

# SOLUTIONS MANUAL

D'GUINN · ALLEN · SEMENIK · 4E

## ADVERTISING & INTEGRATED BRAND PROMOTION



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## CHAPTER 2

### **Topic: Advertising Industry**

#### **Ad: 3.1**

**Company: Clio Awards**

#### **Ad: Introduction**

This introduction discusses how the Clios are judged by advertising and media practitioners. It discusses how ads are judged on originality, relevance, and emotional connection. The clip discusses how advertisers use the Clios to benchmark. The ads are chosen by a diverse jury.

1. What is good advertising?
2. How important are fresh ideas?
3. How important is emotional impact?

### **Topic: Full-Service Agency**

#### **Ad: 3.32**

**Company: Honda**

#### **Ad: Cog**

This Grand Clio is a great example of what a full-service agency can achieve. The ad depicts parts of a car influencing one another, step by step, yet it is all silent. Then music plays and the car rolls out. Tagline: Isn't it nice when things just work. The ad is very creative and was developed in London.

1. Is this good advertising?

Why would you need a full-service agency to pull off an ad like this