

VPM's
DR VN BRIMS, Thane
Programme: PGDM (2018-20) (Marketing)
PGDM Trimester IV Examination 2019

Subject	Emerging Trends in Marketing		
Roll No.		Marks	60 Marks
Total No. of Questions	7	Duration	3 Hours
Total No. of printed pages	2	Date	5.10.2019

Note: Q1 is compulsory and remaining four questions have internal choices.

Q1) Read the following case and answer all the questions below: (20 Marks) (Compulsory)

LAKME'S CONTENT MARKETING

Background: Lakmé, an Indian brand of cosmetics, owned by Unilever, launched in 1952, as a 100% subsidiary of Tata Oil Mills (Tomco), part of the Tata Group. Lakme has over 1200 assisted sales outlets, which is the largest number of outlets with “Beauty Advisors” in the country. Lakme has a market share of around 20% in India. Lakme started its new business in the beauty industry by setting up more than 110 Lakme Beauty Salons in India. With the growth of international brands on Indian soil, Lakme has been facing stiff competition and especially in targeting the younger generation.

Challenge: Lakme has lived with the reputation of being a brand preferred mostly by those in the 40- 50 years age group. The toughest challenge for Lakme was changing its image from a ‘mother’s makeup brand’ to a ‘Professional stylist’ for the young & contemporary woman. With the growth of Internet, fashion sense & fashion content was easily accessible and had found a place in the contemporary woman’s daily life. Lakme tapped the internet using its target audience. They tried to achieve the perceptible” change for the brand by delivering cutting edge fashion content- globally trendy yet locally relevant.

Target Audience: 21- 35 years old females who are excited about fashion, seek fashion advice & inspiration everyday.

Execution: Lakme knew that its target audience for the Lakme 9-5 were office goers . The target audience was tech savvy and spent a lot of time on the internet. Hence they deiced to target the ‘internetphilic’ generation with digital campaigns on Twitter and Facebook. Lakme delivered live and interactive online content. These were ‘fashion stories’ posted twice every day on both Facebook and Twitter. Each story was presented in a visually captivating way. The audience was engaged with the content pieces in sync with the latest trends in the fashion world. They brought to the target audience the trends in fashion across the globe but at the same time tweaked it to make it relevant for the local requirements.

Category Education: How-tos, Category education such as ‘Decoding Foundation’, Skin queries answered by experts

Trends & Looks: Decoding Complete looks by occasion integrating make-up, skincare, fashion & styling & info on the latest runway trends

Influencer Engagement: Blogger features, reviews & special content

Activating product launches as ‘content features’: hash tags like #worksforwork to launch the 9-5 range or #womenlovedrama to launch the Drama Stylist range trended at India #1 on twitter

Redefining ‘Live tweeting’ At Fashion Week: By using fun Vine videos as a new way to engage & excite people following Fashion Week online

Result:

Facebook –

573089 Likes in Dec 2012 to over 1Mn by 2013

Doubled engagement rate from 4% to 7-8% in a year.

Twitter: 912 followers to 4,700 followers (400% organic increase)

4 All India Hash tag Trends

Answer the following questions:

1. Evaluate the content marketing done by Lakme through the campaign discussed in the case and identify the three success factors of the campaign.

2. How the consumer engagement drive was designed around the target segment? Discuss relevance of the components.
3. Recommend a better way to engage customers more effectively.
4. Illustrate the steps taken by company to execute above data driven marketing campaign.

Q2) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Analyze any five Emerging Trends in Marketing which would shape the future of marketing for next decade.
- b) Amazon Prime has referral marketing program, evaluate any three advantages of this program. How does online referral marketing differ from traditional referral marketing?
- c) Entertainment marketing is a big business today, evaluate any five techniques used by entertainment industry for marketing of movies through various media.

Q3) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) India being one of the largest democracies in the world faces abundant social issues. Develop a Social marketing campaign to address any social issue of your choice.
- b) Elaborate the steps in social marketing strategy with emphasis on identification of behavior change objective in case of anti-smoking campaign.
- c) Analyze any five reasons for emerging trend of Green Marketing in current industrial landscape.

Q4) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Differentiate between Affiliate marketing and Collaborative marketing with relevant examples for each.
- b) Differentiate between Extended Placement and Paid Co-branding in case of movie promotion with relevant examples.
- c) You are marketing VP of a local FMCG firm. Highlight any five key managerial implications for effective implementation of green marketing.

Q5) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Analyze different ways in which sports event marketing is done nowadays. Consider a specific sports event as example.
- b) Elaborate the process of content curation in content marketing. Why content marketing is important for higher education industry?
- c) Develop an event marketing plan for a national level college fest. How will you attract sponsorships for the event?
