**232 essays 2021**

1. Is Advertising in the terminal stages of digital disruption or are the ‘old ways’ still the best way to build a brand?

2. People buy from people they trust and admire, which drives the growth of Influencer advertising. Discuss this method of brand promotion in the context of building brands.

3. The greater part of the value of a brand is the creative idea. Discuss in reference to the belief that marketing communications is a business that has now increasingly been taken over by Geeks (numbers people).

4. Choose three campaigns and write what you assume to be the creative strategy for each. Then discuss how they achieve memorability, are motivating and are based on product truth, using Hegarty’s pyramid.

5. What stops copy travelling: is it Code; Conflict or Culture? Consider the impact of a lack of universal code of practice, managerial conflict and cultural dimensions in the creation of localised copy versus the practice of global campaigns. Use examples to illustrate your argument.

6. “It is emotional persuasion that creates relationships and builds strong, successful brands.” Robert Heath 2006. Discuss with reference to the evolution of persuasion models, using examples of brands that rely on emotional persuasion.