**NEW MEDIA ADVERTISING**

**ASSIGNMENT WORKSHEET**

|  |  |
| --- | --- |
| **ASSIGNMENT:# 9-2** | |
| **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)** | Click [here](https://www.8thwall.com/aircards/pepsi-halftime) to watch Pepsi’s halftime AR show campaign [[OFFLINE VIDEO](WEEK%2010%20OFFLINE%20VIDEOS/PEPSI_HALFTIME_AR.mp4)]  Click [here](https://www.facebook.com/the8thwall/videos/pepsi-super-bowl-halftime-show-the-weeknd-ar-portal/1126491048147448/) to read more about this campaign [[OFFLINE VERSION](WEEK%2010%20ARTICLES/PEPSI_AR_PORTAL_2022.pdf)]  Answer the following question:  Q1: What would be metrics based on what you have learned about (effectiveness) metrics (Slides 41, 42, & 58)? Please identify and define 2 metrics. |

|  |
| --- |
| Instructions: |
| 1. Watch and read materials about this Pepsi halftime show campaign first. 2. Then, based on what you have learned from Slides 41, 42, & 58, identify and define 2 metrics that you believe could measure the effectiveness of this campaign. |

**[TYPE YOUR ANSWERS BELOW]**