**ANALYTICAL DECISION-MAKING**

**Learning Outcome 3: ACTIVITY 10**

**Rival advertising campaigns**

*In your group (one of six in the class):*

Research, evaluate and give feedback on the campaigns for:

1. Mercedes Benz v Jaguar
2. Microsoft v Google Chrome
3. Samsung v Apple
4. Xbox one v Playstation 4
5. iPad v rivals
6. Mac v PC

<http://www.hongkiat.com/blog/advertising-war-campaigns-between-rivals>