

National Certificate in advertising, specialising in **Digital Marketing**

1 Year | National Certificate

Red & Yellow

CREATIVE SCHOOL OF BUSINESS
HONORIS UNITED UNIVERSITIES

SAQA ID: 58820 | NQF Level 5

Requirement: A valid National Senior Certificate

Skill Assessment

Please note:

- All submissions should be typewritten please.
- We cannot undertake to return work to unsuccessful applicants, so you should submit photocopies.
- Admission to the programme is subject to a selection procedure.
- Candidates may be required to attend a personal interview.

Application Checklist

Do you have the following?

- Your completed skills assessment
- Signed application form
- A certified copy of your ID/passport (for international students)
- A certified copy of your high school certificate/highest qualification, or the transcripts of your current programme of study

If you're struggling with filling out this document or you are unsure of something, please feel free to email fulltime@redandyellow.co.za!

Personal submission

1. A spirit animal is an animal you identify with and has a special meaning to you. In a video of no longer than 2 minutes, tell us about yours. Why do you identify with your particular animal? What does it say about you? Why do you think those qualities will help you be an exceptional copywriter?

Be creative. Your video can include pictures or titles or music, or simply be a monologue. There is no right or wrong here! It's for us to get an idea of your personality in a fun way. The only requirement is that you at least show us your face. Entertain us.

Three tasks to show off your skills



1. You have been tasked by the jewelry store Shimansky (<https://www.shimansky.co.za/>) to update their marketing strategy. Looking at all the information on their website, who do you think the company's target market is?

- A. Gender:
- B. Age:
- C. Annual household income:
- D. Geography:
- E. Social Behaviours:
- F. Education level:
- G. Relationship status:
- H. Aspirations:

- Most customers do not have children.
- Women purchase jewelry more frequently than men.
- Customers tend to shop online at rates higher than national average.
- Single customers purchase more expensive jewelry than married customers.

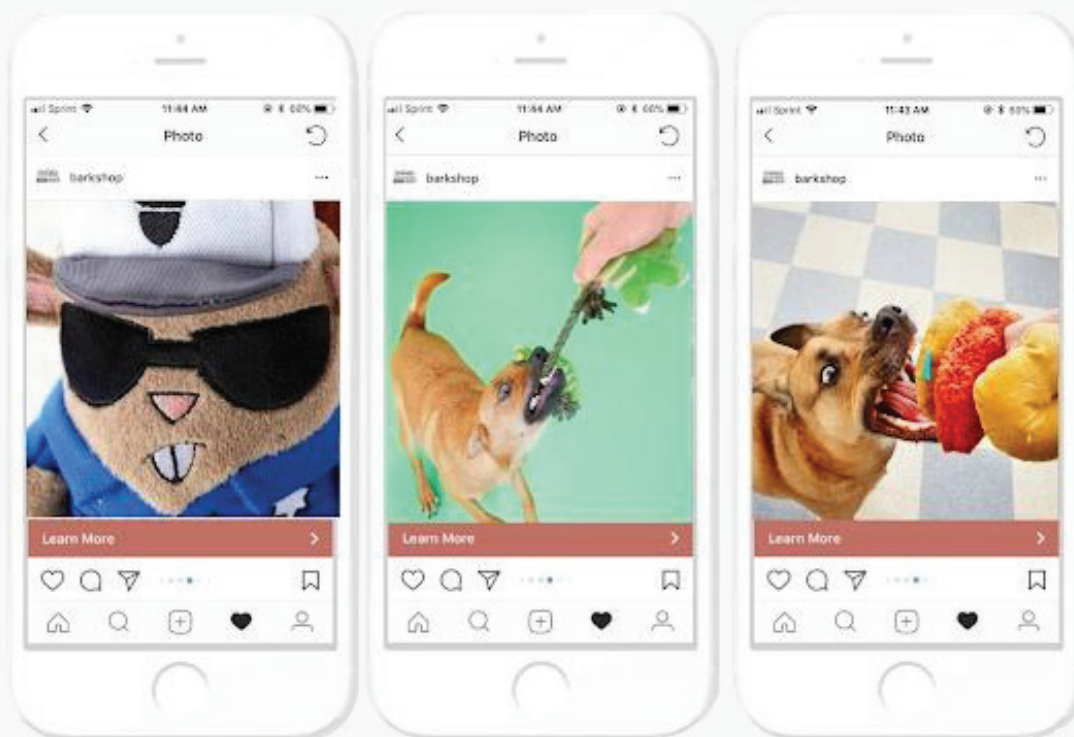
2. A TV promotion for a mascara brand does well during a popular reality TV show (audience demographics below). Which two digital targeting parameters on Facebook would best target this segment?

Age group	Share of age group	Annual Income	Share of annual income	Gender	Share of gender
18-34	40%	<340 000	10%	Female	47%
35-53	34%	340 000 - 450 000	21%	Male	53%
55	26%	500 000 - 740 000	21%		



- Age 20
- Income of R272 000
- Online purchase behaviour: health and beauty.
- Age 60

3. You work for a dog toy company and are measuring Instagram engagement using “likes” on a post. Based on the performance of the three posts below, what would you show next in your next post?



50 Likes

105 Likes

140 Likes

- Show more animal themed dog toys.
- Show pets interacting with the products
- Show a close-up of just a dog toy.
- Show a photo collage of multiple dog toys.