



Centre for Distance and Online Education (CDOE)

Tezpur University

Tezpur, Assam- 784028

ASSIGNMENT FOR SEMESTER END EXAMINATION, SPRING 2024

Course Name- ADVERTISING AND PUBLIC RELATIONS

Course Code- MAMCD / MMC 103

Full Marks= 30

1. Develop an advertising campaign for any new product or service (either existing or hypothetical). Include a concept note, description of the creative process, and three different advertising copies (for radio, television and social media). 15
2. In 2021, *Hindustan Unilever* faced a significant crisis involving its brand *Fair & Lovely*, which was criticized for promoting skin fairness and contributing to colourism. The company attempted to address this issue by rebranding the product as *Glow & Lovely*. Despite this effort, the rebranding was met with criticism for being a superficial change rather than addressing the deeper issues related to promoting skin fairness as a beauty standard. Write a detailed case study report, highlighting the controversy and the actions taken by the company to meet this crisis. Prepare an alternative crisis management strategy which might have been more effective. 15
