

Marketing in Practice

Assignment 1: Creative brief for TV advertisement

Please provide the link to your Video Presentation in the box below:

<https://drive.google.com/file/d/1fYHwUBzGtcN-VPU0I341EdIbq4razGL-/view?usp=sharing>

Please provide a Reference list of all the sources used to support your Video Presentation in the box below:

Bhargava, V., 2023. Guide to food meal box eCommerce subscription model. Appstle. URL

<https://appstle.com/blog/complete-guide-to-food-meal-box-ecommerce-subscription-model/> (accessed 3.22.24).

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Heegaard, S., 2023. Winning Strategies & Features for the Subscription Meal Kit Industry [WWW Document]. Recharge Payments. URL <https://rechargepayments.com/blog/winning-tactics-features-for-the-subscription-meal-kit-industry/> (accessed 3.22.24).

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How To Start A Meal Kit Delivery Service: A Comprehensive Guide | by HashTripleZero | Medium [WWW Document], n.d. URL <https://hashtriplezero.medium.com/how-to-start-a-meal-kit-delivery-service-a-comprehensive-guide-d5cd206f6974> (accessed 3.22.24).

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Joshu, E., 2023. The meal subscriptions to sign up to - according to a dietitian [WWW Document]. Mail Online. URL <https://www.dailymail.co.uk/health/article-12703071/Meal-subscriptions-according-dietitian.html> (accessed 3.22.24).

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Pedro, 2023. A Beginner's Guide: Ordering a Food Subscription Box. Marley Spoon. URL <https://marleyspoon.com/blog/a-beginners-guide-ordering-a-food-subscription-box> (accessed 3.22.24).

Spence, A., Campbell, K., Fraser, K., Love, P., 2023. Meal kits are booming – but how do they stack up nutritionally? [WWW Document]. The Conversation. URL <http://theconversation.com/meal-kits-are-booming-but-how-do-they-stack-up-nutritionally-218339> (accessed 3.22.24).