

IMC 446

Week 1 Assignment

Question 1:

Using the **exact wording of the definition of advertising** (what I presented in class), explain how this is an example. Cadbury Gorilla. **Max two lines for your answer**

<https://www.youtube.com/watch?v=TnzFRV1LwIo>

The Cadbury Gorilla advert is a mass-mediated attempt to remind people about the brand.

Question 2:

Two-part questions:

<https://www.youtube.com/watch?v=HNY6C85Kzkw>

a) For this IMC campaign, name three specific platforms (channels) that were used in the campaign. Just list

- Super Bowl Ad.
- Website created with GoDaddy Arrow.
- Earned Media Coverage.

b) Why did GoDaddy use IMC for this campaign?

They utilized IMC to ensure their message was consistent across various channels, creating a unified brand experience while also expanding their reach and enhancing brand recall.

IMC



Source: Luma Partners, Terry Kawaja

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Limited Resources



Question 3:

From a consumer's perspective – what is a brand?

A brand is what people collectively say and feel about a product or company.

Question 4:

In the class syllabus, I ask you to do epic SHIT

