Description Idea is to open a barbershop in Las Vegas, NV. Already used Print ad, non-print ad and digital ad. The assignment for this week is to create an alternative form of advertising message for your business and present it using Kaltura or YouTube. Once you’ve completed creating your video, please submit the YouTube URL or the Kaltura Video to the link for this assignment in Sakai. Explain, in supporting text, the function of the advertisement and its consistency with your integrated marketing communication (IMC) framework. Please NOTE: You CANNOT use this same advertisement for your forum. Minimum 2 pages plus 1 advertisement References https://www.youtube.com/embed/r7k8DjGKCpY?wmode=opaque&rel=0 https://www.youtube.com/embed/2Hru8ikmSZw?wmode=opaque&rel=0 https://courses.lumenlearning.com/marketing-spring2016/chapter/why-it-matters-promotion-integratedmarketing-communication-imc/