

Marketing in Practice - Submission template

Assignment 1: Creative brief for TV advertisement Please provide the link to your Video Presentation in the box below:

<https://youtu.be/kZkq5gp4wnM>

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

Chop chop: Why do we love meal kit subscriptions so much? (no date) Barclaycard. Available at: <https://home.barclaycard/insights/2021/11/why-do-we-love-meal-kit-subscriptions-so-much/>

Developing key messages for effective communication - MSKTC (no date). Available at: https://msktc.org/sites/default/files/Key_Message_Development_508.pdf

Halal meal package (2021) Macro Meals UK - The Nation's Meal Prep Delivery Service. Available at: <https://www.macromealsuk.co.uk/product/halal-meal-package/>

Heegaard, S. (2022) *Key benefits & challenges of every food subscription box, Recharge Payments*. Available at: <https://rechargepayments.com/blog/key-benefits-challenges-of-every-food-subscription-box/>

Khuraaki (no date) *Halal Recipe Box | Halal prep meals |Free Delivery*. Available at: <https://khuraaki.co.uk/>

Online behaviours of the 6 ramadan audiences - think with google (no date) Google. Google. Available at: <https://www.thinkwithgoogle.com/intl/en-145/consumer-insights/consumer-trends/your-6-ramadan-audiences-and-what-content-they-want-watch/>

Plahonina, M. (2023) *Defining your brand tone of voice: Types, examples, Pro Tips, REVERB*. Available at: <https://reverbico.com/blog/brand-tone-of-voice/>

PlanA (no date) *What is Suhoor?*, *Platinum Heritage*. Available at:
<https://www.platinum-heritage.com/blog/what-is-suhoor>

Positioning in marketing: Definition, types, examples, benefits & how to (no date)
Mageplaza. Available at: <https://www.mageplaza.com/blog/positioning-in-marketing.html>

Ramadan: What is ramadan? (2023) *BBC Newsround*. BBC. Available at:
<https://www.bbc.co.uk/newsround/23286976>

Subscription box definition and meaning (2022) *Recharge Payments*. Available at:
<https://rechargepayments.com/glossary/subscription-box/#:~:text=A%20subscription%20box%20is%20a,on%20a%20regular%2C%20recurring%20schedule.>

Text Blaze (2022) *15 tone of voice examples that can improve your messaging, 15 Tone of Voice Examples That Can Improve Your Messaging*. Available at:
<https://blaze.today/blog/tone-of-voice-examples/>

What is Iftar? how refugees break fast during Ramadan (no date) *How to Help Refugees - Aid, Relief and Donations*. Available at:
<https://www.unrefugees.org/news/what-is-iftar-how-refugees-break-fast-during-ramadan/>

