

Mktg.

IMC 03

14/10/08

Mktg

Roll No. *Integrated Mktg Communication* Total No. Of printed pages:-02

Total No. of Questions:- 08

Maximum marks:- 60

Duration:-3 hrs

Attempt any 4 questions in Section A and Section B is compulsory

All questions carries equal marks[12X5=60]

Section A

1. Discuss the pros and cons of using an in-house advertising agency.
What are some of the reasons why companies might *change* from using an in house agency & hire an outside agency?
2. Evaluate the pros and cons of using humor as the basis for an advertising campaign. Find an example of an advertising campaign that supports your arguments for and against the use of humor?
3. What is DAGMAR? Explain how marketers might use DAGMAR in establishing objectives. What are some of the problems associated with the use of DAGMAR?
4. Write short notes on :-
Top-Down Budgeting
Bottom-Up Budgeting?
5. Give two examples in each case. And justify it briefly:-
Slice-of-life ads
Teaser advertising
Fear-appeal ads
6. Discuss some advantages & disadvantages associates with various media options. Provide examples of products and oo services that might most benefit from the use of each medium?
7. Would it be appropriate to conclude that the entire point of Public relations activity is to generate favorable publicity and stifle unfavorable publicity? What is it about publicity that makes it such an opportunity & a threat?

Section -B [Case Study]

Hallmark BUILD•A•CAMPAIGN *Projects*

Please review the Hallmark Appendix at the end of the text before responding to these questions.

1. In small groups examine the key strategic links between Capitol Advertising's research and its creative executions.

2. How can local Gold Crown stores leverage the image developed through Hallmark's creative executions to enhance their own image? Develop a creative brief for your local Hallmark Gold Crown store.

Hands-On CASE 11 |

HOW TO MANAGE A GLOBAL BRAND IMAGE

For marketing communication managers of global products, the challenge is to know what marketing messages can be standardized to maintain consistency of image and what must be adapted for the local market. There are a number of options to consider in the consistency issue, including aspects of the marketing mix (the product design and brand name/identification, the price, the distribution), the product's strategy (target, position), and marketing communication mix.

In advertising frequently the creative theme and strategy may work across cultures although the executions must differ to reflect the lifestyle, dress, and appearance of people in local markets. In some cases, the brand's marketing is totally localized and the creative theme and selling strategy are designed for the individual markets.

One study has found that people in all countries share basic emotions (happiness, love, and sadness), but social emotions (humor, warmth, and surprise) are specific to the culture. The study suggests that "basic-emotional appeals can be used to capitalize on the similarity between consumers globally, while social-emotional appeals can be used to capitalize on the uniqueness of consumers."

An example from Thailand illustrates how to decide whether to localize. A global brand of toothpaste targeted at children was having trouble with its advertising. The highly successful ad campaign was being used in the United States, Canada, Europe, and Australia. In Bangkok, however, viewers were saying it was "too American." As politely as their culture would allow them, they were telling the brand manager that the campaign would not work in their country.

Why? It had to do with the pat on the head used at the end of the commercial as a visual tagline. Designed to express the parents' appreciation for the good brushing behavior of their child, the act violated cultural mores. One does not touch the head of another person in many Asian

countries. Does that mean that this cannot be a global campaign? Because the pat on the head was used to express parental approval, the campaign and its strategy can still be global. However, in Eastern cultures a different symbol or gesture must be used.

The important thing is that communicators understand exactly what creates the character of the brand. One expert explains, "It requires an absolute consistency of purpose which one can only achieve by having, at the onset of the communication planning, a very clear idea of the set of values to be linked to the brand." It is also important that managers understand all the different levels and dimensions of standardization and know which ones can be standardized and which must be adapted for local markets. ■

IT'S YOUR TURN

1. What variables should advertisers consider in deciding whether to take a localization or standardization approach to advertising a global brand? What creative elements could be affected by this decision?
2. Get a copy of an international publication such as *Elle*. Identify a brand that is advertised in this country and in others. Write a short report that explains how the brand handles the localization/globalization decisions with examples.

Sources: Adapted from Min-Hui Huang, "Exploring a New Typology of Advertising Appeals: Basic, Versus Social, Emotional Advertising in a Global Setting," *International Journal of Advertising* (May 1998): 145; Steven Gundersen and Jeff Cahn, "Specialize, Globalize... or Vaporize," *Promo* (April 1996): 36; "Global Conquest," *Sales Management and Marketing* (November 1996): 100-101; Jacques R. Chevron, "Global Branding Married to the World," *Advertising Age* (May 15, 1995): 23-24; "New Packaging Shows the Color of Money," *Promo* (November 1996): 84.