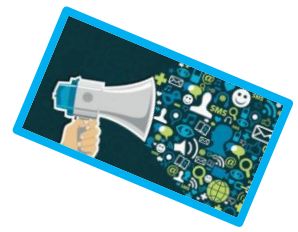


Summer Work



1. Research 2 other **social media campaigns which have had huge success**. Find one example for a charity or raising awareness on an issue and one which is promoting a product/service from a company.

Just like in our summer term session **Ensure you discuss:**

- What was the purpose of the campaign?
- What was involved in the campaign?
- How was social media an integral part?
- Provide evidence of the success of the campaign through statistics, and add your sources for this information.
- What impact do you think this had on the company running the campaign?
- Add images to show the campaign
- Please **add your sources of information** too!

Add some styling

Try to **add a theme** to represent the campaign on a word document by applying a colour scheme, styling or images, text, drawing attention to key words/information.

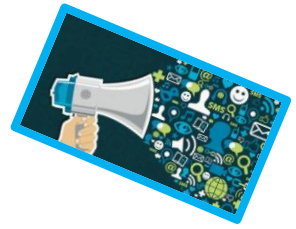
2. Complete brand image analysis task.

Create a report analysing how the following products/services have marketed their brands at a specific target market. Remember to add any sources of images/information used.#

Key areas:

- (i) Identify the brand & the target market.
- (ii) Analyse brand adverts and images discussing:
 - (1) Slogans used
 - (2) The people used in the images/adverts
 - (3) How the images have been stylised
 - (4) What lifestyle does the brand convey?
 - (5) Colours used
 - (6) # Hashtags displayed on the posts?
 - (7) Type of setting used for the image

Summer Work



- (iii) Look on social media sites – how have the company used social media to portray the brand (Provide Screenshots and provide commentary).

The brands to be analysed are:

- Lynx
- Powerade
- Jaguar
- Monster

3. Sign up and create accounts on Snapchat, Instagram, Twitter and Facebook.