



ICM

JUNE 2016

CAMPAIGN PLANNING & CONTROL

Instructions to candidates:

- a) Time allowed: Three hours (plus an extra ten minutes' reading time at the start – do not write anything during this time)
 - b) Answer any FIVE questions
 - c) All questions carry equal marks. Marks for each question are shown in []
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1. As an independent consultant, advise one of your clients on the information to be included in the creative brief to be submitted to the company's advertising agency. [20]
 2. Explain the importance of market segmentation to effective campaign planning and control. [20]
 3. Summarise the main strengths and weaknesses of television, national press and posters as advertising media to be used for the promotion of a new electronic game. [20]
 4. Discuss the key issues associated with the following terms:
 - a) Brand image
 - b) Brand building
 - c) Brand equity[20]
 5. Critically appraise the research techniques that can be considered in order to measure the overall effectiveness of advertising campaigns. [20]
 6. Identify the main factors that influence the purchasing behaviour of consumers and explain how a clear understanding of these factors can assist in the development and implementation of promotional campaigns. [20]
 7. Write notes on THREE of the following:
 - a) Integrated marketing communications
 - b) Media buying agencies
 - c) Advertising budget
 - d) Direct response advertising[20]
 8. Describe the regulatory system used in a country of your choice in order to monitor and control the advertising campaigns of marketing organisations. [20]