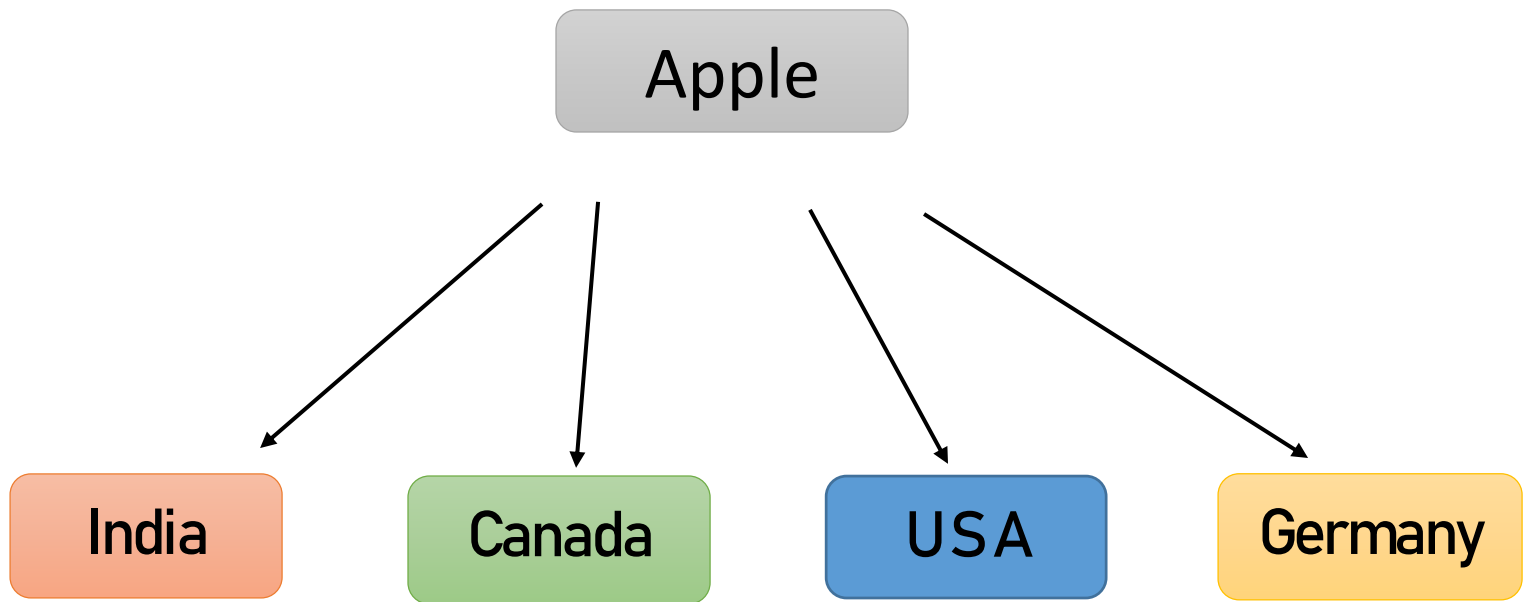


Fundamental notions of concepts and color

Final project



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and manmeet kamboj



Level 0 – name of the product for advertising and why?

Apple, apple is the most popular product in whole world for electronic devices. apple products sold in high percentage in all over world. People like to buy apple iPhone, iPad, watch, air pods or more products. that's why I chose an apple product for advertisement.

We chose a budget of 60 million for its advertisements.

Level 1 – I chose a four countries for advertising this product

1 India 2 Canada 3 USA 4 Germany

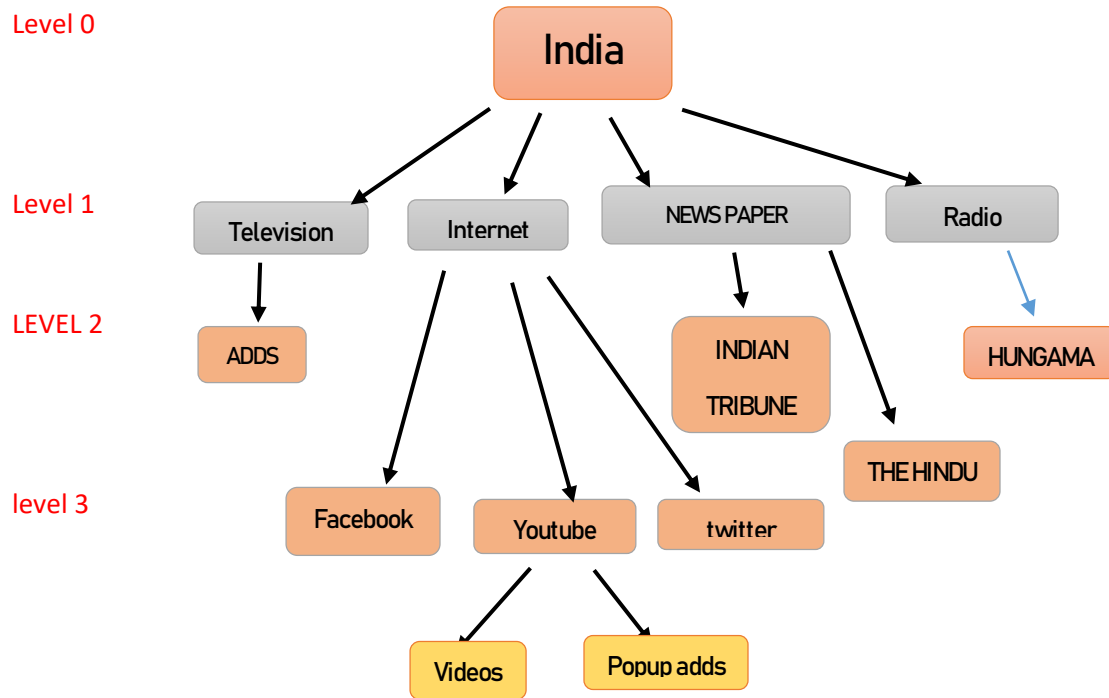
BUDGET

India – 15 million

Canada – 10 million

USA – 30 million

Germany – 5 million



Level 0 – the first country is India and I set a budget of 15 million for advertisement.

Level 1 –there are a four popular source for advertisement television, internet, newspaper and radio.

Budget

Television -3 million

Internet –7 million

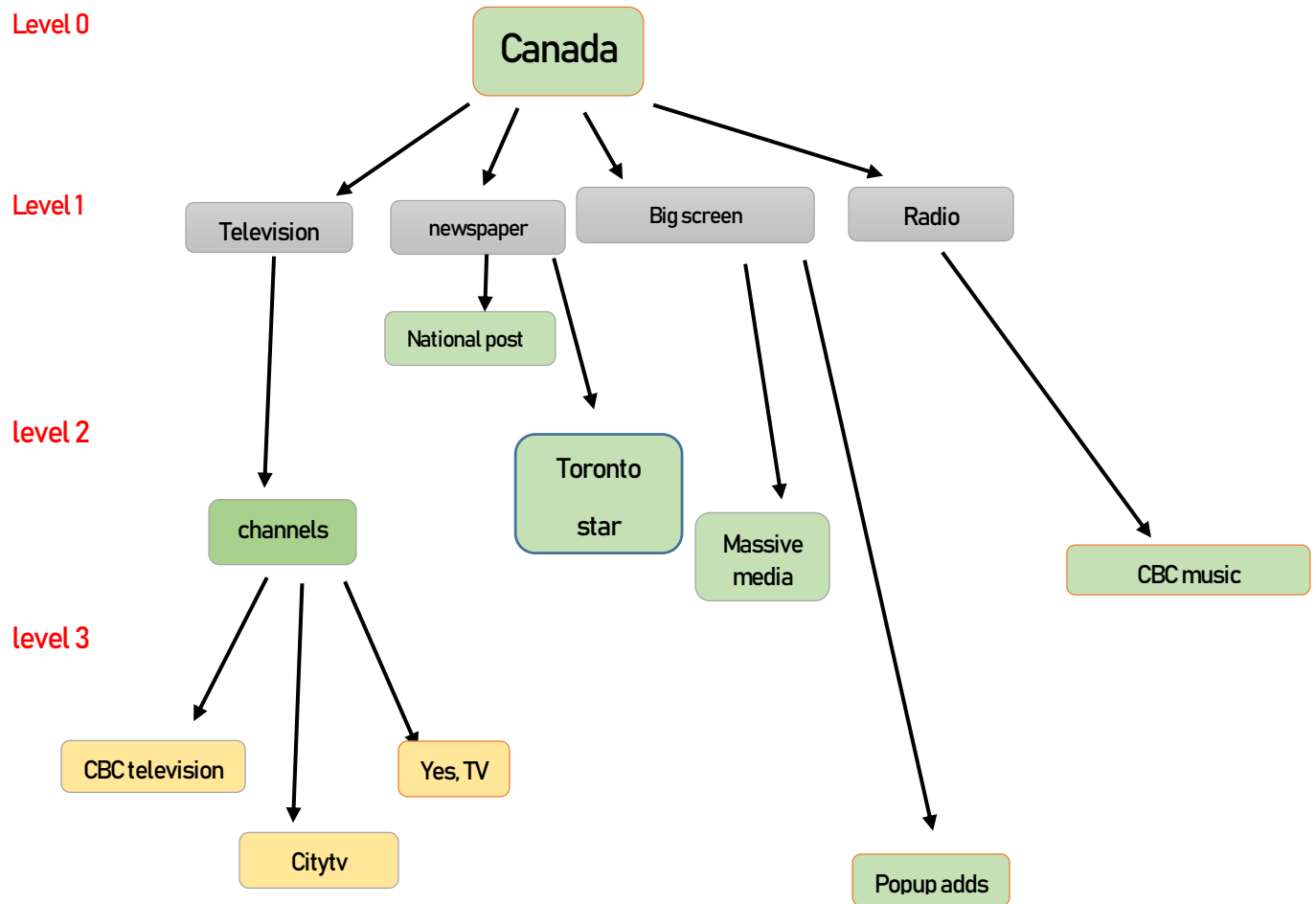
News paper – 2 million

Radio – 3 million

Level 2 – we spent 3 million on television advertisement. on internet we selected three websites and give budget like for Facebook - 1.5 million, for youtube – 4 million and for twitter – 1.5 million. for newspaper advertisement we select two company's Indian tribune and The Hindu invest 1 million to each company. The last source radio we select a channel hungama and spent 3 million for apple advertisement.

Level 3 – mostly we focus on youtube and spent 4 million on it. in youtube we take two ways for advertisement popup adds and videos.

Budget for popup adds – 1.5 million, For Videos- 2.5 million



Level 0 – the second country is India and I set a budget of 10 million for advertisement.

Level 1 –there are a four popular source for advertisement television, internet, newspaper and radio.

Budget

Television -4 million

Newspaper –3 million

Big screen – 2 million

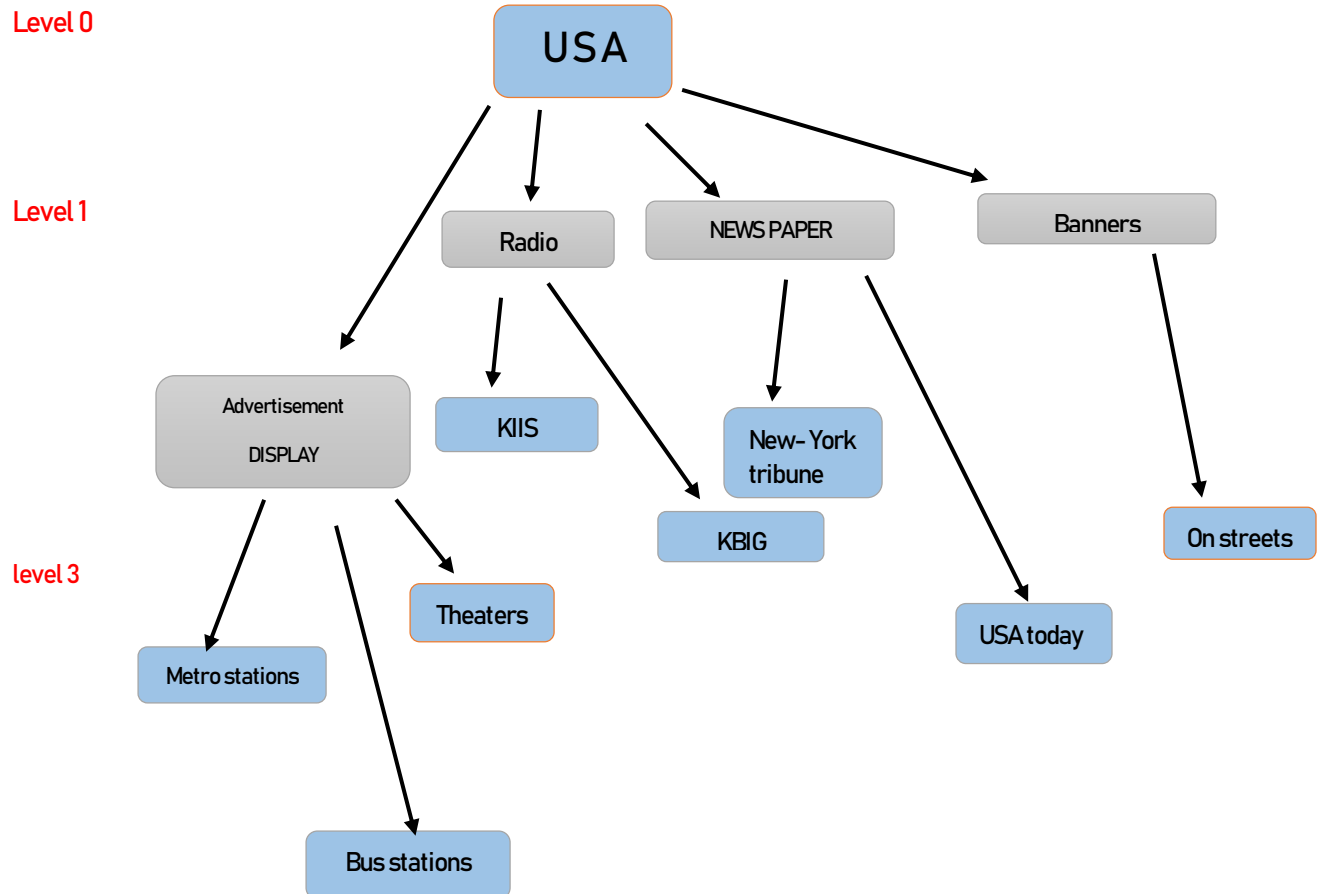
Radio – 1 million

Level 2 – we spent 4 million on television channels for advertisement. In newspaper we selected two companies national post and Toronto star give budget like for national post - 1.5 million and for Toronto star– 4 million. In the way of big screen, we select to companies for advertise and spent money like for

massive media - 1 million and for OOH display – 1 million. The last source radio we select a CBC channel and spent 1 million for advertisement.

Level 3 – mostly we focus on television channels and spent 2 million on CBC television channel, 1 million on Citytv and 1 million on yes TV it.

Budget for popup adds – 1.5 million, For Videos- 2.5 million



Level 0 –the third country is USA and I set a budget of 30 million for advertisement.

Level 1 –there are a four popular source for advertisement television, internet, newspaper and radio.

Budget

Advertisement display -12 million

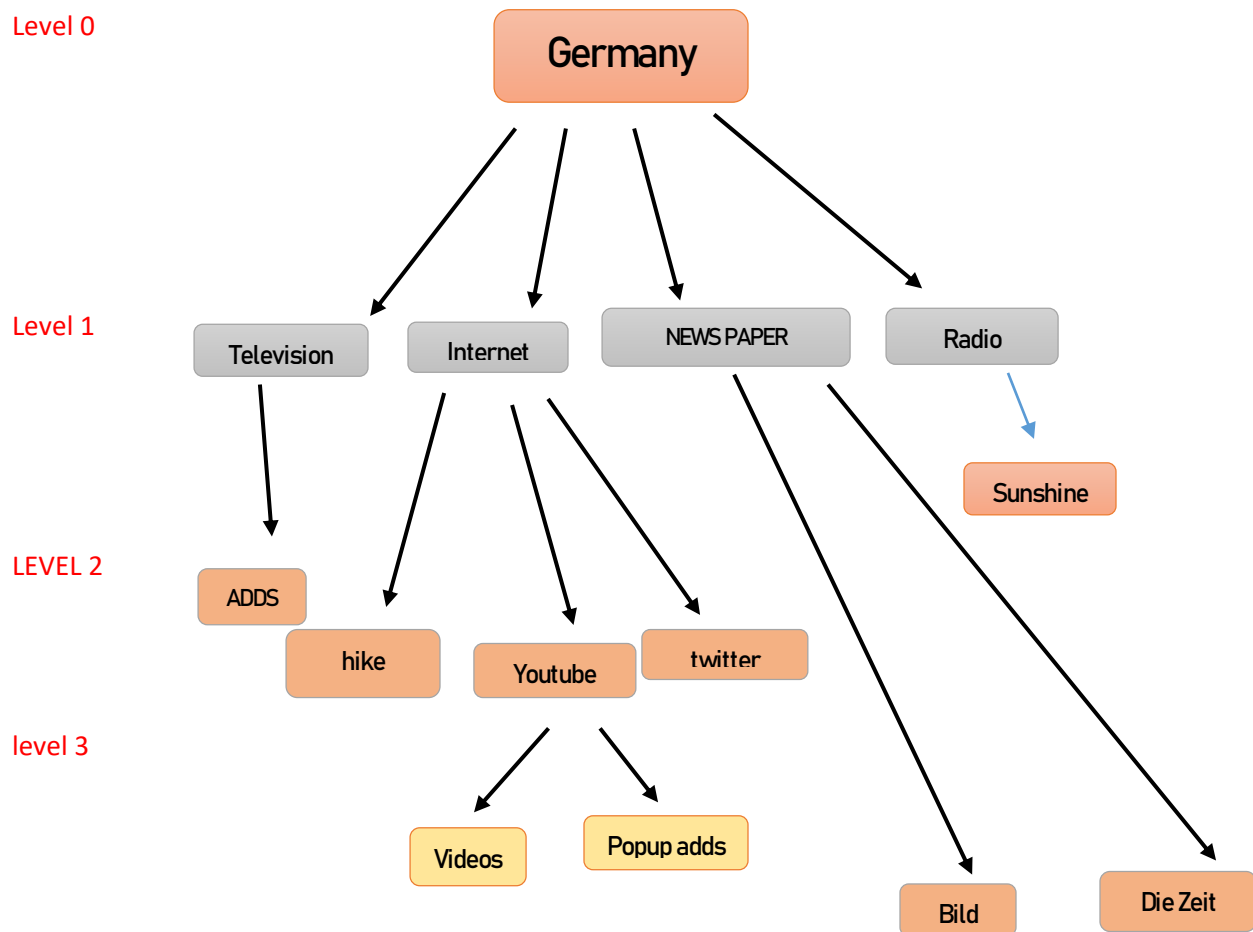
radio – 6 million

News paper – 4 million

Banners – 8 million

Level 2 – we select a three areas for advertisement display and set a perfect budget. the number one is metro stations and we spent 5 million on metro stations display, the second one is bus stations and we invest 4 million there and the last is theater we invest 3 million on their display. On radio we select two companies KIIS and KBG and invest 2 million on KIIS and 4 million on KBG. The another source newspaper we select a two different companies number one is New-York tribune and invest 2 million for advertisement and other company USA today and invest 2 million on it. In the last source street banners, we invest 8 million.

Level 0



Level 0 – the forth country is Germany and I invest 5 million for advertisement.

Level 1 –there are a four popular source for advertisement television, internet, newspaper and radio.

Budget

Television – 1 million

Internet –2 million

News paper – 1 million

Radio – 1 million

Level 2 – we spent 1 million on television advertisement, internet we selected three websites and give budget like for hike -25 thousand for youtube –50 thousand and for twitter –25 thousand .for newspaper advertisement we select two companies bild and die zeat and invest 50 thousand to each company The last source radio we select a channel sunshine and spent 1 million for apple advertisement .

Level 3 – mostly we focus on youtube and spent 50 thousand on it. in youtube we take two ways for advertisement popup adds and videos.

Budget for popup adds –25 thousand. For Videos- 25 thousand