate to typography in print and highlight possible uses of each. [6]
- (c) Describe and explain the following approaches to copy writing: [8]
  - (i) Standard
  - (ii) Dialog
  - (iii) Bulleted
  - (iv) Poetic

### Question Four

John Lyons (1987, p.124) defined a creative strategy in advertising as

A carefully designed plan to murder the competition. Any premise that lacks a killer instinct is not a strategy. Any premise that doesn't reflect or include a customer's crying need is not a strategy. Any premise interchangeable with that of another product is not a strategy. The true test of an advertising strategy is to let another human being read it. If that person can't say yes, that's me, or yes, I need that, or yes, that's my problem – throw it away.

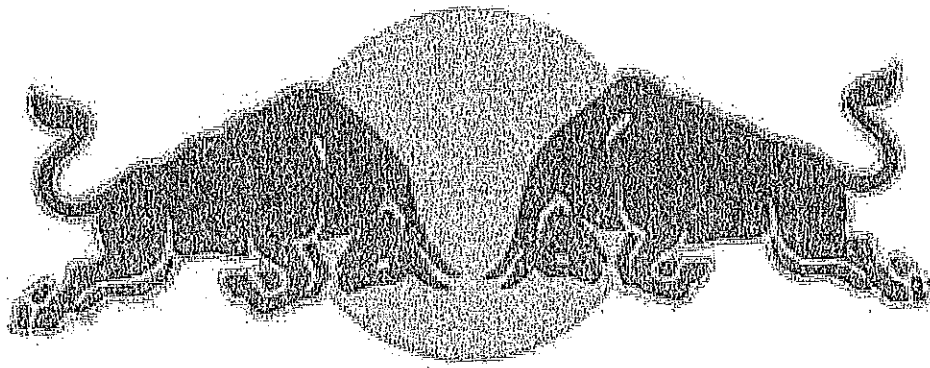
With this insight in mind, describe and discuss the importance and key elements of a creative strategy. [20]

### Question Five

Using McCann Eriskson's Role-Playing Approach, write a creative brief for a product, service or organization of your choosing.

[20]

*Red Bull didn't give us wings to fly; it grabbed us by the jugulars and sent us soaring.*



# Red Bull

## **Background / Overview:**

America received her wings in 1996, when "bulls balls" were introduced to the beverage industry. Red Bull focuses on bringing dynamic energy to all realms of life, let it be Nascar, extreme sports, study habits, etc. In that, Red Bull created a niche market based around "energy enhancing beverages." With its "wing enabling powers," Red Bull is considered a "youthful drink" that speaks solely to the youth...until now.

## **What is the objective, the purpose of the ad?**

To expand Red Bull into the older adult market as a beverage that can give them the focus needed to tackle their deepest desires.

## **Target audience: who are we talking to? What do we know about them that can help us (insight)?**

Middle-aged men and women reaching the "midlife crisis" aspect of their lives. They are in need of an internal change and lack the motivation and direction to make it happen. They feel they have wasted away their lives and fear only doom lies ahead.

## **What's the single most important thing to say? What is the big idea?**

Get your balls back.

## **What are the supporting rational and emotional 'reasons to believe and buy?'**

Red Bull increases performance, increases concentration and reaction speed, improves vigilance, stimulates motivation, and makes you feel more energetic and thus improves your overall well-being. About 5%-12% of middle-aged people experience a midlife crisis. They have fears and anxieties about growing older, and are willing to try new and adventurous things to reach a sense of internal stability in their lives.