**NEW MEDIA ADVERTISING**

**ASSIGNMENT WORKSHEET**

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| **ASSIGNMENT:# 9-1** | |
| **YOUR NAME** |  |
|  | Links will not work below in most cases. Please use the course slides to access all links and type your answer in this form. |
|  | It is expected that each short essay question can be answered satisfactorily, about ½ page. Please use 12 New Roman Font, Single-spaced. |
| **TASK(S) OR QUESTION(S)** | Select either the Uber or Facebook campaign to answer the following questions:  Q1: Do you think the selected campaign makes the ad experience engaging, fun, and immersive? Explain how?  Q2: What effectiveness metrics (from Slides 29-30) can be used to measure the campaign effectiveness? What are they? Define each metric that you have identified. |

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| Instructions: |
| 1. Begin your answer by discussing the campaign that you have chosen. 2. Explain whether the chosen campaign is engaging, fun and immersive and explain why you feel so. 3. Refer to Slide 40 and Slide 41 and identify two or three metrics useful to measure the campaign effectiveness. What are they? What are their definitions? |

**[TYPE YOUR ANSWERS BELOW]**