

**Task 1: What objectives describe the job? (Circle the correct answers of three objectives each.)**

What objectives do you think are the most important for the advertiser?

- a) Create awareness for awareness
- b) Build brand equity
- c) Build customer loyalty
- d) Increase sales
- e) Increase brand awareness

**Task 2: Answer the following questions and explain your answer.**

1. Where is the job placed/advised?

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2. Where is the job placed?

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3. What is the frequency of the job?

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4. When does the job start?

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5. Who is the advertiser/owner of the job?

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**ADVERTISING OBJECTIVES**

Build awareness for awareness (create a new brand)

Build brand equity

Build customer loyalty

Increase sales

Increase brand awareness

**Task 3: Circle the objective and which brand name fits with the objective.**

