

**Jagan Institute of Management Studies**  
**End-Term Examination, December, 2016 – January, 2017**  
**Trimester V – PGDM (IB) 2015-17**

***Integrated Marketing Communications***  
***ET\_PG\_IMC\_2612***

Time: 3 Hrs.

M. Marks: 70

**INSTRUCTIONS: Attempt any FIVE questions including Q1 & Q7 which are compulsory.**

- Q 1** Support the following statement with help of suitable arguments?
- a) Advertising plays an economic role for brand building?
  - b) Sales promotion is an effective tool for marketers for increasing in market share?
  - c) Nike “Just Do it” tagline helps in recall and recognition?
  - d) Emotional Appeal is more effective for promoting lifestyle products?
  - e) Public relations help to build a favorable disposition for brand preference? **15**
- Q 2** “Brand promotion is an integrated tool for marketers for promotion of Products”. Discuss the statement in light of economic and promotional role of marketing communication? **13**
- Q 3** “Communication is an essential part of marketing communication mix”. Support the statement in line with the role, models and various theories of IMC? **13**
- Q 4** Media Planning is an important measure for an effective advertising campaign? Elucidate with the help of types of Media with their merits and their role in Planning? **13**
- Q 5** Understanding audience preference and their behavior helps an advertiser to choose an effective media communication? Explain in light of Segmentation Targeting and Positioning aspect of Integrated Marketing communication management? **13**
- Q 6** Write Short notes on the following
- a) Advertising Appeals
  - b) Media Scheduling
  - c) TRP and GRP **13**

**Q 7** Read the case and answer the questions given at the end.

**Cadbury Dairy Milk's Advertising Campaigns in India**  
**Background Note**

Cadbury Plc (Cadbury), a British confectionery company, was known as Cadbury Schwepps Plc from 1969 till 2008. It was acquired by Kraft Foods in 2010 after which it became the largest confectionery company in the world. In India, Cadbury was incorporated in 1948 and it initially imported chocolates before starting cocoa production in 1965. It grew over the years and came to have five manufacturing facilities which were owned by the company besides having four sales offices in the country. It was present in different food categories like chocolate confectionery, biscuits, beverages, gum, and candy. Cadbury's main business was chocolate confectionery wherein it was the market leader with a market share of around 70% in 2011.



Some of its main chocolate brands were Dairy Milk, 5 Star, Perk, Celebrations, Eclairs and Gems. Dairy Milk alone held 30% of the share of the Indian chocolate market. Cadbury Dairy Milk itself had many variants like Fruit and Nut, Crackle, Roast Almond, Dessert, Silk, Shots, Eclairs, Wowie, and 2 in 1. Cadbury's main competitor in India was Nestlé which had around 25% of the market share in chocolates in 2011. Nestlé's products included Kit Kat, Munch, Bar-One, Milky Bar, and Milky Bar Choo. There was an ongoing battle between Cadbury and Nestlé, with both of them engaging aggressively in their advertisement campaigns. Over the years, Cadbury focused on its advertising campaigns for Dairy Milk to connect with the people and gained popularity. Earlier, there was a perception that chocolates were meant only for children. Cadbury wanted to change this perception and thus it started various advertisement campaigns meant to influence adults and add them to its consumer segment.

## A Sweet Journey

**Real Taste of Life** Before this campaign began; the chocolate industry had faced some major problems. The price of cocoa had gone up steeply in 1991 while the excise duty on it had increased from 16.5% to 27.5%. As a consequence, the price of chocolates went up. The 40 gm pack of Dairy Milk went up from Rs.6 to Rs. 10 in 1994. Cadbury had decreased its production as well. Adults refrained from eating chocolates and were in a way reluctant to do so because of the kids' image associated with it. **'Pappu Paas Ho Gaya'**. This was another popular campaign for Dairy Milk, launched in 2005. Bachchan acted as a shopkeeper in the advertisement. Two guys approach the shopkeeper and ask him for a Dairy Milk. They leave without paying and tell him that Pappu will pay. A group of girls come up and again the same thing happens...



### “Kuch Meetha Ho Jaye”

The Company came up with more innovative campaigns to increase the number of occasions on which people could eat a Dairy Milk. The 'Kuch meetha ho jaye' campaign was an effort to try and replace the traditional Indian sweets with Dairy Milk. In the Indian tradition, people generally eat and distribute sweets on any joyous, festive occasion and Cadbury tried to depict all those occasions...Sweet Results? After 2005, Cadbury in India almost doubled the business in three years. Sales growth was 22% - the compounded growth rate over the past three years from 2005 to 2008. In the years from 2005 to 2009, it also doubled its turnover. The impact of the inflation in 2009-2010 on the FMCG market was strange. Categories like baby foods and packaged attas declined quite drastically, whereas categories like chocolates, biscuits, and namkeens grew quite a bit compared to the previous year. Chocolates especially had a growth in volumes from 2% to 21.8%. The reason

could have been the increase in advertising and promotions spending as Cadbury India did by 40%...

Way Ahead Cadbury planned to promote new ideas and occasions and give new reasons to the people to consume their product and associate 'meetha' with Dairy Milk in people's minds. It also utilized the strategy of using Indian traditions and customs to connect with people and form a special bond with them i.e. 'Indianization' of the brand, besides giving it a contemporary image to connect with the youth as well. Cadbury also tried to bring in new and different variations of CDM like CDM Silk which was supposed to be even better and smoother than the original CDM...

### Questions:

- a) Discuss the different campaigns released by Cadbury's and their success in India?
- b) Discuss in what ways the company would be able to maintain their leadership position in the future through various tools of advertising.
- c) Explore the competitor's point of view, like Nestle and how they could reduce the gap with the leader Cadbury?
- d) Suggest a suitable celebrity for a new Cadbury campaign in 2017 citing reasons for same and mention a Media Scheduling strategy for Cadbury advertising campaign?

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