

College

Notions Of Fundamental Concepts And Colours

Final Project

Submitted By :-

Sikander Singh

Amrinder Singh

LEVEL 1

BROOKS
BROTHERS

LEVEL 2

ADVERTISEMENT

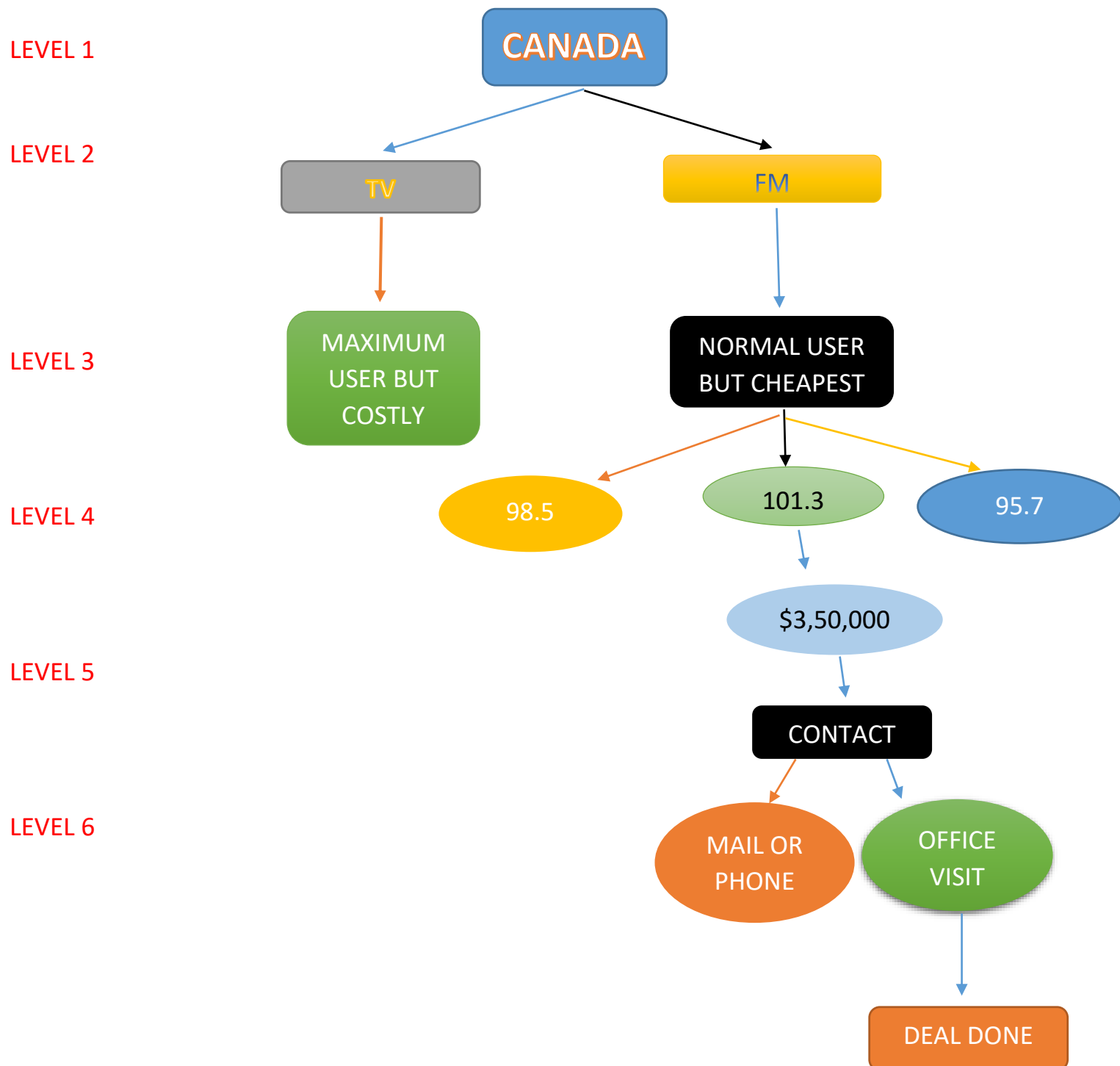
CANADA

INDIA

USA

LEVEL 1 :- We have worldwide famous brand **Brooks Brothers**.

LEVEL 2 :- We have budget of \$10,00,000 to advertise brand and in the this level we are going to choose three countries to invest money for advertising. These are Canada, India ,USA.



LEVEL 1 :- We choose first Canada for advertising. We have \$3,50,000 to advertise BROOKS BROTHERS in Canada.

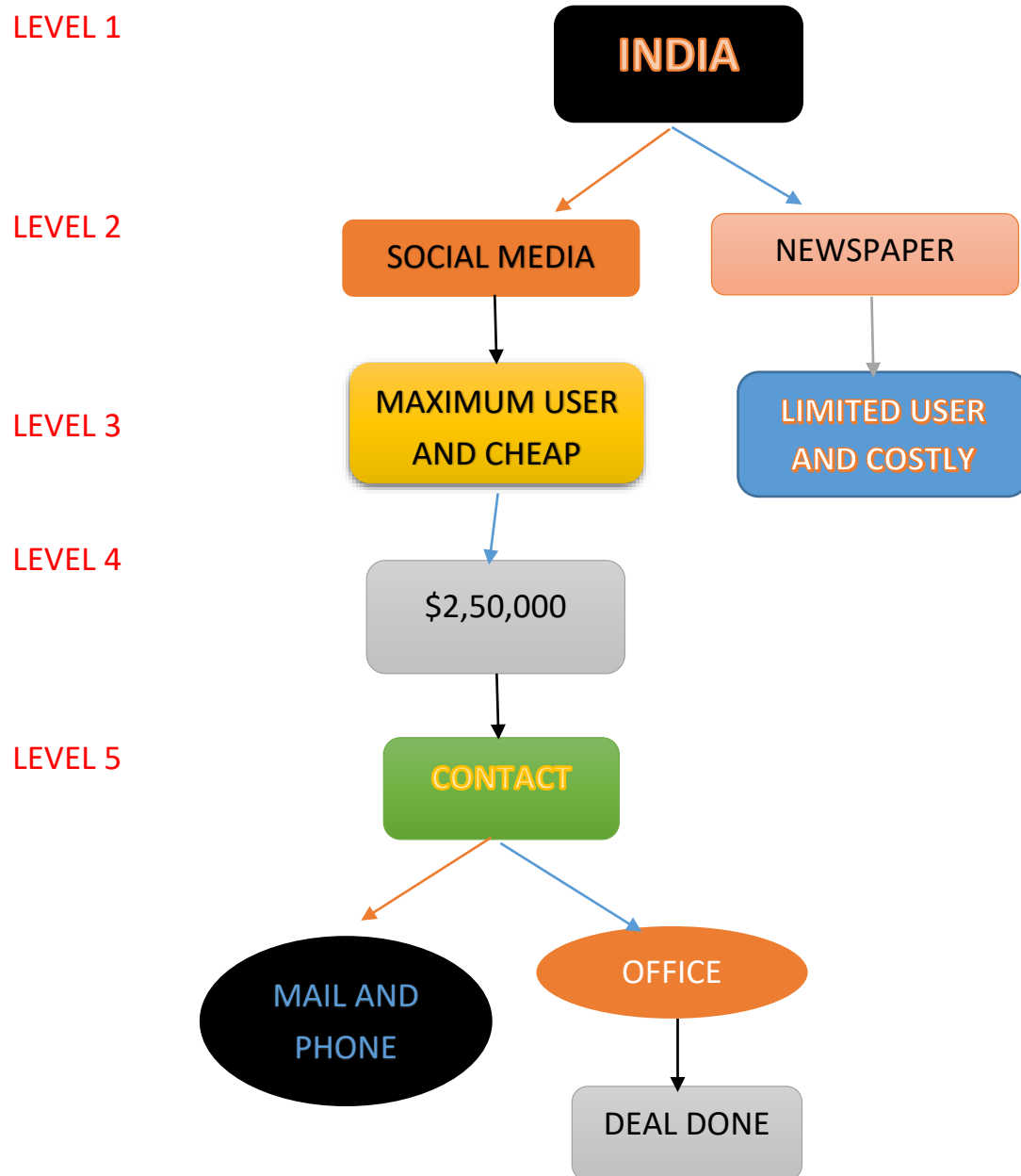
LEVEL 2 :- In the Canada, there are two ways ,which are mostly used by Canadian people. TV and FM. Even though TV watchers are more in Canada instead of radio user. However, to keep in mind the budget, ADVERTISEMENT on FM seems cheapest. Therefore ,we are going to choose FM.

LEVEL 3 :- In this level we have three famous radio channels 98.5, 101.3 and 95.7. we are choosing 101.3 ,because it has maximum users except others.

LEVEL 4 :- Here we are going to contact FM to done deal. We have two ways in the next level by mail or phone and office visit.

LEVEL 5 :- From two ways to contact radio ,we chose office visit.

LEVEL 6 :- Here we have done deal with FM and advertising is ready to go on radio and we suppose BROOKS BROTHERS is going to grow in the Canada.



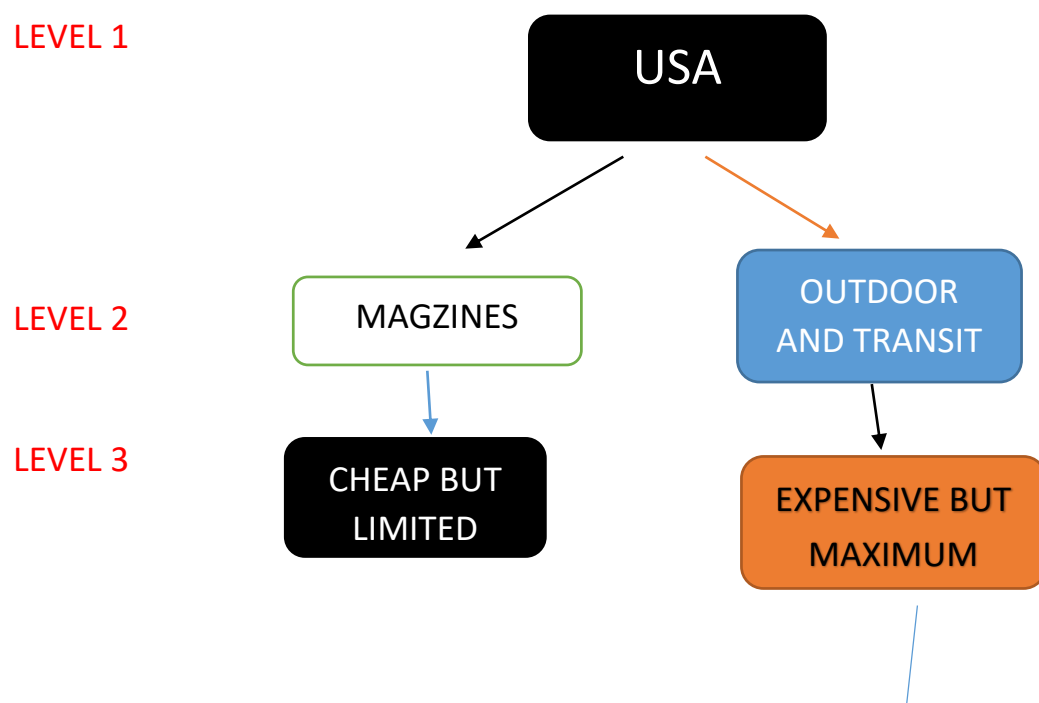
LEVEL1 :- In the first level we have another country INDIA. Now we are going to choose best way to advertise in india

LEVEL 2 :- There are two ways which are famous in india for entertainment. Social media and newspaper both are used by indian people.

LEVEL 3 :- In the third level we are choosing social media for advertisement instead of newspaper. Because social media is used by every generation , however newspaper are mostly used by older people. So social media user are maximum in india than newspaper reader.

LEVEL 4 :- Now we are going to invest \$2,50,000 in india for advertisement.

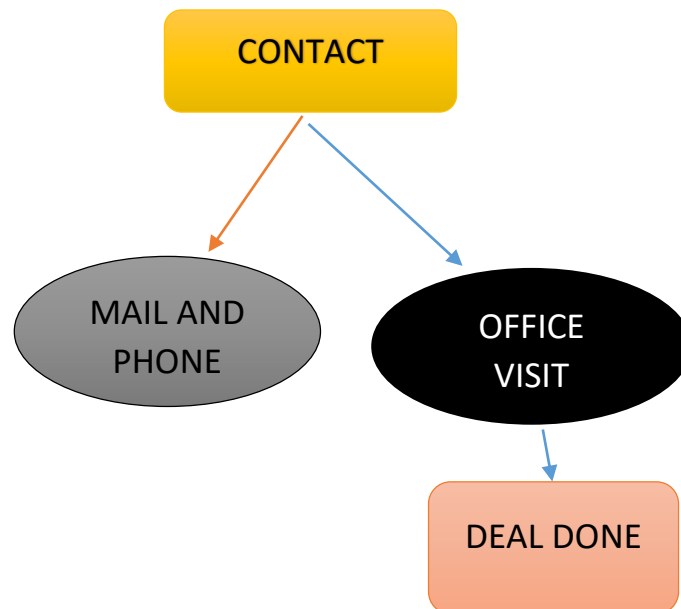
LEVEL 5 :- In this level We are choosing way to contact social media sites. There are two ways to contact by mail and phone or by office visit. So, in the end we are going to final deal with sites to advertise BROOKS BROTHERS on their plateform.



LEVEL 4



LEVEL 5



LEVEL 1 :- Now we are choosing USA for advertisement of BROOKS AND BROTHERS

LEVEL 2 :- Here we have two ways for advertising, magazines and outdoor and transit. Both are used by American

LEVEL 3 :- Though, magazine is cheaper to publish brand but it has limited user, however in the case of outdoor and transit we have more users and we are going to choose it

LEVEL 4 :- Now we have \$4,00,000 to advertise BROOKS BROTHERS.

LEVEL 5 :- Here we are going to contact transit agencies by office visit and then deal is ready to finish and BROOKS BROTHERS is going to publish on outdoor and transit.