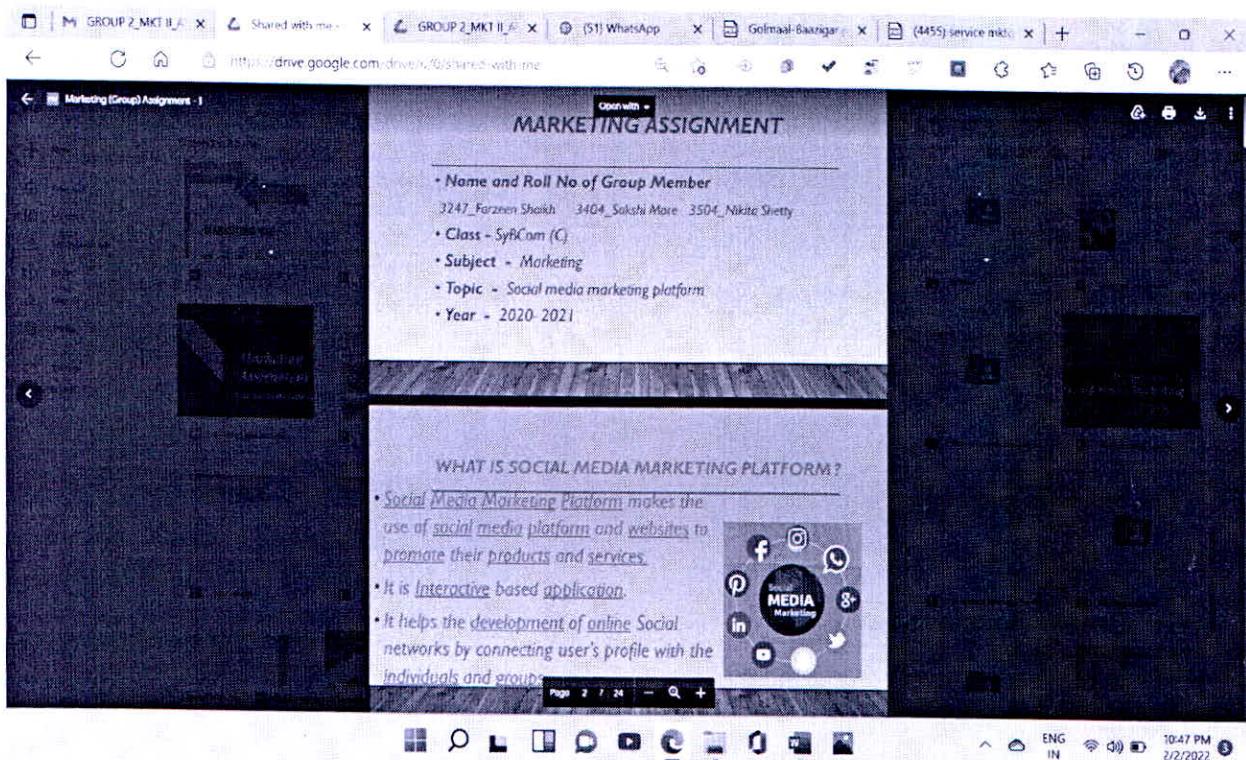


St. Mira's College for Girls, Pune
Autonomous (Affiliated to Savitribai Phule Pune University)
2020-21
SYBCOM Marketing Assignment (C31610)
Sem- III

Assignment 1-Different social media sites and their use as a marketing platform



Assignment 2-Analysis of advertising messages across different Media, process of advertising through these media and suggestion for increasing effectiveness

A screenshot of a Microsoft Word document titled 'Marketing Assignment 2'. The document includes:

Marketing Assignment 2

Identifying advertisements and the innovative strategies behind them

What is an advertisement?

Advertising is when an organization encourages people to buy their products, services or ideas. Advertisers influence our emotions by techniques that include stereotyping and targeting the audience. Advertisers are influenced by our occupation, beliefs, personality, self-esteem, needs, relationships, themes, and values. An advertisement is the promotion of a product, brand or service to a consumer in order to attract interest, engagement and sales. Advertisements come in many forms, from copy to interactive video and have evolved to become a crucial feature of the digital landscape.

2 advertisements with an innovative strategy:

1. Dove's 'Real Beauty' campaign:
Advertising to women who cover their faces, beauty products, or height, weight, complexion, hair type and even birth marks, paradoxically makes its point. When you look for beauty, you will find beauty. When you look for flaws, you will find flaws. Nudging society gently but firmly to face it upon themselves to stop this ugly beauty test.

The company said it collected stories of rejection from a nationwide research. The participants in the campaign are young women who have gone through this very same rejection and feel they do not fit in. Dove's young women decided to be a part of the campaign. Their courage and willingness to come forward and question beauty norms is the turning point that gives this campaign a compelling and relatable quality.

Dove believes that beauty is not one-dimensional. It is not defined by your age, the shape of

Asst. Prof. Rajni Singh

Rajni Singh



Jayash
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