

Advertising Technical Difficulties Assignment

CREST Model Analysis

You're an employee for an advertising firm, and your advertising manager would like information on a client that you're creating ads for. To perform this analysis, you'll use the CREST Model.

Instructions:

You may select any business you like, and describe how it's impacted by Competition, Regulation, Economics, Social Views/Perspectives, and Technology.

For each item below, also provide a description on the way the company of your choice performs the items (For example, what do they do to meet "Regulatory" standards in their environment?), as well as your opinion on how well you think they execute on the item, and why you feel that way.

The CREST Model of Analysis

- Competitive
- Regulatory
- Economic
- Social
- Technological