

Marketing in Practice

Assignment 1: Creative brief for TV advertisement

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

<https://www.youtube.com/watch?v=GmDnIBBvyno>

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

Boujena, O., Ulrich, I., Manthiou, A. And godey, B., 2021. Customer engagement and performance in social media: a managerial perspective. *Electronic markets*, pp.1-23.

Chen, I.A. And house, L., 2022. Food lifestyle patterns among contemporary food shoppers. *International journal of consumer studies*, 46(3), pp.944-963.

Fernandez, m.A. And raine, K.D., 2021. Digital food retail: public health opportunities. *Nutrients*, 13(11), p.3789.

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Frederick, d.P. And parappagoudar, S.K., 2021. A descriptive analysis on sustainable business strategy of online food service industry. *International research journal of modernization in engineering technology and science*, 3(3), pp.545-554.

Rogers, a., Wilkinson, S., Downie, O. And truby, H., 2022. Communication of nutrition information by influencers on social media: A scoping review. *Health promotion journal of australia*, 33(3), pp.657-676.

Sricharoenwong, k., 2019. Health-conscious working people and 7-11 ready meal.

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