St Joseph's University, Bengaluru

School of Communication & Media Studies

SJUET – December 2026

M.A. Advertising and Public Relations

This is some basic material for your reading and viewing. Please read/ view it critically; spend time and energy studying and reflecting on it. Know what you consume! This will form the basic material for your entrance exam.

In addition, there will be questions on logic, basic statistics, English language and grammar, current affairs, general knowledge of the world around you, and more specifically, from the general domain of communication and mass media.

Part A: Creativity and Critical Thinking

Viewing materials:

1. GIVA RAKSHABANDHAN AD CONTROVERSY - AUGUST 2026

https://www.youtube.com/watch?v=D6YKLm3F4nc

There's a new national emergency in advertising: a low neckline and a dog in a Raksha Bandhan ad. Somewhere between jewellery, outrage, and the internet's moral-policing department, GIVA seems to have lost the plot—Triya Gulati explains in this edition of #Vigypanti

2. DULUX PAINT- OGILVY UK

https://www.youtube.com/watch?v=3ijcyDHL89M&list=PLI8Q5a14VIb4w-gT4DeNTpOcVasPz-TJy&index=1

What does brand memory look like when it's reintroduced to a new generation? In this campaign, Dulux partners with Ogilvy to bring back one of the UK's most recognisable brand assets — the Dulux Dog — and reframe it for a different kind of milestone. "Life is what you paint it" marks 65 years since the mascot first appeared. But this isn't nostalgia for nostalgia's sake. The insight is cultural: traditional life milestones — marriage, home ownership, children — are happening later, or differently. In their place, smaller, more personal moments are taking on new meaning. The campaign responds by repositioning paint not as maintenance, but as participation in life's progression. The film introduces Dorothy, a new generation Dulux Dog, with a magical ability to shake colour into the world. What begins as chaos becomes control — a metaphor for how people shape their own environments over time. Why this

campaign works: It reactivates a distinctive brand asset with cultural relevance It reframes product utility (paint) as emotional infrastructure It taps into shifting definitions of success and adulthood It balances nostalgia with forward-looking storytelling This is brand building at its most effective: Familiar enough to recognise. New enough to matter.

3. SUN PORTRAITS- 2026

https://www.youtube.com/watch?v=D91TXT_mzFA

At 51°C, sun exposure can be severely damaging to skin. So to protect the women living in Phalodi, one of India's hottest districts, POND'S turned the walls of their own homes into powerful warnings. Watch how POND'S Sun Portraits helped transform Phalodi into India's first sun protected district.

4. TATA 1MG - SAWAAL UTHAO Campaign

https://www.instagram.com/reel/DfNN_gnDNwo/

“Sawal Uthao” by Tata 1mg addressed a critical gap in India’s healthcare behaviour: while consumers question the authenticity of everyday purchases, they rarely apply the same scrutiny to medicines, despite the risk of counterfeit drugs. Instead of introducing a new habit, the campaign redirected this existing cultural instinct towards a life-critical category.

Built for digitally aware audiences, the campaign used relatable scenarios where questioning is second nature, then flipped them to highlight the absence of scrutiny in medicine, creating a moment of realisation without fear. By simplifying a complex issue through culturally rooted storytelling, the campaign drove awareness and encouraged proactive verification. It positioned Tata 1mg as a transparent, credible enabler of informed health decisions in a rapidly digitising healthcare ecosystem.

5. VIVO- JOY OF HOMECOMING CAMPAIGN- A VIRAL FESTIVE AD-THE BRAND MAINTAINING CONSISTENCY OF HOMECOMING MESSAGE

https://www.youtube.com/watch?v=ii2hsvnDSuE&t=140s

Festive brand communication: Through this story, vivo brings alive the emotional significance of traditions that connect generations. Whether it is lighting a diya, preparing a favourite festive delicacy or following a family custom, these familiar rituals carry memories and a sense of belonging that remain meaningful, regardless of where life takes us. The campaign also reflects how Diwali celebrations continue to evolve, with friends creating new moments of togetherness while families keep cherished traditions alive.

Building on vivo's longstanding #JoyOfHomecoming campaign theme, this year's film celebrates the warmth of familiar traditions and the relationships that give them meaning. It reinforces the thought that while technology helps people stay connected across distances, the joy of being together and sharing these moments in person remains irreplaceable.

Reading Materials

1. NESTLE CHOCOLATE HEIST- CRISIS MANAGEMENT INTO BRAND BUILDING

https://fortune.com/2026/07/20/how-nestle-turned-a-chocolate-heist-into-a-masterclass-in-brand-building/

2. GUERILLA ADVERTISING- THE PERIOD PAPER- THE STAINED NEWSPAPER

https://adswithbenefits.in/a-newspaper-can-absorb-the-blood-but-not-the-shame-south-africas-most-uncomfortable-front-page/

3. THE DARK SIDE OF PAID PROMOTIONS

https://www.linkedin.com/pulse/dark-side-digital-marketing-when-paid-promotions-break-kashmeera-raju-vbyne

4. THE FUTURE OF ADVERTISING IN THE AI ERA

https://www.bcg.com/x/the-multiplier/how-ai-is-reshaping-modern-advertising

5. ZOMATOS'S MEME MARKETING STRATEGY AND CUSTOMER ENGAGEMENT

https://www.linkedin.com/pulse/zomatos-marketing-strategy-power-personalized-messaging-viral-memes-yyspc

Part B. Current Affairs and Program Aptitude Questions:

Current affairs and knowledge relating to the course (program) will be tested on the day of the test, on the spot.

Part C. Language, Grammar, and Logical Reasoning:

Language, grammar, and logical reasoning questions will be part of the entrance test. Hence, please be prepared for the unexpected.