

Case Study #2: “Every Ad is a Tide Ad.”

Please watch the video linked below, read the following article, and answer each question by following the instruction to submit the paper.

Video link: <https://www.youtube.com/watch?v=M4VKspkvWIU>

* The video is also available in Case Study #2 folder on Blackboard.

Article link: <https://www.adweek.com/brand-marketing/every-ad-is-a-tide-ad-inside-saatchi-and-pgs-clever-super-bowl-takeover-starring-david-harbour/>

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Discussion Questions

1. What are the reasons for the success of this Super Bowl advertising campaign?
2. Evaluate the slogan, “Every ad is a Tide ad.”
3. Analyze the role of this advertising campaign in marketing mix (4Ps).
4. Evaluate the advertiser’s decision (pros and cons) to use David Harbour as a celebrity endorser for the advertising campaign.
5. Suggest integrated marketing communication strategies for Tide followed by this Super Bowl advertising campaign.

Instructions to submit your paper

- a. **Deadline:** 11:59pm, Mar 29, 2020
- b. **Length of paper:** 200 words minimum for each question; 3 pages minimum in total (excluding reference page)
- c. **Score:** 2 points for each question; 10 points in total.
- d. **Late submission policy:** 1 point will be deducted per a day after the deadline
- e. **How to submit:** Submit your paper on Blackboard. Select “Case Studies” on the left navigator and click “Case Study #2” folder. Then, click “Case Study #2 Submission” link to submit your paper.
- f. **Font & Size:** Times New Roman, size 12, double space
- g. **Format:** APA 6th edition. If you are not familiar with this, please visit the link below:
https://owl.purdue.edu/owl/research_and_citation/apa_style/apa_formatting_and_style_guide/general_format.html
- h. Do **NOT** include a title of the paper, your name, and questions. Just label each question number on your answer.
- i. Please submit your paper with **WORD document** format ending with .doc or .docx.
- j. **Originality check:** I will grade your paper very generously, but will be very strict on the plagiarism. If the originality of your submitted paper is less than 70%, you will earn 0 point. If you cite any sentence from books, journals, internet, and/or any other source, please paraphrase them and re-write them in your own word.
- k. **In-text citation & References:** Provide in-text citation and the list of references at the end of the paper by following APA 6th edition format.