

CREATIVE BRAND COMMUNICATIONS FACULTY COPYWRITING CHALLENGE

CANDIDATE NAME:	SIGNATURE:	DATE:
LANGUAGE/S USED:		
<p>NOTE: ANSWER AT LEAST 3 QUESTIONS.</p> <p>We do recommend that you write at least 2 of the 3 of your answers in English as it is the most used language in South African communication at the moment. You can write the other one in your preferred language.</p> <p>Please put the question number above each answer.</p>		

QUESTION 1:

A Beer truck has lost its cargo on the N1.

The highway is now strewn with six-packs of ice-cold beer. Now, write three short paragraphs about the incident from the perspective of three totally different characters.

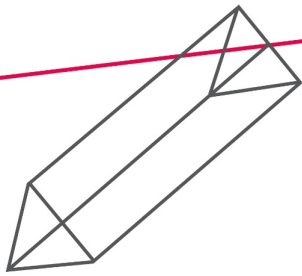
QUESTION 2: ANSWER EITHER 2A OR 2B

2A.

Send a tweet on behalf of a detergent company to a prominent comedian asking him/her to refrain from using filthy language. (No more than 280 characters.)

2B.

Tinder has launched a special version of its dating app aimed exclusively at romantically connecting writers with other writers. The app is called Minder and you've decided to post yourself on it. Write a profile that you think would make you very interesting or attractive to another writer. (No more than 40 words.)



QUESTION 3:

Monday has a bad reputation that seems to have a direct and negative impact on motivation and productivity levels at the start of every week. A group of business entrepreneurs have decided that Monday needs to be repositioned in people's minds and presented in a positive light. They want you to write them a brand manifesto* that sets up their initiative.

(Max 150 words)

*Many big brands have what is called a brand manifesto - a piece of writing (or a video) that speaks to the brand's purpose and belief system in a succinct, impactful way. It's usually to sell the soul of the product in question, and not the advertising idea itself. This is something that is done before any advertising ideas are briefed in, because it expresses the world that the brand wants to play in and becomes a guide for all the creative work that comes afterwards.

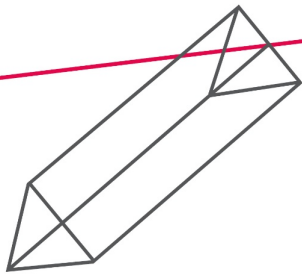
QUESTION 4:

You're sitting in an art gallery admiring a painting. A woman sitting on the bench next to you leans over and tells you that she is blind and has heard wonderful things about the painting in front of you.

She says that she would love to imagine what you are seeing and asks if you could describe it to her.

Paint a word picture for her that would emotionally move her.

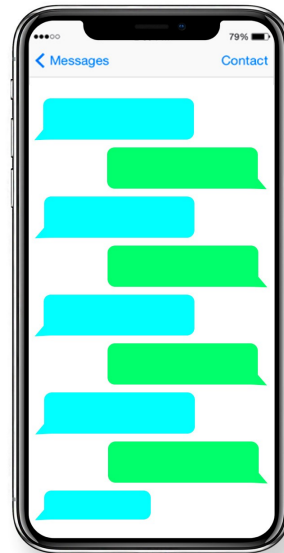




QUESTION 5:

You receive an intriguing text from a complete stranger. You decide to respond. Write a short conversation not exceeding 9 bubbles of dialogue that tells a big and tantalising story.

The amount of words you use in each bubble is up to you, but please don't overwrite this and respect the medium. Mobile is the platform for short, concise conversations.

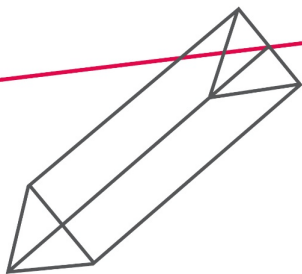


QUESTION 6:

Clothing marketers believe the next big fashion wave for men this summer is Crochet Man Shorts. Do a headline-driven poster and/or outdoor billboard campaign (at least 2 elements) pitching this new fashion trend to South Africans.

In addition, you also have to recommend and motivate a name for this new brand.





QUESTION 7:

Write a 45 second radio ad.

Writing radio is one of the most rewarding (and challenging) aspects of copywriting. To begin with it's all your work, right from concept to the final production.

On radio you're building pictures in the mind and, as you know, there are no limitations there.

Write a 45 second radio ad. Select one of the options below:

OPTION 1:

Write a 45 second radio ad for the PSL (Premier Soccer League). The season is about to start, and they want to get people in the stadiums.

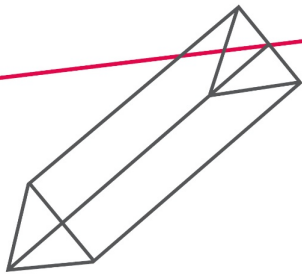
OPTION 2:

Write a 45 second radio ad for Colgate Whitening toothpaste which makes your teeth whiter.

Here are a few guidelines on how to present a radio script:

SFX:	Sound effects. Used to indicate the type of sounds in your commercial. Describe them carefully
Music	Describe the music in the ad, whether it is simply featured in the background or used to convey a message
MV1:	Male voice delivering the message. MV2 if there is more than one male voice.
FV1:	Female voice
ANNCR:	The announcer voice at the end that is sometimes used to wrap up the advert.

See the next page for 2 examples of scripts.



TEMPLATE 1:

Title: @Sassy Cindy

Duration: 45s

MV1:	This is a message to @Sassy Cindy, from MTN. Running out of data made you miss out on the hot off the press news. You know the guy you always post on Man Crush Mondays? Well, he posted a sad emoji, captioned with broken hearts. You know what that means girl, the opportunity you've always wanted has finally presented itself. You need to hurry up and grab him, otherwise you'll find yourself posting sad, crying emoji's. @Sassy Cindy, we want to keep you in touch with the people you love. Hook yourself up with a Twitter bundle for as little as R1 daily, only on the Bozza Network
ANNCR:	Everywhere you go. MTN. T's & C's apply

TEMPLATE 2:

Title: Hoggars

Duration: 45s

MV1:	(MV1 is a Deadpan, unemotional, matter of fact voice delivery) Families who aren't connected at home with MTN be like...
FV:	Mom, Sanele is hogging all the internet, it's my turn.
MV1:	Bozza families be like...
MV2:	Where is everybody?!
SFX:	MANY SHOUTING FROM DIFFERENT PARTS OF THE HOUSE "I'm online" "Youtube" "I'm only on episode 3" "making a playlist".
MV2:	Excellent!
SFX:	CLICK AND SPORTS COMMENTARY STARTS TO PLAY.
MV1:	Do the Bozza thing. Get MTN MADE FOR HOME. That's 1 Family. 1 Experience. Many devices. Great value. Choose your router, choose your plan and get connected from R369pm and you get 30GB free for your first month.
ANNCR:	Everywhere you go. MTN. T's & C's apply.