

Gold Peak Tea

CI

Disconnected between the opening paragraph and the content of the CI
Go from IP#1 to IP#4
delete paragraphs 2 & 3
Seem out of place

Change the content is about the contest
P.2 - can you change "the criterion active
involvedly race"

Vote inducement is not included in
the learning objective
Detail
discussed on the vote inducement, but
Not a lot of discussion in the TN.
Go more on less

Fours is contest, not their IMC strategy
Next to don't epilogue - who actually did
with the contest

2nd IP, first sentence - change loc. like
last sentence, 1st IP - remove - because it
did in fact increase brand awareness
Brand image on 2nd page, 3rd paragraph - change on the

TN

All social media to potential applications, as well as
Public Relations
Crisis management - Exercise on theory - question #4
All other question about business law.
Not all references are cited