

## Advertising

### Assignment #4 A: Advertising Strategy and Execution (Team Exercise)

A. Using any one (or more) of the Concept Transformations below, generate an Advertising Strategy and one advertisement in the medium of your choice for Kraft Easy Mac.

Circle the Concept Transformation(s) you used for your ad (see text for definitions):

Adapt      Reverse      Compare      Parody      Imagine      Connect      Eliminate

#### Advertising Strategy

1. Product Concept (key benefit(s)):

Kraft Easy Mac, in original flavor, is the convenient hot-meal option with the top selling cheesy taste consumers crave. This shelf-stable meal option works in practically any setting with a microwave. An easy to prepare version of popular comfort foods; just add water, microwave and stir.

2. Target Audience:

3. Communication Medium and Justification:

4. Advertising Message:

Big Idea Slogan:

**[Advertisement on reverse side]**



Team Members' Signatures:

## Advertising

### Assignment #4 B: Advertising Strategy and Execution (Team Exercise)

**B. Using the Idea Generators list, generate an Advertising Strategy and one advertisement in the medium of your choice for Premier Hand & Body Lotion.**

Advertising Strategy

Idea Generator # \_\_\_\_\_

1. Product Concept (key benefit(s)):

A luxury lotion for men and women that promotes radiant, healthy skin. This unique lotion features premier-quality botanicals which most closely match the ideal cell resonance for vibrant healthy skin. These rich, pH-balanced botanical extracts super-feed and nourish your skin without toxic preservatives such as parabens, artificial thickeners, coloring agents, synthetic fragrances or other toxic chemicals. Key Benefits:

- Hand & Body Lotion is a luxury lotion for men and women and promotes radiant, healthy skin. It is for all skin types and contains no toxic chemicals.
- The only hand and body lotion on earth with Ionically charged herbs.
- Contains Ionically charged botanicals, energy-accelerated for maximum electron spin to promote ideal cellular resonance.
- Rich, beyond organic, pH- balanced herbal extracts to super-feed and nourish your skin.
- No toxic preservatives such as parabens.
- Contains no artificial thickeners, coloring agents, synthetic fragrances or harmful chemicals.

2. Target Audience:

3. Communication Medium:

4. Advertising Message:

Big Idea Slogan:

**[Advertisement on reverse side]**



**Team Members' Signatures:**