

Advertising Campaign (75 Marks)

Campaign Outline (25 Marks)

Product Description/Details/Picture: 10 Marks

Target Audience: 5 Marks

Endorsements/Sponsorship: 5 Marks

Product Placement: 5 Marks

Magazine Advertisement (20 Marks)

Branding: 4 Marks

Tricks of the Trade + Descriptions: 8 Marks

Design/Characteristics: 8 Marks

Other Mediums (25 Marks)

Brochure: 25 Marks (4+8+13)

Radio Commercial: 25 Marks (4+8+13)

Flyer: 15 Marks (4+4+7)

Newspaper Advertisement: 15 Marks (4+4+7)

Poster: 15 Marks (4+4+7)

Billboard: 10 Marks (4+2+4)

Clothing: 10 Marks (4+0+6)

Actual Product: 10 Marks (4+0+6)

Group Bonus (50 Marks)

TV Commercial: 50 Marks (4+16+30)