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FINAL REPORT

ZOYA Health & Wellbeing Resort

CREATIVE BRIEF

ZOYA Health & Wellbeing Resort

TABLE OF CONTENT

- Creative brief
 - Background overview
 - features and benefits
 - objectives
 - target audience
 - competition
 - positioning statement
 - branding
 - brand Archetype
 - message
 - Tone
 - Schedule
 - Budget
- Advertorial
- Poster
- Extra Activities
 - Tote, mug and tea
 - Brochure
- Individual Reports
 - Youssra's report
 - Lin's report
 - Iman's report
 - Zeinab's report

CREATIVE BRIEF

ZOYA Health & Wellbeing Resort



BACKGROUND OVERVIEW

Zoya Health & Wellness Resort, located in Al Zorah, Ajman is designed specifically for those looking for a peaceful retreat and some time to reinvigorate themselves. Zoya provides an unforgettable guest experience with its ideal mix of natural beauty and modernity. At Zoya, we are devoted to providing an environment that fosters health and wellness, evidenced by the range of services and amenities such as luxury spa treatments, yoga studios, modern fitness facilities, as well as nutrition-focused restaurants, this is aided by the team of professional experts who ensure every visitor gets personalized attention and care during their time at the resort.

When talking about marketing strategies, Zoya firmly believes in the potential of narratives, the objective is to weave capturing stories that reveal the special offerings of the Zoya Health & Wellness resort, creating a unique experience through engaging social media posts on platforms such as Instagram and Facebook, blogs, wellness events and workshops, and aesthetically pleasing pictures to attract potential clients in this eco-friendly environment of peace. The resort also works with influencers and wellness enthusiasts whose beliefs are consistent with the company's values, while working together we expand our platform by reaching potential visitors interested in health and wellness.

Excelling in hospitality is just the underlying story of the Zoya Health & Wellness resort, the experts in Zoya's devoted staff have extensive practice in creating top-notch guest services for the establishment, in order to reach a higher level of success, the resort pursues innovations as well as introduces new and advanced technologies to provide better services while keeping the human touch in mind.



CREATIVE BRIEF

ZOYA Health & Wellbeing Resort

FEATURES AND BENEFITS

As mentioned previously, one of their strongest benefits is that they offer a wide variety of services and treatments in all possible categories such as fitness, dermatology, spa, wellness and much more all in one place. Another would be that it is an adults-only resort meaning no kids or pets allowed which will maximize the guests' relaxation and allow them to focus on pampering themselves since kids and pets tend to cause stress and tension. A specific example that will showcase the uniqueness of 'ZOYA' and its countless features would be that it has an oxygen bar, which is a treatment where the customer inhales pure oxygen for its relaxing effects. It has been known for its ability to increase energy levels, reduce stress, improve your mood and more (Santos-Longhurst, 2019). As per our observation, we took note of the fact that customers from places such as Fujairah, Saudi Arabia and such traveled just to come and enjoy the many exclusive features and benefits that 'ZOYA Health and Wellbeing Resort' has to offer.

CREATIVE BRIEF

ZOYA Health & Wellbeing Resort

OBJECTIVES

S- increase social media engagement to promote Zoya Health & Wellness Resort, as well as reach donors/sponsors through targeted outreach initiatives

M- to boost the number of Zoya Health & Wellness Resort visitors, increase online presence/traffic, likes and shares, as well as bookings, occupancy rates, and customer satisfaction ratings

A- identify compatible and beneficial parties such as tour/travel agencies, alongside creating attractive promotional packages, and posting engaging content on social media platforms

R- by partnering up with tour/travel agencies, Zoya can amplify its reach and credibility in the industry, by strengthening its social media presence Zoya will attract potential guests

T- assess the campaign effectiveness over the next three months.

CREATIVE BRIEF

ZOYA Health & Wellbeing Resort

TARGET AUDIENCE

The target audience that 'ZOYA' aims for is made up of men and women primarily from countries such as Kuwait, Saudi, and UAE who range from the age of 36 to 60 years old. The large majority of them would be actively working as well as married or in committed relationships and they have a fair amount of disposable income available to be able to afford to come to 'ZOYA' and indulge in their many services.

They would be interested in coming to 'ZOYA Health and Wellbeing Resort' because they are looking for a relaxing getaway from their stressful jobs and want to pamper themselves, either by boosting their physical or mental health with the many treatments and services available at 'ZOYA Health and Wellbeing Resort'. Another alternative would be a couple that wants to celebrate their anniversary or wants to gift their significant other with a relaxing weekend away at a luxurious resort because they want to spoil them or celebrate.

CREATIVE BRIEF

ZOYA Health & Wellbeing Resort

ZOYA CONSUMER PROFILE

'Zayed the ZOYA Regular'

Background

- Works in a local company with an upper management position.
- Lives with his wife and kids.
- Family-oriented but is often working.



Demographics

- Age: 36-60 years old.
- Gender: Male.
- Established worker in a business-oriented environment.
- Lives in an Urban city.

Identifiers

- A seasoned worker.
- Often pre-occupied with work.
- Affected by stress.
- Searching for a place to relax.

CREATIVE BRIEF

ZOYA Health & Wellbeing Resort

COMPETITION

In the UAE, Zoya Health & Wellbeing Resort stands out from competitors by delivering a comprehensive wellness experience in a unique natural location, giving personalized and attentive service, and adopting a commitment to sustainability and cultural integration. These unique characteristics work together to provide a resort that is not only a destination but also a transforming journey for individuals seeking an authentic sense of balance and wellbeing.

The Zoya Health & Wellbeing Resort competes against several major companies in the UAE's competitive market for health and wellbeing resorts. These competitors include:

1. **The Ritz-Carlton, Al Wadi Desert:** which is Well-known for its opulence, this resort provides a desert oasis experience with wellness programs and luxurious accommodation.
2. **Anantara The Palm Dubai Resort:** which is located on the Palm Jumeirah, offers seaside relaxation in addition to wellness and spa services.
3. **Jumeirah Al Wathba Desert Resort & Spa:** which Provides a tranquil desert getaway with a focus on spa services and relaxation.
4. **Six Senses Zighy Bay, Oman:** Although not in the UAE, this resort is an attractive option for travelers looking for a nearby holistic wellness experience.

CREATIVE BRIEF

ZOYA Health & Wellbeing Resort

COMPETITION

Zoya's competitors	strengths	weaknesses	primary target audience	customer insights and needs
1- Zoya Health & Wellbeing Resort	Focuses on Holistic Wellness	Limited Room Capacity	Affluent Wellness Seekers	Consumers want life-changing experiences that promote personal development and are prepared to spend money on high wellness services
2- The Ritz-Carlton, Al Wadi Desert	Spa services, luxury, and a desert oasis experience.	Some travelers feel isolated.	Visitors looking for a high-end desert oasis experience.	Luxury and exclusivity in a desert retreat are attractive selling points.
3-Anantara The Palm Dubai Resort	Location beside the beach, wellness programs.	Some people are consider it to be more urban.	tourists seeking a seaside retreat with wellness facilities.	Beachfront facilities attract visitors who want a combination of relaxation and wellness.
4- Jumeirah Al Wathba Desert Resort & Spa	Desert hideaway with spa services.	Some travelers feel isolated.	Tourists looking for a spa and wellness facility in the desert.	Spa services and relaxation attract visitors to desert settings.
5- Six Senses Zighy Bay, Oman	Geographic isolation, holistic wellbeing	Logistics of travel due to it not being in the UAE.	visitors interested in holistic experiences and wellness.	Remote, immersive wellness experiences in a breathtaking natural location are of interest to visitors.

CREATIVE BRIEF

ZOYA Health & Wellbeing Resort

COMPETITION - 4PS

Zoya's competitors	Product	Price	Place	Promotion
1- Zoya Health & Wellbeing Resort	With an emphasis on holistic wellbeing, Zoya is a luxurious coastal hideaway that offers a unique combination of luxurious hospitality wellness programs, and natural settings.	Due of its premium positioning and unique health and wellness offerings in the Al Zorah area, Zoya obtains a higher price range.	Strategically partnered with Al Zorah, Zoya takes full advantage of its coastal location to offer a peaceful and isolated retreat that is easily accessible.	Using social media, digital marketing, and partnerships with wellness influencers, Zoya's advertising campaigns highlight the combination of luxury, wellness, and nature.
2- The Ritz-Carlton, Al Wadi Desert	provides a classic luxury desert experience that includes luxurious accommodation, spa treatments, and exclusive activities.	Due to its exclusivity of offers in the desert, it is positioned as a high-end luxury resort and fetches premium pricing.	The resort, which is ideally situated in the Al Wadi Desert, makes the most of its distinctive desert environment to create a special atmosphere for its affluent customers.	uses high-tech advertising strategies to highlight its opulent features, spa treatments, and unique desert adventures.
3-Anantara The Palm Dubai Resort	offers a variety of opulent experiences, including as spa treatments, beachside accommodation, and cultural activities to give guests a fully-rounded vacation experience.	Positioned as an opulent seaside retreat, its prices are fair and consistent with the standard of facilities and services provided on the iconic Palm Jumeirah.	Situated on the famous Palm Jumeirah, the resort capitalizes on its ideal location and close proximity to Dubai's attractions, drawing in a varied and sophisticated guestele.	It uses influencer collaborations, social media, and digital marketing to highlight its opulent products and unique experiences.
4- Jumeirah Al Wathba Desert Resort & Spa	offers opulent desert getaway experiences with an emphasis on Arabian hospitality, along with premium accommodation and spa treatments.	With its superior Arabian luxury and wellness facilities, the resort is positioned as a luxury desert getaway with competitive Price.	The resort, which is located in a desert, makes the most of its special location to give its affluent customers an authentic Arabian experience.	It highlights its Arabian luxury and well-being offerings through influencer partnerships and digital marketing.
5- Six Senses Zighy Bay, Oman	offers magnificent and sustainable accommodations and experiences in an isolated Omani bay, while simultaneously encouraging eco-luxury.	As an eco-luxury resort, it is positioned to attract premium prices that correlate to the uniqueness and sustainability of its products.	Situated in a private bay in Oman, the resort offers a peaceful and exclusive escape, emphasizing its isolation as a major selling feature.	It emphasizes its premium and environmentally friendly options through partnerships with eco-conscious influencers, social media, and digital marketing.

CREATIVE BRIEF

ZOYA Health & Wellbeing Resort

COMPETITION

It is crucial for Zoya Health & Wellbeing Resort to improve its marketing strategies and preserve a competitive edge in the UAE's wellness and hospitality market. This is done by assessing the company's strengths, weaknesses, and distinctive offerings as well as the competitive environment and target customer profiles. Moreover, depending on their location, unique offers, and customers, each competitor focuses on a small portion of the market differently. However, Competitors' ability to adjust their marketing strategies and offer services that satisfy the demands and expectations of their customers depends on their ability to understand these target audiences, their insights, and needs.

CREATIVE BRIEF

ZOYA Health & Wellbeing Resort

POSITIONING STATEMENT

The Zoya Health & Wellness Resort is where luxury meets health and wellness. ZOYA is a renowned beachfront luxury hideaway in Ajman that perfectly blends holistic wellbeing and nature-centric living. It is situated within the stunning natural surroundings of Al Zorah.

ZOYA, which covers 5.4 million square meters of beautiful coastal terrain, is an oasis where the fascinating lagoons and mangrove forests of Al Zorah provide a home for a variety of plant and marine life in addition to accommodating seasonal and resident birds.

ZOYA invites sophisticated individuals to explore into a world where luxury, wellness, and the beauty of nature collide, all while maintaining an uncompromising dedication to coastal elegance and natural synergy."

A wellness experience unlike any other is what Zoya is committed to deliver. Zoya offers the peacefulness of nature along with professional spa services and holistic therapies that support your physical and mental well-being. It is a journey to a healthier you at Zoya Health & Wellbeing Resort, not just a destination. In a calm, welcoming environment, restore your relationship with yourself and your loved ones. Take in the magnificent beauty of nature while taking advantage of luxurious facilities and professional service. Experience total wellbeing, complete relaxation, and a sense of renewal that will make you want to come back again and again.

CREATIVE BRIEF

ZOYA Health & Wellbeing Resort

BRANDING

The branding for the Zoya Hotel will show its uniqueness, health, and sophistication. Additionally, it will demonstrate the hotel's dedication to granting guests a memorable experience. The branding will be updated on a regular basis across all media platforms, and Zoya wants to use the same logo, colors, and taglines. Additionally, Zoya will develop a hashtag to advertise and track the progress of the campaign.

CREATIVE BRIEF

ZOYA Health & Wellbeing Resort

BRAND ARCHETYPE

The Caregiver: this archetype promotes compassion, support, and nurturing. By stressing on customer care Zoya Health & Wellness Resort can project itself as a caregiver looking into the physical and emotional health of its customers, these might extend towards individualized services for instance wellness programs, and enhanced community feeling.

The Nurturer: Zoya provides a safe and comforting environment for their customers, adapting this archetype would lead to a focus on creating a more peaceful, rejuvenating atmosphere, allowing guests to relax.

CREATIVE BRIEF

ZOYA Health & Wellbeing Resort

MESSAGE

'ZOYA Health and Wellbeing Resort ' offers a multitude of services that will help improve either your body, your health or your mind. The services they offer can be found in any aesthetic/wellness clinic in the UAE. However, each clinic offers a limited number of services. They are either focused on dermatology and aesthetics, fitness and physical health, wellness and spa treatments or physiotherapy. Well, in 'ZOYA Health and Wellbeing Resort' there is a wide variety of services and treatments available for each and every one of these categories and not just that, you can indulge yourself on one of the many healing retreats or programs available here at 'ZOYA Health and Wellbeing Resort'. Why stop at just a treatment, go one step further and treat yourself to a room from the many luxurious rooms and suites available here because who wants to go back home in the middle of a healing journey when you can escape to a haven like 'ZOYA' and just focus on you. The best way to convey this message would be to summarize some of these points and say something along the lines of "Devote a day to yourself with us" as well as "Live more Work less".

CREATIVE BRIEF

ZOYA Health & Wellbeing Resort

TO NE

The tone of all communications related to Zoya Hotel should reflect its innovative, sophisticated, and aspirational nature. This may be expressed through exquisite language, images, and design components. Therefore, the goal is to capture elegance and modernism as well as inspiring future visitors to an outstanding experience. The language chosen must be refined yet approachable, creating a feeling of luxury and grace that will attract our target audience and leave a lasting impression. Moreover, Zoya Hotel's colors of gold, white, and blue can also be used to create an aspiring look. Additionally, the solutions could potentially incorporate the hotel's logo and stylized Arabic lettering to enhance the brand's identity.

CREATIVE BRIEF

ZOYA Health & Wellbeing Resort

SCHEDULING

Zoya needs to draw attention to its target audience, creating an interest and urge to visit the hotel. For this project to be completed successfully, a well-defined schedule is essential.

PHASE	TASK
Planning	Conduct market research and competitive analysis
Planning	Develop a creative concept brief reflecting Zoya Hotel's brand personality and target audience
Planning	Gather feedback from stakeholders and finalize the creative concept. The designs should be visually appealing, elegant, and consistent with the hotel's branding.

CREATIVE BRIEF

ZOYA Health & Wellbeing Resort

SCHEDULING

PHASE	TASK
Developing the Campaign Materials	Create design mock-ups based on approved concept
Developing the Campaign Materials	Develop the marketing plan and campaign strategy
Developing the Campaign Materials	Create marketing materials, including brochures, website content, and social media posts
Launching the Campaign	Launch marketing campaign
Campaign Monitoring	Monitor campaign performance and adjustments as needed
Campaign Evaluation	Conduct post-campaign evaluation to measure campaign success

CREATIVE BRIEF

ZOYA Health & Wellbeing Resort

BUDGETING

The key aim is to position Zoya Health & Wellbeing Resort as a top spot for health and wellbeing in Ajman, United Arab Emirates, and to attract attention and potential bookings from members of the target audience. However, the demand at Zoya Health & Wellbeing Resort may vary seasonally. The budget should take into account the possibility of reduced spending during off-peak seasons as well as enhanced marketing efforts during peak seasons.

When determining the budget for an advertising campaign, several of factors must be taken into account, including the campaign's scope, advertising channels, creative development, and promotional activities. The budget stated below is an approximate figure that may be changed in response to particular campaign objectives, market conditions, and strategic decisions.

- **Research and Planning:**

Market Research: \$15,000
Competitor Analysis: \$10,000
Campaign Strategy and Planning: \$20,000

- **Creative Development:**

Graphic Design and Creative Elements: \$25,000
Video Production (if applicable): \$40,000
Copywriting and Content Creation: \$15,000

- **Advertising Channels:**

Digital Advertising (social media, Google Ads, etc.): \$150,000
Print Advertising (magazines, brochures, etc.): \$30,000
Influencer Collaborations: \$40,000
Public Relations: \$20,000

- **Promotional Events:**

Launch Event: \$50,000
Sponsored Events and Collaborations: \$30,000

ADVERTORIAL

ZOYA Health & Wellbeing Resort

A WELLNESS WONDERLAND: A GETAWAY FOR THE *MIND, BODY AND HEART*



“...an absolute paradise if you want to escape the hustle and bustle of everyday life...” “.....From the warm and welcoming staff to the expertly executed treatment, everything was perfect.....”

This is what a Wellness Getaway could do for you. The looming threat of the damages that could happen to your health, your body, your mind, and your sleep all from the stress of your job, your family, and your house, all slowly melting away each day you spend treating yourself to a much-needed restoration of your wellness.

The toll of stress on your life can be so silent you might not even realize that it's the reason behind your declining health. It could be unknowingly contributing to insomnia, headaches, depression, anxiety and unhealthy habits. We all to some degree know that stress can be damaging but we don't know how severely it does affect us. Stress could actually reduce your life expectancy by 2.8 years.

Now, of course, we are all thinking the same thing right now, How can I alleviate my stress? You'd be surprised to see that it is as simple as taking a break. Take a break and treat yourself to a spa treatment, a meditation session, or a yoga class or if you feel like spoiling yourself try something unusual yet delightful like oxygen therapy. If you need more convincing to see that something so simple can help relax you immensely let's get into the details of how a wellness getaway can help.

Surrounded by serenity and tranquillity, wellness resorts offer you an escape from the daily chaos of city life. These resorts help promote a healthier way of life for you in many different ways, an example of this would be the variety of foods prepared by the professional chefs that emphasize the freshness and balance of food composition, allowing you to then indulge yourself with filling delicacies that are not only appetizing but healthier in comparison to what you usually turn to.

ADVERTORIAL

ZOYA Health & Wellbeing Resort

Such health and wellness resorts offer a bunch of fitness programs that cater to all different types of guests and their needs, such as; morning walks, water sports, breath working, active yoga, HIIT training, etc. These exercises are not just a way to keep you healthy, they also produce endorphins known as the “feel good” hormones.



To conclude, wellness resorts provide rest and rejuvenation, which will help you reduce your stress levels and enhance your overall health. In order to support the balance of your body and mind, health and wellness resorts offer a range of nutritious alternatives to your favourite foods, alongside fitness courses, and targeted treatments in addition to being a tranquil haven from your regular day-to-day life.

So, if you're tired of the continuous cycle of unhealthy habits and you want to recharge yourself mentally and physically, then consider planning a visit to Zoya Health & Wellness Resort to facilitate your road to recovery from sicknesses of all types.

Health and wellness resorts also tend to provide treatments and services that are related to matters such as fatigue or feeling burnt out, which then leads to mindfulness sessions, or guests are linked with specialists in health therapies such as hydrotherapy, as well as body treatments to ensure that you do not only rebalance your mind but your body as well.



written by: Youssra Hassan, Iman Aamir, Zainab Mohammed, Lin Kalaji

POSTER

ZOYA Health & Wellbeing Resort



CREATIVE TECHNIQUE USED:

- Slogan: Live More, Work Less.
- CTA; Devote a day to yourself with us
- AI Application: Leonardo.ai
 - The Prompt: "A modest women sitting by a pool with sunbeds and umbrellas, stunning green scenery, drinking a cool drink and she's holding an iPhone and looking at it".
- Visual technique:
 - Getting Really Real
 - Antithesis is the technique used for the overall concept.
 - (اسحب عليه؟ - should i bail on him ?)
- Verbal device:
 - Rhythm- Alliteration

EXTRA ACTIVITIES

ZOYA Health & Wellbeing Resort

TOTE BAG, MUG AND STRESS RELIEF TEA:



The first activity is a tote bag with the logo and slogan. It would be effective because based on recent field research many hotels offer the hotels' brand totes in their rooms and the guests take them with them as they go to the pool and the beach, and they even take them home. Now every time they use it, they see the logo and slogan they'll remember their stay and maybe plan to book another stay and the remaining activities will be put inside the tote bag. The second activity is a mug that says "My boss told me to take a break so I went to ZOYA" because it matches the message and visuals of our promotional poster where the lady is ditching work and relaxing by the pool. The third activity is a stress ease tea bag that we will place in the mug because it matches the theme of the advertorial which is relieving stress that was gained from work.

EXTRA ACTIVITIES

ZOYA Health & Wellbeing Resort

BROCHURE:



The last of the four extra activities we suggest is a brochure to put inside the tote bag that entails the most popular programs available at 'ZOYA'. This ties together everything from certain aspects of the creative brief to the theme of the advertorial as well as promoting the programs available at 'ZOYA' that they might not have known before.

INDIVIUDUAL REPORT

YOUSRA'S REPORT

1. I wouldn't say it enhanced it, I would say that it only did what it was asked. It only provided a visual example of the prompt I gave it. It didn't exceed my expectations or look better than I thought it just did the bare minimum in fact it missed some of the elements I was hoping it would add.
2. In my perspective, it was only the brush, only the tool. It brought my vision to life but it missed some of the aspects that I was aiming for, it even didn't show my vision accurately but it gave me the closest thing I could get to what I wanted since I do not specialize in graphic design and animation. So, it did what it could do but it didn't help in creating the message at all but it brought my message to life.
3. In this subject, I would say all the open discussions we had during our classes helped the most. They created a sense of comfort in making mistakes and learning together, it brought all the classmates together in trying to problem solve and challenge ourselves and I learnt a lot from these discussions and the teacher.

INDIVIUDUAL REPORT

YOUSRA'S REPORT

4. What didn't work is that I couldn't pinpoint and adjust specific parts of the results that I didn't like or didn't fit the prompt I gave or looked off, it was as if the website was saying 'This is what you get, take it or leave it' so I didn't like the lack of creative control in these websites.

5. My concerns are that it is making students resort to the easiest solution, it is making students not try and use their brains. It plays a large role in people losing the ability to create and losing their creativity because they don't want to think they want immediate results and to just enjoy themselves rather than try and challenge themselves to create something on their own and help their brains grow.

6. The thing I struggled with is that very rarely there weren't clear outlines of what was expected of us, but other than that everything was great. Another thing is trying to be more creative because that is an area I deeply struggle with so it disappointed me that I couldn't be creative.

INDIVIUDUAL REPORT

YOUSRA'S REPORT

7. It was 100% effective, I believe actually doing the work rather than just learning it gives students a feel for what it will be like if they work in this field. It gave us a chance to learn from our mistakes now when there are low stakes rather than making the mistakes at a real agency, it also increased my interest in advertising and potentially working in that field.

8. As I previously mentioned, being creative and different was the most difficult part of the course because I deeply struggle with being creative, especially in the visual and artistic sense. So, having to put myself outside of my comfort zone and fail sometimes was a challenging experience.

9. Overall, I deeply enjoyed this course. I was very close to not taking this subject because of a scheduling conflict but I am glad that I worked it out because this was one of my top 2 courses I've taken. I learned so much from it, from the open discussions, to the impromptu quizzes, to the fieldwork and research. The project was very educational and ignited an interest in an advertising career. Finally, I enjoyed the environment that the teacher created, I found that in most classes it is difficult to unite all the students, have them work together, discuss together and be comfortable with each other but she did it and it was liberating and educating and I think I'll have a hard time experiencing that again in another class.

INDIVIUDUAL REPORT

LIN'S REPORT

1- No, I don't think using AI-powered applications enhanced the written and visual messages. While AI-enabled applications can make written and visual messages clearer, they can also reduce the quality of those messages. The poor understanding of nuance and expression results in unoriginal and inaccurate output. AI should not replace human creativity; however, it should work as a supplement by adding support to human-created content.

2-The use of AI-powered applications has now become transformative in the creation of content taking a position that is both a tool and a co-creator. Their capacity to handle huge amounts of information, spot trends, and offer original content has changed how we do business and consume information. As tools, AI-enabled applications provide numerous functionalities that enable users to create impactful content. Firstly, AI can also polish written content, making it clear and concise. Secondly, AI-driven image and video editing tools can enhance the quality of vision. Thirdly, AI technologies can help to analyze user preferences and generate relevant content. Besides being used as tools, AI-based applications can create new ideas that can enrich the final product. Secondly, AI algorithms can be used to analyse data from different sources providing insights that may not be apparent to human creators. Thirdly, AI can enhance human creativity by providing new techniques and stylistic elements.

At times, it is hard to tell between AI as a tool and co-creator. The two roles are intertwined in most cases. AI tools can support co-creation by serving as a playground for testing, exploring, and new ideas. However, AI-powered applications have gone beyond being mere tools, becoming active players in the creative process.

INDIVIUDUAL REPORT

LIN'S REPORT

3- One of the many beneficial activities of the course was our open discussions that were shared during lectures and tutorials. These discussions created a learning environment with an understanding that mistakes weren't seen as failures but opportunities for growth. This encouraged me to leave my comfort zone. Prof. Gulnara's skillful handling of these discussions made sure that each voice was heard, resulting in a welcoming learning environment. These discussions not only broadened my understanding of the subject but also made me realize the importance of collaborative learning.

4-Working with the AI image generator and getting the "perfect" prompt was not easy to work with. I think that AI image and video-generating systems may fail to understand and execute the user's creative vision. Although sometimes they can have good outputs based on prompts and keywords, they fail to capture all the nuances related to a user's artistic intent or a certain scenario in a scene. For example, a cityscape picture with buildings that violate the law of physics or a video conversation with contradicting character behaviors and facial expressions. The generators might not be able to cope with these dynamics of creativity, resulting in inflexibility and uncontrollable outputs at the end.

5- Yes, I have a specific concern regarding the use of AI-driven tools. AI algorithms use large amounts of data to identify patterns and make decisions. These algorithms can misinterpret the content when they are applied to image or video editing, resulting in unintended results. For example, AI color enhancement tools can make skin look unnatural by over-correcting its natural tone. It's important to remember that even though these tools have good editing features, they can't replace human editors' skills and judgment. AI can assist, but humans need to monitor it to ensure accuracy, and artistic integrity, and avoid unintended consequences.

INDIVIUDUAL REPORT

LIN'S REPORT

6- The course provided general understanding of various concepts and theories but there were some aspects that could have been enhanced in the effort to make learning more entertaining. Some of the assignment instructions were not clear, which caused confusion and uncertainty. Providing more specific directions for assignments would have been better.

7-Yes, I found the experience of enacting the agency to be effective for my learning. This was a useful experience since it gave me a chance to critically examine the matter and use the knowledge in practice and learn from my mistakes. Moreover, it assisted me to have an improved comprehension of the ideas and theories covered in class. This was a fun learning experience for me. In fact, I would recommend this experience to other students who would want to understand a topic better and become more skilled at it.

8-Looking back at the course, I would say the hardest thing was being creative. I've always been analytical and structured; therefore, trying to think outside of the box was a bit tough. It meant breaking out of old habits and opening myself to different thinking. Another challenge was being social. I am not much of an extrovert therefore it's difficult for me to involve myself with my classmates, especially in discussions. However, discussions were one of my favourite parts in this subject since I would always learn more. So, this meant that I had to leave my comfort zone and listen keenly and make contributions toward discussions.

9-With reflection on the course, I feel grateful for that memorable learning. I am particularly thankful for the agency aspect, which enabled applying the knowledge in practical activities and made the study more realistic. Moreover, I have managed to gain a lot of insights during this period regarding my abilities and who I am. I discovered my strength, and my weaknesses and how to handle tasks with a growth mindset. I also discovered the necessity of working together and the significance of learning from others. I am so glad that I took this course. It had been a fun rewarding experience which has made a big impact on my life.

INDIVIUDUAL REPORT

IMAN'S REPORT

1- The AI applications used did not exactly enhance any of our written or visual messages, in fact, they just helped guide and elaborate the points we wanted to get across, it was a little inconvenient as some of the points the AI applications generated were flawed and out of date.

2- I thought of the AI applications as more of a tool or a helping hand rather than a co-creator since they helped with how I framed my work as well as gave me suggestions on how to improve and refine my message, however, when it comes to visual images I understand why AI applications are seen as co-creators since these apps work with the given keywords to create and compliment our ideas bringing them to life, which also gives us an advantage as it helps us save time.

3- This was the first class in which I had used an AI application to create visual messages, it helped me understand what details to focus on when making my own posters by analyzing the different visual techniques used by the AI, how different elements are used and the reoccurring patterns. It also helping me overcome personal hurdles such as public speaking, since we had to share ideas with our group it helped me to be able to speak up about different thoughts and opinions I had about the work we had done, as well as being more confident when presenting our final product.

INDIVIUDUAL REPORT

IMAN'S REPORT

4- An issue I had when working on AI-powered applications was that it was not fully comprehending the point I was trying to explain, which then led to the applications generating impractical and pointless information. The data I gathered from these applications were also quite limited, making me question whether the results were accurate or up to date, another issue was when creating images, I was not able to build on the visuals created by the AI tool that I was not able to replicate on my own which made it quite difficult.

5- As I mentioned, the data is not as diverse as I had hoped it would be, and I had also faced errors in the system which resulted in completely irrelevant information from what I had asked for which inevitably may be ideal since it would ensure that I am not heavily dependant on such tools for my work.

6- The only problem I faced was that there was a bit of confusion when it came to the instructions or outline of the assignments, such as what exactly was expected from us, other than that this class was enjoyable and helped me get out of my comfort zone.

INDIVIUDUAL REPORT

IMAN'S REPORT

7- I found it to be quite beneficial as it allowed us to get a hands-on experience that involved active learning, which was more enjoyable since it was rather interactive and we got to use our own skills and critical thinking on how to overcome challenges rather than just sitting down and taking notes during classes.

8- This course challenged me in many different ways, it pushed me to become more vocal and confident with my ideas, allowed me to be able to carry myself in a group project as well as made me work harder to use more creative tactics in my work especially when it comes to visual messages such as our poster.

9- I thoroughly enjoyed this course, the engaging and interactive classes helped enhance my understanding and knowledge of this course and created an encouraging learning environment, I have also noticed an improvement in my approach to advertising and creative strategies throughout this course which I am thankful for.

INDIVIUDUAL REPORT

ZEINAB'S REPORT

1.

No, it didn't really enhance because most of the AI applications that we used so far usually only generated as per what it was asked and not beyond that. I feel like as an individual we need to learn how to work with these tools so that it enhances our written and visual messages in the way that we expect it.

2.

Well, I would say depending on the situation, As AI in content creation might be compared to a flexible tool, a co-creator, or a facilitator. As a tool, AI supports us human in creativity by helping us with activities like data analysis, image processing, and writing. However, when AI is seen as a co-creator, it actively participates in the creative process and produces content along with human contributions like how we used it in this course. Furthermore, AI supports human decision-making as a facilitator by providing insights and recommendations that speed up the creative workflow. As AI becomes increasingly used in content creation, discussions regarding ethical issues and it starts to maintain a balance between human and AI by inputting into the creative process.

3.

Apart from daily class participation and discussion I would say the open communication that was created in the lecture and tutorial by the professor. As everyone would get a chance to share about their ideas and participate in discussions which usually helped us grow and improve further. The environment that was created in class due to these discussions made it more interesting as the professor ensured everyone participated and gave their inputs which is rarely seen in any other subjects.

INDIVIUDUAL REPORT

ZEINAB'S REPORT

4. I feel like what didn't work with me personally was the lack of creativity and not being able to control it or make it reach up to my expectations. as while using these AI tool, it would usually just do as to what it is asked and nothing beyond it and I wasn't able to fix the image or make any changes to it.

5.

My concerns are that if we students keep relying on AI tools, we won't be able to use our own creativity and our brains to brainstorm on our own instead we will rely on the data that AI tools generates for us as it's easier and faster. We won't be able to challenge ourselves rather we will consider whatever is convenient and easily available.

6.

The course didn't really have clear outlines which caused so many confusions I feel like the assignment instructions and the outlines wasn't clear in the beginning as I wasn't sure of what is excepted from me in this course and how can I improve myself in my assignments but apart from that I really enjoyed the course.

7.

Yes, I did find it effective as I learned about many different aspects and as a marketing student, I usually just learned the concepts but never got to experience it, so this gave me an opportunity to experience what it is like to enact as an agency and how much effort it needs and time to build a creative ad campaign. In fact, it also increased my interest in the field of advertising and made me think of different other fields that I should consider working for in future.

INDIVIUDUAL REPORT

ZEINAB'S REPORT

8.

The most challenging part was being creative by also using AI tools and being different from others and I usually struggle in this area, but I tried my best to be creative and think outside the box as it's not an easy thing as it requires a lot of time and effort and brainstorming. However, this course helped me think creatively and generate different ideas with regards to our assignments.

9.

My overall experience in this subject was really fun and memorable as I really wanted to take this subject and learn about advertising aspects of it from the beginning, but I needed approval to take it. And I am glad that I took this subject as an elective in my last semester as I learned a lot and I really liked the teaching style of the professor and how she makes the class engaging and not boring as she lets everyone participate in the discussion which makes us alert in the class. Moreover, this subject made me investigate into different career paths apart from marketing. As I like to explore and learn new experiences and by getting an opportunity to present Infront of the client is a whole new experience which prepares us for the future workforce. I really enjoyed the environment that was created in the class where everyone participates and works together to generate ideas in lectures which rarely happens in any other subjects. I'm so grateful that I took this course as I am sure it will make a huge impact on my career.

FINAL REPORT

ZOYA Health & Wellbeing Resort

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AI Tools used:

- ChatGPT: outline and structure of the advertorial.
 - Prompt used: please give me a detailed outline and structure of how to write an advertorial.
- Rytr:
 - Prompt used: briefly explain in one line or a short paragraph on how to start and promote the features of a wellness resort for an advertorial.
 - Result: At our resort, we offer the perfect escape for those seeking relaxation and rejuvenation. Our environment is designed to provide a peaceful space where you can unwind. Indulge in a variety of wellness activities that focus on your needs, we have something for everyone. Our experienced instructors will guide you through each activity, ensuring that you leave feeling refreshed.