

University of Eswatini
Faculty of Commerce
Department of Business Administration

Main Examination 2018/2019

Course Code: BUS 327

Course Title: Advertising

Degree & Year: B.Com/Year 3

Time Allowed: 3 Hours

Instructions:

Answer section A and any other 3 questions in section B

Section A

Dove's Ad Campaign Under Unilever

Dove is beauty product brand under Unilever Ltd, (Hindustan Lever in India). Dove sales nose-dived as consequence of it being lost in an overcrowded beauty products market. Thus began the Dove's campaign for Real Beauty (CFRB) in England in 2004. Dove's parent company, Unilever went to an Edelman, its PR agency for solution. What was subsequently conceived together by them was a Campaign that focused not on the product, but was a way to make woman feel beautiful regardless of their age, colour and size. The campaign includes advertisement, video, workshops, sleepover events and the publication of a book and the production of a play. Says the CFRB website, "The Dove Campaign for Real Beauty is a global effort that is intended to serve as a starting point for societal change and act as a catalyst for widening the definition and discussing of beauty. The campaign supports the Dove mission: to make woman feel beautiful everyday by challenging today's stereotypical view of beauty and inspiring women to take great care of themselves." To begin with, Dove created an awareness ploy by posting uplifting status, inspirational photos, tweet and motivating videos. In this case, Facebook and tweeter were used for the campaign. The societal campaign that went viral was the Dove "Real Beauty "campaign. Dove focused on showing media images of women with bodies of all sizes and shapes, and exposing media body image distortion in ad campaign. That was followed up by the one called "Onslaught". This went viral with 2 million views on YouTube. Many a women from different walks of life were engaged in one of the online (YouTube) campaign. The selected women were asked to describe themselves using neutral terms. A retired FBI sketch artist was asked to sketch these ladies on the basis of the description communicated. The catch was FBI artist could see these ladies while they were describing themselves. The process was captured on video. The video was uploaded on YouTube that went viral with a large number of hits. Watching these women coming face to face with the version of themselves in their mind and the version everyone else sees was extraordinary. Dove by use of its campaign, actually is empowering individual women to appreciate their inherent beauty, and in turn, allowing all of them to wonder if they have been judging themselves too harshly. The campaign is one of the most original and emotive experiments to come from the campaign for Real Beauty in many years, because it hits the audience realistically rather than making graphically morphing the women to look good. The use of graphic designers with filters and airbrushes is not done at all. The Unilever-owned brand refreshed its long-running "Dove Campaign for Real Beauty" for 2013 international Women's Day in March with a social media-promoted Photoshop Action that works like a Trojan horse, leveraging the element of surprise on those responsible for "unreal beauty" images in advertng

The brand added a twist in Australia with its "Ad Makeover by Dove" which, via a Facebook app, invited women to replace ads that prey on women's insecurities with feel good messages.

Question 1

[40 Marks]

- a. What did Unilever do right for the successful social media?
- b. What is the rationale behind this strategy?

Section B

Question 2 [20 Marks]

Attempt a comprehensive analysis of the classification of advertising?

Question 3 [20 Marks]

a. Define as concise as possible advertising agency?

b. State the reasons for hiring advertising agency and the benefits accruing to organization that hire the services of advertising agency?

Question 4 [20 Marks]

a. What is media planning?

b. Explain the steps involved in a comprehensive media plan?

Question 5 [20 Marks]

a) Give a detailed definition of advertising budget?

b) State and briefly explain various methods of setting ad budget?

Question 6 [20 Marks]

a. Explain your understanding of advertising research?

b. Discuss the important of advertising research?

Question 7 [20 Marks]

a. What is social media?

b. Explain the basis for comparing social media with traditional media of communication?

[20 Marks]