**INTEGRATED MARKETING COMMUNICATIONS**

**LEARNING OUTCOME 2: ACTIVITY 2**

**Group Activity**

**Advertising Effectiveness Awards**

Advertising is a very broad marketing activity that can involve broadcast, print, digital and outdoor media channels. It a tactic that can entertain, inform, inspire and persuade and it can be a highly creative part of the IMC campaign.

**Your challenge**

In groups of two or three, research and select two ads of real brands that you believe meet two different objectives.

They can be ads created by the same brand, but created to do separate jobs; or ads from two completely different brands.

Ads can have appeared in any media channel.

1. **Create a poster of at least A4 size that includes the ads and the following analysis:**

* Explain the probably objectives of the ads. What do you believe they are trying to do?
* Describe the likely target audience.
* Define the creative approach and explain what you think is the appeal to the target audience.

1. **Present your poster to the rest of the groups**

* Share your thoughts about how you believe these ads will meet their objectives.
* Discuss what improvements you would recommend that would help make the ads more effective.