

they represent the opinion of many school students, as well as the opinion for many others, including office workers, where they all enjoy that the summer holidays have arrived.

The media within the campaign advert was properly made with the efficient features such as post – production and planners, and although I was unable to find an advertising agency for TK Maxx, McCann would be suitable for the stores future campaigns and TV adverts, as it appears most effective and informative on TV. MasterCard had gained much more popularity from this ad, while McCann had improved their business through this campaign.

Preview from Notesale.co.uk
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