



Strathmore
UNIVERSITY

SCHOOL OF HUMANITIES & SOCIAL SCIENCES

BACHELOR OF ARTS IN COMMUNICATION

END OF SEMESTER EXAMINATION

BAC 4205: ADVOCACY AND CAMPAIGNS

Date: 28th October 2024

Time: 08:00-10:00

Instructions

1. This examination consists of **FOUR** questions.
2. Answer **Question ONE (COMPULSORY)** and any other **TWO** questions.

Question 1

(30 marks)

Dove's "Real Beauty" Campaign

Dove challenged traditional beauty standards by casting real women of diverse ages, sizes, and ethnicities for their advertising campaigns. This tactic was revolutionary as it departed from the unrealistic and often unattainable beauty ideals typically portrayed in the beauty industry. By showcasing ordinary women, Dove effectively connected with their target audience on a deeper level, fostering a sense of relatability and authenticity. This tactic contributed to the success of the campaign by promoting body positivity and self-esteem, ultimately increasing brand loyalty and trust.

- (i) Based on the case of *Real Beauty* campaign, reflect on four such campaigns presented in class and in each case, describe an innovative tactic that was used and demonstrate how that tactic made the campaign more effective. (12 marks)
- (ii) Describe a campaign that you would run in an organisation of your choice. (3 marks)

(iii) Write 3 objectives (informational, motivational and behavioural) that would guide the campaign you have described in (ii) above. (9 marks)

(iv) Explain the following terms as used in advocacy and campaigns: lobbying; grassroots movement; theory of change. (6 marks)

Question 2 (15 marks)

Based on any of the objectives in question 1 (iii), construct a logical framework for your campaign.

Question 3 (15 marks)

Describe five different issues you would run an advocacy campaign about. In each case, indicate what your goal would be.

Question 4 (15 marks)

Elaborate five ways in which you can measure the success of the campaign you conducted this semester.

Question 5 (15 marks)

The RACE framework is a structured approach that helps communication professionals and PR practitioners develop well-rounded and strategic campaigns. Dissect this framework and provide detailed information on each letter of the acronym.