

Advertising Media and Tools Assessment

Part 1: Multiple Choice Questions

Question 1:

Which advertising medium is known for its high visual and auditory impact, making it suitable for creating memorable brand messages?

- a) Print Media
- b) Internet Advertising
- c) Television Advertising
- d) Radio Advertising

Question 2:

In online advertising, what tool is strategically placed to capture immediate attention?

- a) Social Media Posts
- b) Banner Ads
- c) Pop-ups
- d) Sponsored Content

Question 3:

Billboards are effective for:

- a) Targeted Local Advertising
- b) High-Visibility Brand Exposure
- c) In-depth Information Delivery
- d) Online Marketing

Part 2: Matching Exercise

Match the advertising tool with its description.

Billboard	A. Tangible and targeted approach in advertising.
Press Release	D. Direct and widespread communication online.
Mass Emailing	C. High-visibility canvas for brand exposure.
Magazines/Newspapers	B. Strategic communication during a crisis.

Part 3: Scenario Analysis

Imagine you are tasked with promoting a new tech gadget. Choose the most effective advertising tools for the following scenarios and briefly explain your choices:

Scenario 1:

Target Audience: Tech-savvy Millennials

Advertising Tools: _____

Explanation: _____

Scenario 2:

Objective: Build brand awareness quickly

Advertising Tools: _____

Explanation: _____

Discussion Question:

How do advertising media and tools differ in their effectiveness when targeting local markets versus global audiences?

Reflection:

In your opinion, what emerging advertising tool or trend shows the most promise in the current digital age? Why?