

UNIVERSITY OF ESWATINI  
FACULTY OF HUMANITIES  
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION  
MAIN EXAMINATION - DECEMBER 2018

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TITLE OF PAPER: ADVERTISING CAMPAIGNS AND CASES

COURSE CODE: JMC 407

TIME ALLOWED: TWO (2) HOURS

**INSTRUCTIONS:**

1. ANSWER QUESTION ONE (1) AND ANY OTHER TWO (2) QUESTIONS.
2. EACH QUESTION CARRIES 20 MARKS.
3. THIS PAPER CONSISTS OF THREE (3) PAGES, COVER PAGE INCLUDED.

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

**ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS.**

**EACH QUESTION CARRIES 20 MARKS.**

**Question 1: Compulsory question**

In September this year, Nike revealed Colin Kaepernick, a former American football player and civil rights activist, as a face of its new global advertising campaign honoring the 30th anniversary of its iconic “Just Do It” slogan. The campaign was met with mixed feelings. The *Guardian* newspaper called it ‘divisive’ and referred to Kaepernick as ‘controversial’ and many other media organisations thought the same. Others saw no problem with it. Marketwatch reported that sales went up by 31% after the campaign was unveiled.

- i) Briefly describe what the campaign was about **(5 marks)**
- ii) Analyse the campaign’s media and creative strategy **(10 marks)**
- iii) Using information on planning successful advertising campaigns, identify and explain the steps taken by Nike to produce this campaign **(5 marks)**

**Question 2**

“The success of advertising campaigns in contemporary times hinges on innovative uses of social media”. Using examples of advertising campaigns that achieved success due to their employment of social media, discuss the validity of this statement. **(20 marks)**

**Question 3**

Evaluate the notion that gender stereotypes continue to dominate most advertising campaigns today. **(20 marks)**

**Question 4**

Describe the roles of the following tools found in Photoshop and how they contribute to the creativity and success in the design process of an advertising campaign:

- a) Masking Tools **(5 marks)**
- b) Brush Tools **(5 marks)**

c) Transformation Tool

**(5 marks)**

d) Liquify Tool

**(5 marks)**

### **Question 5**

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

**(20 marks)**

### **Question 6**

Write brief notes on the following as they relate to the planning and execution of advertising campaigns:

a) Ethical considerations

**(7 marks)**

b) Brand awareness

**(8 marks)**

c) Campaign evaluation

**(5 marks)**