THE OPEN UNIVERSITY OF SRI LANKA
BMSHons in Marketing Management Degree Programme
LEVEL 3 -SEMESTER 02
ACADEMIC YEAR: 2023/2024
MMU3302 – CREATIVE MARKETING
Deadline: Thursday, 03rd of October 2024 **Time: 8.00pm**
Take Home Assignment 2

Read the instructions carefully before attempting the assignment.

- Late Assignments will NOT be accepted.
- The answer should be written in a Microsoft Word file and converted into PDF.
- (***) Plagiarizing and copying will result in a zero mark.
- **PDF file of the answer should be uploaded to the OULMS Dropbox on or before the deadline (Don't send the assignments to email addresses).**

Select a product or service from an existing brand in Sri Lanka and design a creative advertisement that tells a story. The advertisement should include a clear storyline, a music strategy, and a visual arts strategy to engage the audience.

Assignment Tasks:

1. **Product and Brand Selection (50-100 words):**
    - Choose a product and brand for which you will create an advertisement.
    - Briefly explain why you selected this product and brand.
2. **Storyline (200-300 words):**
    - Develop a simple and engaging storyline for the advertisement.
      (For example: What is the situation? Who are the characters? What happens in the ad? How does the product fit into the story?)
    - Ensure the story highlights the product's benefits and connects emotionally with the audience.
3. **Music Strategy (150-200 words):**
    - **Music Choice:** Select a type of music that fits the mood of the story.
    - **Use of Music:** Explain where and how the music will be used throughout the advertisement (e.g., background music, transitions).
    - **Audience Impact:** Discuss how the music enhances the story and influences the audience's emotions.

4. **Visual Arts Strategy (150-200 words):**

    - **Visual Style:** Describe the visual elements you will use (e.g., colors, lighting, settings) to match the story's theme.
    - **Use of Visuals:** Explain how the visuals will be used in the advertisement to make it more attractive and memorable for the audience.
    - **Connection with Product:** Ensure the visuals reflect the product's features and appeal.

5. **Conclusion (150-200 words):**
   Summarize how the combination of the storyline, music, and visual arts will create an effective and engaging advertisement.

Submission Requirements:

- A written report (800-100 words).

Evaluation Criteria:

- **Creativity:** Originality and creativity of the advertisement storyline.
- **Music and Visual Fit:** How well the music and visuals enhance the story and fit the product.
- **Clarity:** Clear and straightforward explanation of the ideas.

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