

**UNIVERSITY OF SWAZILAND**

**FACULTY OF HUMANITIES**

**DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION**

**2015/2016 FINAL EXAMINATION: MAIN**

---

**TITLE OF PAPER: ADVERTISING CAMPAIGNS AND CASES**

**COURSE CODE: JMC 407**

**TIME ALLOWED: TWO (2) HOURS**

**INSTRUCTIONS:**

1. ANSWER THREE QUESTIONS FROM SECTION A.
2. QUESTION ONE (1) IS COMPULSORY.
3. ANSWER ALL QUESTIONS IN SECTION B.

**UNIVERSITY OF SWAZILAND**  
**FACULTY OF HUMANITIES**  
**DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION**  
**2015/2016 FINAL EXAMINATION: MAIN**

---

**TITLE OF PAPER:** ADVERTISING CAMPAIGNS AND CASES

**COURSE CODE:** JMC 407

**TIME ALLOWED:** TWO (2) HOURS

**INSTRUCTIONS:**

1. ANSWER THREE QUESTIONS FROM SECTION A.
2. QUESTION ONE (1) IS COMPULSORY.
3. ANSWER ALL QUESTIONS IN SECTION B.

**THIS PAPER IS NOT TO BE OPENED UNTIL PERMISSION HAS BEEN GRANTED BY THE INVIGILATOR.**

**SECTION A**

**I. JUST DO IT CAMPAIGN. (35%)**

After stumbling badly against its arch-rival Reebok in the 1980s, Nike rose about as high and fast in the '90s as any company can. A meeting of Nike's ad agency Wieden & Kennedy and a group of Nike employees in 1988 resulted in astounding sales of \$9.2 billion dollars in 1997. With its "Just Do It" campaign and strong product, Nike was able to increase its share of the domestic sport-shoe business from 18 per cent to 43 per cent, from \$877 million in worldwide sales to \$9.2 billion in the ten years between 1988 and 1998. The original campaign of 'just do it' is now ensconced in the Americana Exhibit at the Smithsonian National Museum. It became part of the American history! You are expected to link the campaign to consumer needs, and to strategy. You must also give a detailed explanation as to why the campaign was such an overwhelming success.

**II. ADVERTISING CAMPAIGN (20%)**

Discuss the steps involved in developing and implementing an advertising campaign.

**III. ADVERTISING EXPENDITURE (20%)**

Discuss how the effectiveness of advertising expenditure can be measured to improve the likelihood of success in an advertising promotional campaign.

**IV. CONSUMER DECISION (20%)**

Using examples of your choice, explain how an understanding of the consumer decision making process is important when putting together an advertising campaign.

## SECTION 2

### ANSWER ALL QUESTIONS:

- I. Formulate the steps involved in planning an advertising campaign. (5%)
- II. What is the difference between a creative strategy and creative tactics? (5%)
- III. Why is it difficult to measure an ad's effectiveness in empirical terms? (5%)
- IV. Explain three challenges faced when putting together an advertising campaign for a services brand compared with a product brand. (5%)
- V. Determining a champion theme is the critical part of making an advertising campaign. Explain? (5%)