



BRAND MANAGMENT: OLISAEMEKA ANENE

CLIENT: GLOBACOM

JOB DESCRIPTION: GLO BONUS DATA

<p>Describe product/service or whatever the ad is about <i>(this is where you have to let the creative know what the ad is actually about).</i></p>	<p>In a bid to give its subscribers extra value for their subscription, glo is rewarding its subscribers with upto 2gb data when they recharge N200 and abovex</p> <p>The Agency has been tasked with creating communication materials that communicate the available bonus.</p>
<p>Objectives: What does the client hope to gain from advertising – be specific: <i>Do they want people to buy a product, sign up for something, change their attitude, feel warm and fuzzy about the brand?</i></p>	<p>Reward consumers with amazing bonus data .</p>

Target Consumer <i>Who (demography and psychographic) is the advertising speaking to?</i>	New & Existing subscribers
Tone of Voice	Assuring Exciting
Deliverables	Development of advertising campaign. Media Requirement: Radio BTL Online
Timing	19/05/2020