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| **ST. JOSEPH’S COLLEGE (AUTONOMOUS), BANGALORE-27**Register Number:Date: \_\_/\_\_/2022 |
| **MA ADVERTISING & PUBLIC RELATIONS – II SEMESTER** |
| **SEMESTER EXAMINATION: JULY 2022****APR 8321: Integrated Marketing Communications** |

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| **Time- 2 1/2 hrs** |  |  **Max Marks-70** |  |
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 **This paper contains FOUR printed pages and TWO cases**

**Read Instructions carefully.**

* Please choose either Case Study A or Case Study B and answer all the questions specific to that Case.
* You may use diagrams, sketches etc. to elucidate your Point of View.
* Please underline any quotes or references you are using for your answer.

**Case Study A**

July 24, 2030,

Digambar Kamath the Chief Minister of Karnataka was depressed. Bangalore once known the world over as “IT City” was now a pale shadow. The Covid virus between 2020 and 2022 had literally decimated the suburban eco-system of the city which was based on real estate development specific to the IT industry. Consistent waves of Covid flu had led to a permanent Work From Home (WFH) culture. So commercial construction of Tec parks came to a stop. Then the second blow hit. Even residential real estate tumbled as people went back to their home states. Now Covid has gone but no one came back.

The suburbs were silent, forlorn and foreboding, almost like the fallout of a nuclear explosion. The City Corporation was osing revenues both official and below the table. It was then that the Government came up with a masterstroke plan of developing the real estate around the perimeter into sector specific townships. Whitefield went to the automotive sector. The Sarjapur road cluster went for electronics and mobiles and the Kanakapura road cluster for heavy engineering. There were already booming pharma clusters in Neelamangala and Bommanahalli

There were concessions being provided to investors and industries like tax breaks, lower interest on capital, waivers on registration and stamp duties etc. In addition, the sectors were allowed to set up sector specific tertiary educational institutions and universities. This was a Win: Win as it would allow a seamless transition from student to trained sectoral specialist to an employee on the work floor.

Bangalore did have its strengths. The climate for one. Karnataka had become a state with a surplus in power generation, and now actually sold off its thermal energy as the grid consumption was low. The lakes had now reclaimed themselves, and a whole new greener and cleaner Bangalore had emerged around the Cantonment quarter.

The big draw for Bangalore was its educational institutions. All major colleges had developed into University based eco-systems. Christ University had adopted the area around Dairy Circle and it was the new Christ Nagar. Similarly, the same had happened with Koramangala, now renamed St John’s town. The new St. Joseph’s University had transformed Double Road and Basavanguddi was now called Jain Nagar after Jain University.

Digambar Kamath was a man in a hurry. He had elections coming up a year away.

He needed an influx of industry to take Bangalore back to being one of the top 5 metros in India. But would they come back? He had an afternoon meeting with their advertising agency on repositioning and rebranding Bangalore. That is where he needed the help of his advisors from APR 21

1. **Answer the following Questions in 250 words each. (2X15=30)**
	1. What is the biggest competitive advantage that Bengaluru could offer to the sectoral investors. Was it the climate, its talent pool or the various concessions? He wanted a clear positioning for the city to be created based on an enumeration of its features, advantages and benefits. He also would prefer if the positioning statement could lead into a brand mantra.
	2. The CM felt that students would play a key role in the city’s rise to the top? Bengaluru was a well-known general educational hub. Digambar Kamath was unclear on which stage of the hierarchy of effects he needed to have his communications and marketing efforts hinged on when he addressed the prospective tertiary student population of India? He wanted adequate rationale and justification for the choice. Give 5 reasons to support your choice of the stage.

**II. Answer the following question in 600 words. (1X40=40)**

* 1. Now, the big one. As his trusted communications advisor, Mr. Kamath would like you to develop a full Integrated Communications plan specific for the student community. He would like the plan to have a minimum of 4 Offline and 4 online media vehicles, a clear rationale why each was being chosen and the kind of media activity that could be done in each. He also felt that some below the line promotional or event activities would help in getting students in smaller towns and cities get in touch with the States Information Officer to find out more. Give a minimum of 2 promotional ideas. Finally, he felt a budget of Rs. 20.00 Crores would be adequate for all the activity, but he was confused on how much to spend for which activity and wanted an allocation.

**Case Study B**

Mr Suresh Manigandan was restless the whole night in his palatial bungalow in Avanyapuram, Madurai. Sleep eluded him. After a 20-year stint with Unilever as their Regional Sales Head, he had decided to move back home to Madurai and work with **Credent** & Co. They had offered him a decent package and the added plus of coming back to his roots.

Credent & Co was set up in 1947 and was for many decades a single product, single brand company. Makers of the legendary **Creden**t **Palupodi** (tooth-powder), the brand had an uncontested reign for over 40 years as the major source of oral hygiene in rural Tamil Nadu and some of the bordering districts of TN and Telangana (erstwhile united AP). The unique taste and colour of the product had made it as the “Go To” brand for generations. It was highly affordable as well. What’s more it was an age-old Ayurvedic formulation and with the least side effects.

Over the past decade the brand however saw a dip in its sales. Many new Ayurvedic oral care formulations came into the rural market. They were hybrid formulations and had advanced from toothpowder to toothpaste and did have a 30% to 40% chemical composition to maintain shelf life and product stability. Some were from big stalls like Colgate and Dabur. They also had specific regional advertising that mirrored the Credent ads. Net result, sales growth first turned sluggish and over the past five years market share began to decline. That’s when the owner Jessica Jesudasan decided to poach from the competition and Suresh was brought in.

Suresh had spent the past few days working on several strategies in his mind.

Some of them included

* Accept the fact that rural markets were now seeking a toothpaste over a toothpowder and launch a Credent toothpaste. Rural youth seemed to be developing the same cravings and usage behaviour of urban markets. They found toothpowders to be a legacy product which should have gone extinct with the dinosaurs. This would however lead to the company moving away from a 70-year-old pure Ayurvedic business and brand positioning. Would this be acceptable? What would be the impact in the short, medium and long term?
* Another option was to build Cris Dent as a toothpowder brand in select urban markets where consumers were moving back into natural alternatives to chemical based oral hygiene. Recent research reports had indicated that millennials and more recently large number of urban Gen Z audiences were more aware about the harmful effects of cosmetic tooth whiteners. There also was growing pride in ethnocentricity and while the sales were still a ripple, the monthly growth numbers were well over 35%. But was this a short-term fad? Would this be worth a risk?

Suresh then decided to call his old buddy Professors at St Joseph’s College Bangalore and pose his dilemma to the 39 bright sparks that were his students –

His questions to them were as follows –

**III. Answer the following Questions in 250 words each. (2X15=30)**

1. Which of the two routes should he opt for? Give 2 reasons to justify your logic. Based on the route, clearly develop a comprehensive profile of the target audience (psychographic, demographic and also their present levels of involvement and usage of the category. A pen picture of a day in the life of the audience would be an added plus.
2. After a lot of thought, Suresh decided to do a twin pronged strategy of launching a toothpaste in rural India called **Credent Plus** and a toothpowder for the cities called **Criedent Original**. He now had to create positionings for them. Choose any one of the two and develop a FAB, positioning and brand mantra keeping in mind the Target Audience.

**IV. Answer the following question 600 words. (1X40=40)**

1. Suresh now is in a dilemma as to how to communicate his brands to the audiences. Most of his customers (urban and rural) are non-English speaking. He also has a very limited budget of around Rs. 40.00 lakhs to spend over the next 6 months. Prof. Paul tells him that the APR students are experts in Integrated Marketing Communications and will develop a campaign that has both above the line and below the line synergies. Draft out a complete IMC strategy that includes a Creative Brief for **Credent Original** (the toothpowder for Urban markets), an ATL media plan and the reasons for choosing each media, a BTL plan and clear budgets for all. Remember the X factor could be in your thinking out of the box.

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