

Marketing in Practice
(Imran Shah Norman Nathan 2226204)

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/1Bj677-ladlHD_1ev6gRpDo-awUSZnkZS/view?usp=sharing

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

Financial, S., 2021. Are Meal Kits Worth It? [WWW Document]. Spero Financial. URL <https://spero.financial/are-meal-kits-worth-it/> (accessed 3.22.24).

How subscription box business models work | Stripe [WWW Document], n.d. URL <https://stripe.com/gb/resources/more/subscription-box-business-models-101-different-types-and-how-to-pick-one> (accessed 3.22.24).

How to Start a Subscription Box Business in 8 Simple Steps [WWW Document], n.d. . Cratejoy. URL <https://sell.cratejoy.com/guides/how-to-start-a-subscription-box/> (accessed 3.22.24).

How to Start a Subscription Box Snack Company | Triple Whale [WWW Document], n.d. URL <https://www.triplewhale.com/blog/start-subscription-company>, start-subscription-company (accessed 3.22.24).

Nast, C., 2021. Foodies look alive: these are the best snack subscription boxes for healthy yet filling grazing [WWW Document]. Glamour UK. URL <https://www.glamourmagazine.co.uk/gallery/snack-subscription-boxes> (accessed 3.22.24).

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The Increase in Popularity of Meal Subscriptions, 2023. . Advanced Biotech. URL <https://adv-bio.com/the-increase-in-popularity-of-meal-subscriptions/> (accessed 3.22.24).

Too Many Food Boxes: compare food boxes easily [WWW Document], n.d. . TooManyFoodBoxes.co.uk. URL <https://toomanyfoodboxes.co.uk/> (accessed 3.22.24).

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