

PGDM (IB) 2013-15

International Brand Management

IB-412

Trimester –IV, End-Term Examination: September 2014

Time allowed: 2 Hrs 30 Mins

Max. Marks = 50

Roll No: \_\_\_\_\_

**Section A**

**15 Marks**

**There are 5 questions in this section. Attempt any three questions. Each question carries 5 marks and the word limit is 100 words.**

- A1. Discuss briefly, why Philips uses a 'Umbrella Brand' strategy in its brand architecture?
- A2. Compare the emotional and rational dimensions of CBBE model using an example of internationally well-known brand.
- A3. Discuss briefly the concept of ingredient branding using two examples from international brands.
- A4. Discuss briefly the key reasons towards the success of brand extensions. Give suitable examples.
- A5. Which one is more important for the purpose of brand positioning - Points of Parity (PoP) or Points of Difference (PoD). Justify with suitable examples.

**Section B**

**20 Marks**

**There are three questions in this section. Attempt any two. Each question carries 10 marks. Word limit is 500 words.**

- B1. Discuss the concept of Brand Architecture with special focus on 'House of Brands' and 'Branded House'. Identify the product categories in which these strategies are suitable.
- B2. Analyse why most Brand extension are line extensions and few are category extensions. Provide suitable examples of international brands to justify your answers.
- B3. Outline the four important questions, which a brand has to answer while creating a unique positioning for itself. Provide suitable examples.

## Section C

15 Marks

**This case study has two questions and both are compulsory.**

### **Case Study**

HISTORY® recently announced the launch of Planet H, a new brand extension created for kids ages 7-11 to explore historical topics and eras through play. The announcement was made by Dan Suratt, Executive Vice President, Digital Media and Brand & Content Licensing, A+E Networks.

Developed with HISTORY, Planet H provides boys and girls an animated world of fun and entertainment, and high-quality content that parents can trust. The first Planet H products will be a series of games on mobile app platforms. "Empire Run" - in which kids race through several of the world's great empires - and "Frontier Heroes" - in which kids compete in mini-games throughout eras of American history - are now available for \$2.99 each on iOS®, Android™ and Kindle Fire platforms. A third game in this series will follow later this year, with additional releases in 2015.

"We are excited to unveil Planet H and this new world of fun and learning for kids as part of the HISTORY brand," said Suratt. "There is a void in the marketplace around high-quality, historically inspired content that is dynamic and engaging for kids. Planet H is launching mobile first, but it is a long-term initiative with great potential to reach children with an array of content and products."

Planet H builds upon HISTORY's extensive reach in the education space, which includes partnerships with prestigious history education organizations such as National History Day and museums including the Smithsonian's National Museum of American History. HISTORY's award-winning educational initiatives reach a network of over 350,000 educators, and the network's short-form videos are featured in over 70 historic sites including Gettysburg, Pearl Harbor and the Tower of London. HISTORY also has a partnership with global education leader Houghton Mifflin Harcourt, creating co-branded social studies curriculum that connects students to history through virtual experiences that are energizing, inspiring, and memorable. Planet H extends the network's long-standing commitment to quality, interactive educational content across platforms.

HISTORY developed Empire Run and Frontier Heroes in partnership with RED Games, a division of RED Interactive Agency. A+E Networks and RED Games teamed up previously to produce the hugely successful Battle of the Beards game for A&E's Duck Dynasty.

Details surrounding the games include:

#### **Empire Run:**

Race through centuries of history in this fast paced side-scrolling adventure! Collect coins, avoid artifacts, defeat enemies, and race your way through ancient empires. Take on the role of a local high school track star when he falls asleep cramming for a history test. Now, trapped in the dream world of history, he must use his quick reflexes to sprint across, over, and under obstacles in dynamic courses from five empires.

Special Game Features Include:

- Collect Did You Know facts across this and all other Planet H games.
- Each Empire has three types of challenges: Race, Destroy and Survive.
- One-touch control keeps you focused on the action.
- Race against mummies, gladiators, lancers, and more!

The eras involved in Empire Run are:

- Ancient Egypt
- Roman Empire
- Maya Empire
- Ming Dynasty
- Mughal Empire

Frontier Heroes:

Frontier Heroes tests your smarts, skills, and reflexes as you work your way through an illustrated version of American history, from pre-Colonial days through the California Gold Rush. Complete era-specific challenges to unlock more exciting adventures, and collect Did You Know? coins to learn mind-blowing facts about the USA.

Special Game Features Include:

- Play through five eras of American History.
- Master multiple levels of difficulty in each eras challenges.
- Throw tea into Boston Harbor, throw Native American tomahawks, pan for gold, help Benjamin Franklin discover electricity, and more!

The eras involved in Frontier Heroes are:

- Early America
- The Colonies
- American Revolution
- The Frontier
- California Gold Rush

About A+E Networks

A+E Networks® LLC. is an award-winning, global media content company offering consumers a diverse communications environment ranging from television networks to websites, to home videos/DVDs to gaming and educational software. A+E Networks is comprised of A&E® Network, Lifetime®, HISTORY®, Lifetime Movie Network®, BIO™, H2™, HISTORY en Espa?ol™, Crime & Investigation Network™, Military HISTORY™, Lifetime Real Women®, A&E IndieFilms®, A+E Networks International®, A+E Networks Digital® and A+E Networks Consumer Products™. A+E Networks channels and branded programming reach more than 300 million households in over 150 countries. A+E Networks, LLC is a joint venture of Disney-ABC Television Group and Hearst Corporation.

About RED INTERACTIVE AGENCY

RED Games, a division of RED Interactive Agency, is focused on developing and publishing high-quality, incredibly visual, handcrafted games and mobile experiences for iOS, Android and Web. The team is comprised of some of the most talented creative directors, game designers, visual designers, and developers in the industry. RED Games develops multi-platform games and experiences for market leaders such as Lucasfilm, A&E, and Universal Pictures, and has introduced a number of award-winning original IPs to the market. The company's portfolio includes legostarwars.com, Pet Peaves Monsters, Tiger Trail, Whirling Dervish, and Kicks & Stomps. For more information about RED Games, please visit [www.ff0000.com](http://www.ff0000.com)

## Questions

C1. Outline the positioning strategy for Planet H focussing on emerging markets. Explain briefly what points of difference you would consider with appropriate reasons.

C2. Discuss how would the launch of new channel will enhance or devalue the brand image of History channel. Discuss the pros and cons. You may consider Indian or European markets to discuss the same.