

PGDM (IB), 2016-18

INTEGRATED MARKETING COMMUNICATION

IB 413

TRIMESTER – IV, End Term Examination: September 2017

Time allowed: 2 Hrs and 30 Min

Max Marks: 50

Roll No: _____

Instruction: Students are required to write Roll No. on every page of the question paper, writing anything except the Roll No will be treated as **Unfair Means**. All other instructions on the reverse of Admit Card should be followed meticulously.

Sections	No. of Questions to attempt	Marks	Marks
A	3 out of 5 (Short Questions)	5 Marks each	3*5 = 15
B	2 out of 3 (Long Questions)	10 Marks each	2*10 = 20
C	Compulsory Case Study	15 Marks	15
Total Marks			50

Section A

Attempt any three questions. Each question carries five marks.

Q1. Discuss the objective of floating a 'Second Agency'. Briefly explain its relative importance and significance.

Q.2. Discuss under what circumstances can 'Coupons' be used by marketers as a strong promotion tool.

Q3. Take various ads from a campaign of any brand and state how much of the original strategy you can infer from the ads. Comment on the effectiveness of the strategy.

Q4. As the internet continues to grow in popularity, some marketers predict that the print catalogs will cease to exist, replaced by internet catalogs. Do you agree?

Q5. Recollect an ad that used humor appeal to make it's communication effective. What are the limitations of using such appeals?

Section B

Attempt any three questions. Each question carries ten marks.

Q1. Today, companies such as PepsiCo, Toyota and others are using sponsorship of action sports events to reach Gen Y consumers. Discuss the various ways marketers can integrate various sales promotion tools into their sponsorship of these events.

Q2. Companies often attempt to motivate the salespersons in various ways, including offering them monetary incentives. Following up on this, give some examples of how integrating other program elements might also be effective in motivating the sales force.

Q3. Assume that you have been hired as an account planner by an advertising agency and assigned to work on the advertising campaign for a new brand of bottled water. Describe the various types of general and product-specific pre-planning input you might provide to the creative team.

Section C (15 marks)

Case study (compulsory)

JIGSAW: A MENACE TO YOUR PHONE⁴⁷

The televised advertisements for Lion's Gate Entertainment's *Saw* films seem scary enough, with their images of toes being cut off and screaming actors, along with flashes of the films' frightening trap-maker Jigsaw. Yet to maintain the buzz surrounding the film series through four (and likely more) installations, the movie studio goes much farther.

Lion's Gate wanted to push the DVD release of *Saw III* and therefore engaged in an elaborate plan, fitting for the detailed games and traps that frequent the movies themselves, that would send images of the blood-soaked torture flick to millions of fans' cell phones. The market for slasher movies tends to include younger men, most of whom likely viewed the film during its theatrical release. But to induce them to think about the movie again for the DVD release, Lion's Gate and its advertising agency, Initiative, created ads that could double as entertainment. As the executive vice president of Initiative noted, "Advertising and content are really not that different, especially in the entertainment space."⁴⁸

Working with MobiTV, a company that offers subscribers live television on their cell phones, the company created a 24/7 *Saw III* channel that provided never-before-seen outtakes, behind-the-scenes footage, and cast interviews. To tout the channel, MobiTV also ran interactive ads on its own service. If users were watching, say, the Discovery Channel on their phones, they might see an ad for the *Saw* channel. Thus, the IMC campaign increased awareness of not only the DVD release but the advertising for the DVD release in a virtual cycle of attention building.

Not content to rely just on consumers who subscribe to MobiTV, the campaign also reached out to another form of entertainment widely accessed by the target market: comedians. It may seem that comedy and movies focusing on dismemberments and violence have little in common, but by prompting comedy acts like Richard Villa to mention the movie in their stand-up routines and sketches, an entirely different group of viewers were in turn prompted to remember their affection for the films.

Comedy not an odd enough partner for horror? What about a musical? Lion's Gate also teamed with Warcon Records to produce a *Saw III*-themed live music show in support of both the film and its soundtrack. "A Musical Evening Inspired by the Soundtrack of SAW III" took over New York's Webster Hall, featuring

DOMINATING MOBILE TO LAUNCH SAW III ON DVD

GOAL: In the release of Lion's Gate's *Saw III* on DVD, the marketing challenge was to integrate the key brand's advertisement to a third mobile media well-served for mobile.

RESULTS: In its first week, *Saw III* was the number one selling DVD in the U.S.



SAW III



THE FIRST EVER 24/7 MOBILE CHANNEL

A *Saw III* channel was programmed and launched on MobTV mobile television on virtually all U.S. wireless carriers.

THE FIRST EVER Integration Into Mobile Content

Integration into made-for-mobile/broadband content. The top comedy production company for broadband and mobile integrated *Saw* themes across their mobile channel. Content lived on 40+ internet sites and four wireless platforms.

THE FIRST EVER Interactive Mobile Commercials

Interactive mobile TV *Saw III* commercials could be clicked to take consumers to the *Saw III* channel.

appearances by bands from the film's soundtrack, with headlining acts such as Helmet, The Smashup, and Hydrovibe. Shawnee Smith, the actress who plays Amanda in the *Saw* movies, served as the emcee.

For the performance, the hall installed a special museum, displaying film props, torture devices, and the creepy Billie puppet. And of course, attendees could join the "Circle of Blood" fan club.⁴⁹

Fans of this caliber certainly are not willing to let the producers of the film have all the fun. Inspired by these creative efforts, various fans push the product themselves, in a form of advertising specially enabled by modern technology. MySpace even hosts a *Saw* music video, posted by a member who calls himself "Saw III."⁵⁰

The result of these varied and innovative marketing communications? The *Saw* franchise continues to rake in movie dollars. In particular, for its DVD release, *Saw III* became the top-selling and top-rented release of the week, and the halo effect of its success pushed the DVDs of the first two films into the top 20, according to ACNielsen.

Questions

1. How effective do you think Lion's Gate's advertising through untraditional media channels has been for its films?
2. The *Saw* movies tend to appeal mostly to younger, male viewers. Therefore, is Lion's Gate's strategy a long- or a short-term strategy? Why?
3. How do the film's producers create value for their target market?

*Lion's Gate uses multiple media channels to introduce its *Saw* films.*