**Task 1** – Pick One Twitter handle (any brand). Write down what you like about them and what you don’t.

Answer –

If I have to pick, I would go for @RajasthanRoyals as I had worked on this account for a while.

**What I like about this account** –

1. Simple and relatable content.
2. It feels more of a fans’ account than the team’s which strengthens the community.
3. The followers on this account are acquired organically with less paid campaigns.
4. Relatable generic use of hashtags such as #AlwaysARoyal tends to get more traction
5. The content on this account is majorly user generated as the fans are like devotees due to huge gratification and giveaways.

**What I Don’t Like** –

1. Hardly any reasons to dislike this handle

**Task 2** - Do the above exercise for a Facebook page as well.

Answer –

I would pick Zomato for sure!

**What I like about this account** –

1. First of all the creatives are just flawless.
2. Post and creative copy just go hand in hand- too brilliant.
3. The overall content going up on the page is quirky, relatable, topical, shareable and engaging.

**What I Don’t Like** –

1. It’s nothing that I can actually dislike about this page as, in the end its food, but I feel they should try more of video content just like the page “tasty”.

**Task 3** - Vox Pop Clothing is launching a range of batman t-shirts. Suggest a campaign for it (Twitter, Facebook and YouTube) with teaser, launch, and post-launch phases. One idea per phase + one post + one tweet

Answer – Vox Pop Idea Deck attached along with this doc in the mail

**Task 4** - Write an article on ‘Why doesn’t Leonardo DiCaprio deserve an Oscar?’ (not more than 500 words)

Answer –

I guess even Yo Yo Honey Singh might have won more awards than [Leonardo Di Caprio](http://portable.tv/culture/post/portables-gif-guide-to-90s-heartthrobs/). Jokes apart, but I sometimes think about how and why in this world such a brilliant actor has never won an Oscar even after his amazing performance in a series of movies for eg: The Wolf Of Wall Street and how Michael Douglas got accolades for his role in Wall Street.

I personally love his acting and I don’t think he’s not the non-deserving. He should have owned one years ago but, well there is absolutely no logical explanation, so here are some illogical reasons that explain one of life’s greatest tragedies…

1. They’re waiting to see him star in at least five films in a single year so he can only compete against himself for best actor
2. I guess the jury of the academy is disappointed as he hasn’t starred in movies with Mark Wahlberg because Leo makes him a better actor
3. The Academy might probably be waiting for a movie in which Leo is shown as a happily ever after guy and doesn’t die
4. The jury for some reason love James Cameron more than they love Leo
5. I think so they didn’t realize that it was James Cameron’s fault for not sharing the wooden plank with Rose
6. Leo should have given Spiderman a shot instead of going for a screen test for Robin’s role in Batman Forever
7. Maybe he denied all the Academy voters who wanted to sleep with him
8. Maybe they were jealous seeing him with Blake Lively
9. Are they thinking that he already has so much of fame and money why does he need an Oscar?
10. I often think that the Academy juries are so orthodox that they just won’t stop taking him seriously. They still think Leo is 18
11. Maybe because they hate his blue eyes and killer looks
12. They think that Leo won’t be able to manage a Thank You speech incase he gets one and that would be so embarrassing on their part

**Task 5** - Describe yourself in 300 words or less.

Answer -

Ok.. Sooo..Umm.. Ohh Yaah   
Name – Rohit Shahane.  
 Age – 30.  
 Occupation – Working with some agency, social media agency to be precise. Call me Social Media Junky. Ardent fan of Manchester United & Real Madrid Football Club .

Hobbies – Music

Would kill for – Pizza, Fast cars & Money

My Inspirational quote – Carpe Diem

What I Also Love – Travelling, want to travel the whole world but don’t ever ask me where have you been till now and if you are a wanderlust? If you do, my answer would be ‘Paisa Kaun Tu Dega Kya?’

Party Animal – No no wait too cliché. Yah I love partying. Who doesn’t?

What I want to do in life – Music for sure. I am inclined towards music. I pluck a few strings here and there sometimes when at home or whenever I get time and yeah learnt it on my own without classes. I would want to produce my own music or maybe do playback music sometime in future. Staying positive and keeping my fingers crossed!

**Task 6** - Martians are launching a transport service on Earth. What will they name their company and what will be their brand tagline.

Answer -

If they had to do it in India collaborating with the biggies then the name of their transport company will surely be –

Udan KhatOLA Cabs (in collaboration with OLA cabs) -

and tagline would be – Teleportation Made Easy

**Task 7** - You have to buy your wife diamonds but you can afford only flowers. Convince her that she needs flowers more than diamonds, in 3 sentences.

Answer –

The very first thing, if she is your wife, then you don’t need to bother much about convincing her

* I have bought you flowers and not a diamond cuz I have planned our Euro Trip with the rest of the money
* You know why all love stories start with a flower and I don’t wanna compare my wifey with a stone which is heartless infact you are so fresh and colorful like a flower
* Why go for that small piece of solitaire when I can buy you a room full of flowers?

**Task 8** - You have to tell your mom that you want to marry your boyfriend. Convince her in 3 sentences.

Answer –

I won’t convince her for marrying a guy for sure as am straight. But if it was a girl, I would be straight forward and frank to my mother with a straight face.

1. Mum I have found a solution for your loneliness and you don’t have to watch those shitty Saas Bahu soaps any more
2. Yes our wavelengths match, we are compatible, equally crazy and we know what we are doing and we trust each other and mostly importantly she knows cooking
3. You can now go and carry on with your proclamation to you over-anxious friends who were eager to eat the delicacies at my wedding ☹