

Post Graduate Diploma in Management, 2013-15

Integrated Marketing Communications

Sub. Code: DM-533

Trimester – V, END-TERM EXAMINATION, December 2014

Time: 2 Hrs 30 Min

Max Marks: 50

Roll No. -----

Instructions:

1. Students are required to write their Roll No on every page of the question paper, writing anything except the Roll No will be treated as **Unfair Means**. In case of rough work please use answer sheet.

SECTION A (3X5=15 Marks)

Note: Attempt any three Questions

1. What are the various approaches for setting budgets for IMC plans?
2. What are teaser campaigns? Give a suitable example.
3. How will you use 'Share of Voice' and 'Share of Market' data to determine advertising spending levels?.
4. Please elaborate the stages in the Creative Process as explained by any one of the well known creative icons in the global advertising fraternity.
5. What are the various techniques for executing advertising messages?

TURN OVER

SECTION B (2X10 MARKS)

Note: Attempt any two questions

1. What do you mean by pre-testing and post-testing in the context of measuring advertising effectiveness? Please also mention the types of measures that can be used at each stage – Pre-testing and Post-testing.
2. What are the challenges in measuring advertising effectiveness. How will you address these challenges?
3. What could be the various kinds of appeal options that can be used in advertising messages? What are the pros and cons of any one message appeal option?

TURN OVER

SECTION C

(Case Study)

Note: Case Study is Compulsory

(15 Marks)

LifeCell gets Aishwarya Rai to peg stem cell banking as a 'Godh Bharai' gift

LifeCell, a player in stem cell bank category, has rolled out the second phase of its national campaign. The commercial features brand ambassador Aishwarya Rai Bachchan and will be rolled out across news, GEC and lifestyle channels.

The film opens at a '*Godh Bharai*', where a mother-to-be is shown greeting people showering her with gifts. While she's shown interacting with people, suddenly she and the people around her are shown to be surprised. The reason for that is Bachchan's presence. She gifts the lady LifeCell and says that the gift is for her to be born's security for lifetime. She then explains the benefits of LifeCell. The film ends with Bachchan endorsing the product by saying she's used LifeCell, and the to-be-mother says, 'Now it's my turn'.

Mayur Abhaya, MD and CEO, LifeCell International, said, "LifeCell has democratised umbilical cord stem cell banking by making it accessible to all. To get across our message to millions of mothers-to-be in Tier 1, Tier 2 and Tier 3 cities, we needed a national figure that every woman looks up to. The decision to get Aishwarya Rai Bachchan on board to endorse our product and brand was taken keeping in mind this larger consideration. Being a trusted name synonymous with class and credibility, we are sure that her words will carry even more weight among our target group."

Ravi Shankar, CMO, LifeCell, added, "Our campaign is centered around the theme of giving the gift of lifetime protection to new born babies. The theme resonated well with Aishwarya Rai Bachchan as she's personally experienced the power of preserving the umbilical cord stem cells with someone like LifeCell. So we thought it would be better if Aishwarya shares the gift of protection with every mother-to-be than just do a mere testimonial."

Sharad Haksar, CEO, 1pointsize, said, "*Godh Bharai* is a special occasion in India. It's the ceremony that marks the beginning of celebrations to welcome the newborn into the family. The ceremony might have different names in different parts of our country but in essence it's about blessing the pregnant mom with good wishes and

gifts. Instead of giving just another gift that loses its charm in a few months, what if you give a present that has a lasting effect on the child's health and future? That was the premise of our commercial. Aishwarya as the brand spokesperson delivers this very message. We're positive that the commercial will strike a chord."

Question

1. Develop a media strategy for LifeCell's commercial featuring Aishwarya Rai Bachan. Your answer should include choice of medium and media vehicle with reasons for the same. The cost of the product/service is Rs. 19,990/-
