## ADVERTISING & SALES PROMOTION MS 416 ASSIGNMENT-I

Look at the following Print Advertisements very carefully and comment on:

- 1. The message it communicates
- 2. The target audience
- 3. The positioning
- 4. The appeal used
- 5. The brand

Luxor

## THE WORLD'S MOST POWERFUL CHEMICAL WEAPON.



Parker salutes the stalwarts of Indian journalism at the Ramnath Gaenka Excellence in Journalism Awards. 16th January 2012, New Delhi.



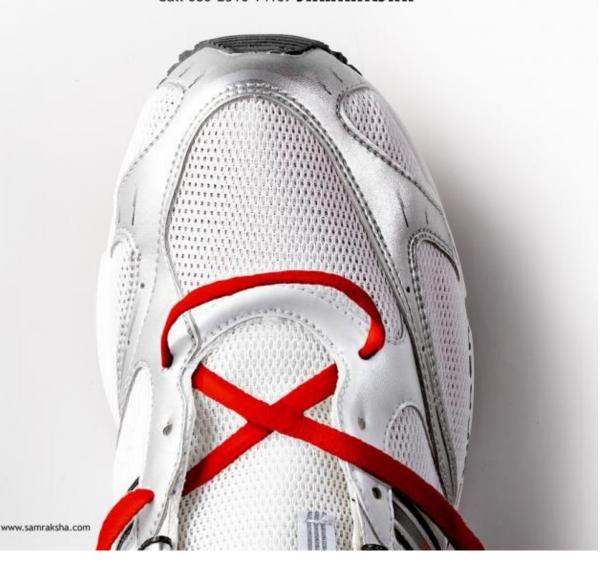






## RUN FOR A POSITIVE CAUSE.

Support those living with HIV by joining the run on 18th May 2008. Call 080-2316 1416. SAMRAKSHA





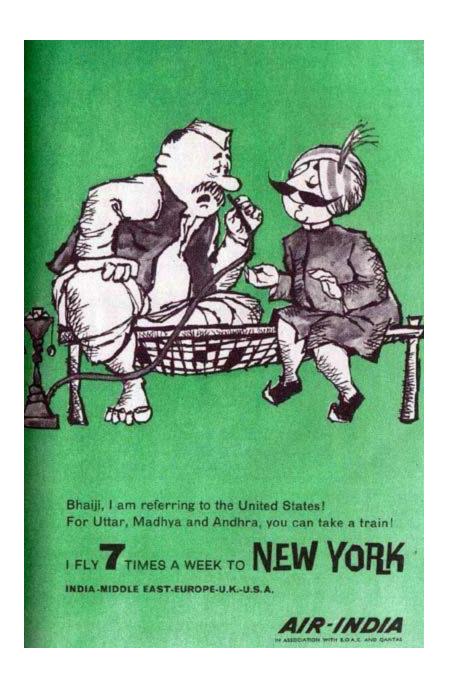
















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