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UNDERGRADUATE UNIVERSITY EXAMINATIONS
SCHOOL OF MANAGEMENT AND LEADERSHIP
DEGREE OF BACHELOR OF MANAGEMENT AND LEADERSHIP

MKT 301: ADVERTISING MANAGEMENT

DATE: 13TH APRIL 2026

DURATION: 2 HOURS

MAXIMUM MARKS: 70

INSTRUCTIONS:

1. Write your registration number on the answer booklet.
2. **DO NOT** write on this question paper.
3. This paper contains **SIX (6)** questions.
4. Question **ONE** is compulsory.
5. Answer any other **THREE** questions.
6. Question **ONE** carries **25 MARKS** and the rest carry **15 MARKS** each.
7. **Write all your answers in the Examination answer booklet provided.**

QUESTION ONE

Read the Case Study below carefully and answer the questions that follow:

NIKE'S "JUST DO IT" CAMPAIGN

Nike, a global leader in sports apparel and footwear, was already a prominent brand by the late 1980s. However, the company faced tough competition, especially from Adidas, which was becoming a serious challenger in the sportswear market. Nike needed to redefine its brand image and connect more emotionally with its audience. Nike wanted to expand its appeal beyond athletes to include regular consumers who aspired to be active or lead a healthy lifestyle. They wanted to create a campaign that motivated people to push themselves positioned Nike as a symbol of determination and achievement, not just athletic performance and differentiated Nike from competitors by building an emotional connection with consumers.

The company's advertising agency, Wieden+Kennedy, developed the "Just Do It" slogan, which was simple yet powerful. The phrase was not just a call to action—it was a motivational statement aimed at anyone, regardless of their athletic ability. The idea was that anyone could "just do it," whether it was running a marathon, starting a fitness journey, or even facing challenges in everyday life. Key elements of the strategy included Inspiration over Information where the campaign would focus on motivating people, not just promoting the product, Celebrity Endorsements where Nike enlisted famous athletes, such as Michael Jordan, Bo Jackson, and Cristiano Ronaldo, but also featured everyday people to show that their brand was for all levels of fitness and emotional branding with the emphasis was on the mindset of pushing limits and overcoming obstacles, with the products as a means to help achieve those goals.

Execution included Iconic Commercials with the original 1988 commercial featured a 42-year-old runner, Walt Stack, who talks about running 17 miles a day. The commercial's tagline "Just Do It" was paired with the imagery of him running, making the message relatable to athletes and non-athletes alike, then Athlete-Centric Ads where Nike integrated high-profile athletes into its ads. The commercials featured superstars like Michael Jordan and Serena Williams, positioning them as

role models who "just did it" to overcome adversity and inclusive Messaging where over time, Nike expanded its campaigns to include diverse athletes, such as women, minorities, and people with disabilities. Ads focused on the universal idea that anyone, regardless of background, could embody the "Just Do It" spirit.

Results was Brand Recognition & Recall where "Just Do It" became one of the most recognized and powerful slogans in advertising history. Nike's sales skyrocketed in the years following the campaign launch, Emotional Connection where Nike successfully shifted from being seen as just a sportswear brand to a symbol of empowerment. The phrase "Just Do It" resonated with people's personal challenges and became part of the cultural lexicon, Revenue Growth that Nike's sales increased by 1,000% over the next decade, and the campaign played a significant role in increasing the brand's global market share in sports apparel and Brand Loyalty where Consumers began to associate Nike with more than just products—they linked it with a mindset of self-belief, perseverance, and strength. The campaign fostered deeper brand loyalty, especially among younger generations who valued the lifestyle Nike represents

Conclusions Simplicity Is Powerful, the success of "Just Do It" came from its simplicity. It's a short, actionable statement that could be applied to many different situations—both athletic and personal. Simple messages often cut through clutter and make a lasting impact. Emotional Appeal, Nike's campaign went beyond selling shoes or apparel. It sold values—self-discipline, overcoming challenges, and striving for personal excellence. Emotional connections are a great way to build long-term brand loyalty, Inclusivity; the campaign didn't just focus on elite athletes but included everyone who wanted to push their limits. By showcasing everyday people alongside superstars, Nike made their message resonate with a broader audience and Celebrity Endorsements Work, But Balance Is Key: The high-profile endorsements of athletes like Michael Jordan and Serena Williams helped elevate the brand, but they were balanced by real, relatable stories from everyday individuals.

Source: "Nike's 'Just Do It' Was More Than a Slogan – It Was a Revolution" – Harvard Business Review

Required:

- a) From the case, examine four benefits of engaging celebrities in an advertising programme **(10 Marks)**
- b) From the case, highlight four methods that Nike can adopt in developing its “Just Do It” advertising budget **(6 marks)**
- c) From the case, briefly examine four benefits of Nike advertising “Just Do It” brand campaign **(6 Marks)**
- d) From the case, demonstrate any two factors that will affect the future of “Just Do It” advertising **(3 Marks)**

QUESTION TWO

- (a) Advertising is vital in society, however concerns cannot be ignored, examine the five areas of concern of advertising in society **(10 marks)**
- (b) Assess five forms of response and interactive advertising **(5 marks)**

QUESTION THREE

- (a) As a candidate in advertising discipline, discuss why radio advertising is widely used **(8 Marks)**
- (b) Examine four features of a television advertising **(7 marks)**

QUESTION FOUR

- (a) Illustrate any four essential elements of creating the Ads in an advertising programme **(8 marks)**
- (b) Demonstrate factors to consider when allocating budgets in advertising **(7 marks)**

QUESTION FIVE

- (a) Examine seven public relations (PR) tools that could be adopted by an advertising firm **(7 Marks)**
- (b) Elaborate any four channels that are critical for integrated marketing communication (IMC) **(8 marks)**

QUESTION SIX

- (a) Using relevant examples, describe the five phases of integrated marketing communication process **(10 Marks)**
- (b) Ad consultants have contracted you to undertake their Television advertising, briefly argue five disadvantages of Television in advertising **(5 marks)**