



HELLO

Creative Copywriter

You're here

Yes! You downloaded and opened this document. That's half the battle won!

Now all you've got to do is complete this assignment and email it to hello@madaboutdigital.co.in

Note: feel free to call **+91 98860 98041** in case you need any clarifications.

Let's get rolling

1. Soulfull is a healthy cereal made with Ragi and Dal. It can be consumed as a breakfast cereal and as a snack. Here's their website: <https://www.soulfull.co.in>

3M Car Wraps are a cool new way to give your car a completely new aesthetic and also protect it. Their Facebook page is www.facebook.com/3MCarCareIndia

Your task: Create 2 memes each, for both brands.

Here are 2 examples to help you get started.

Example 1 - <https://www.instagram.com/p/Bu51eJHA6eL/>

Example 2 - <https://www.instagram.com/p/BvlsonDHPUd/>

2. Toys"R"Us has introduced 'Toy Story 4' themed toys and wants to advertise them on entertainment websites.

Your task: Create 2 banner ads that will be displayed on IMDB.com (to promote the Toy Story 4 themed toys). One banner ad is vertical while the other is horizontal. You can decide which toy you want to use in the ad.

Note: the character limit on each of these ads is 80 characters ("ToysRUs" is 7 characters)

Horizontal Ad Example - <http://tinyurl.com/y3c53fkn>

Vertical Ad Example - <http://tinyurl.com/y4jukbr2>

Please note: We DO NOT expect you to design these. Just provide the creative concept for them ie. describe how the banner will look (maybe with the help of a reference image) and provide the text that will go on it.

3. Galitos India has a 'Meal for One', which is a lot like McDonalds' 'Happy Meal'. It is a favourite among patrons but the offer has almost no online presence.

Your task:

- A catchy new name for this meal
- Two social media posts to promote this meal (could be an Insta story or a FB post or even a tweet. Your call!)

Please note: We DO NOT expect you to design these. Just provide the creative concept for them ie. describe how the creatives will look (maybe with the help of a reference image) and provide the text that will go on it along with a post description.

4. Create a quirky Valentine's Day post for Scripbox, a mutual-funds investment company. Scripbox wants to shift away from being perceived as a serious brand, hence the post needs to be humorous.

Provide a description of the image, text that will go on the image along with an appropriate caption (post description) to go up along with it.

5. Create content for a Whatsapp group conversation consisting of 5 mothers. The chat is a fun conversation about the problems mothers face with respect to their kids refusing to eat anything healthy and motherhood in general.

Client: Soufull Ragi Bites (A nutritious millet based breakfast cereal brand)

Example: <http://bit.ly/2HTNjVY>

W O O H O O !

You're done. Now just send this to us at the
following e-mail address

hello@madaboutdigital.co.in

