**TRUE/FALSE (5 questions)**

**Indicate whether the following sentences or statements are true or false.**

|  |  |  |
| --- | --- | --- |
| 1. | \_\_\_T\_\_\_\_ | Creative control is a benefit of having an in-house advertising agency. |
| 2. | \_\_\_T\_\_\_\_ | A multimedia campaign is beneficial because it reaches a much wider audience than a single channel campaign, while also boosting overall levels of engagement. |
| 3. | \_\_\_F\_\_\_\_ | Campaign development and production is done before writing the brief. |
| 4. | \_\_\_F\_\_\_\_ | Media planning does not take budget into account. |
| 5. | \_\_\_T\_\_\_\_ | Measurement, optimization, and reporting are ways to track and accurately measure a business or brand’s return on advertising investment. |

## MULTIPLE CHOICE (5 questions)

**Identify the letter of the choice that best completes the statement or answers the question.**

\_\_\_D\_\_\_\_1. Which of the following is a component of a brief?

a. Identification of a target audience b. Campaign goals

c. Geographic market segmentation d. All of the above

\_\_\_B\_\_\_\_ 2. Which of the following is not an advertising campaign goal?

a. Boost sales b. Decreasing brand awareness

c. Generate leads d. Capture consumer data

\_\_\_\_C\_\_\_ 3. Agencies developing the concept(s) they believe will best deliver against the objectives stated within the brief is   
 called\_\_\_\_\_\_\_\_\_\_\_\_.

a. Calculating b. Perceiving

c. Ideating d. Owning

\_\_\_\_D\_\_\_ 4. Media planners work closely with \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

a. Media buyers b. Clients

c. Media owners (TV networks, etc.) d. All of the above

\_\_\_\_B\_\_\_ 5. At the end of a campaign, an agency delivers \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to the client.

a. Brief b. Recap report

c. Media plan d. Campaign concept

## SHORT ANSWER (2 questions)

1. List three items included in an advertising brief.

* Identification of what product(s)/service(s) will be supported and/or featured
* Geographic market segmentation
* Campaign goals
* Establishment of an overall project budget
* Determining when the campaign is expected, or needs, to run (also called “flighting”).
* What assets are needed/required or expected by the brand/business?

2. List the benefits to having an in-house agency.

* Creative control (no debating with outside agency opinions on what the right message is, or the right way to deliver it)
* Cost effective from a production perspective (advertising agencies can be very expensive due to their level of expertise)
* Timing (ad production can happen quicker than working with an agency with fewer approval processes, etc.)