



AJEENKYA

D Y PATIL UNIVERSITY

End Term Examinations (April / May 2019)

School: School of Film & Media

Program: BBA Media & Communication

Course: Art of Copywriting

Course Code: MAC 219

Semester: Three

Max Marks: 50

Duration (mins): 180

Nature of Examination: Jury + Presentation + Viva Voce + Report Submission

Dear Students please refer the following guidelines for your end term evaluation:

- 1) You are expected to develop an advertising copy using all the elements discussed during class interaction for building an advertising copy for any product/business/individual/service/NGO of your choice.
- 2) The copy so conceptualized must take into account the nature of the business; size of the business; competitors of the business; target segment of consumers; technology etc. and many such similar aspects before you decide to conceptualize the copy
- 3) While designing the copy also consider aspects such as brand image & identity brand positioning, brand differentiation so as to create a differentiation vis-a-vis **the competitor's** strategy.
- 4) Study & analyse the nature of consumer behavior, the income group to be targeted, the psychographic consumer profiles of the potential prospects
- 5) Analyse in detail the nature of communication used by the product/service so far, the different mediums of communication, frequency & occasion of communication & compare & contrast it with the competitors of the product or service
- 6) Analyse the quantum of sales to be generated, the price of the product or the service, promotional strategies to promote the brand.

Based on the above considerations you will proceed to design your advertising copy in print format for the said business/product/person/service/NGO etc. as the case maybe as below -

- 1) The advertising copy so designed must incorporate all the essential elements of the copywriting after considering the all the points as mentioned above & as discussed in your class theory sessions.
- 2) The advertising copy must incorporate the elements of **“aesthetics of design”** with suitable & distinct colour, fonts, themes, proportionality of design elements used in the copy, messaging content, tag line
- 3) The advertising copy must incorporate the **“elements of design integration”** such as congruence of the message with the intended audience (consumer segment), congruence of brand personality & consumer target profile, congruence of brand image & brand personality
- 4) The advertising copy must be able to convey **DISTINCTLY & CLEARLY** the **brand/product’s/service’s etc. positioning, differentiation & image vis-à-vis** its competitors
- 5) The advertising copy must be able to convey **DISTINCTLY & CLEARLY** the **brand/product’s/service’s etc.** its image (for e.g. premium/affordable/value for money etc. as the case maybe) to the intended target consumer profile
- 6) The advertising copy must be able to convey **DISTINCTLY & CLEARLY** the **brand/product’s/service’s etc. its brand identity & brand personality** (for e.g. rugged/soft/traditional/trendy/modern etc. as the case maybe) to the intended target consumer profile & evoke a strong sense of identity among its target consumer segment generating brand loyalty & brand equity
- 7) The advertising copy must have suitable logo + tagline & preferably a mascot (if any) & with a trademark colour theme that uniquely identifies the brand/product/service/personality/NGO from the competitive clutter

SUBMISSION GUIDELINES –

- A) **The advertising copy “MUST BE IN COLOUR”** on a glossy or matt paper finish material with hard thickness (as used in brochures or catalogues) highlighting the distinctiveness of your work. The advertising copy must be have a plastic coat on it or be thinly laminated
- B) You **MUST** also submit a digital copy (soft copy) of your work – which you will use it for your presentation to the jury
- C) Submission of a 3-4 page report in MS WORD document explaining your work & its rationale
- D) Submission of the Hard Copy + Soft Copy + Report is compulsory failing which the student will not be evaluated

EVALUATION GUIDELINES –

- 1) You will have to explain & present your work; communicate the intricate aspects of your of your & the factors underlying the choice of your design decisions
- 2) You will be undergo a Q&A on your artwork by the jury members explaining the factors & the justification of the same for your design selection & choice; How the copy designed by you meets the needs & objectives of the business
- 3) The jury will judge your work on how **well your effort meets the “aesthetics of design”** elements of advertising copy as taught & discussed in the class
- 4) The jury will judge your work on how well your effort meets the **“elements of design integration”** i.e. creation of the congruence/fit between the brand personality & consumer target profile, congruence of brand image & brand personality; premium/affordable/value for money etc. as the case maybe applicable to you.
- 5) Creative design of logo + tagline + mascot (if applicable)
- 6) You will be evaluated on your ability to explain your work; presentation & communication skill; sincerity of attitude & efforts undertaken; quality & neatness of your submission; objectives achieved in a crisp & precise manner
- 7) You will be evaluated on your ability to satisfactorily, logically, & creatively undergo the queries explaining your work to the satisfaction of the jury.
- 8) The students must be dressed formally & be smartly presentable. The students must be present on time – Students who are more than 15 minutes late will not be allowed to present the exam & marked absent. (NO EXCUSES FOR THE SAME WILL BE ENTERTAINED)

*****ALL THE BEST*****