

PGDM, 2017-19

**INTEGRATED MARKETING COMMUNICATION
DM-535**

TRIMESTER –V, End Term Examination: December 2018

Time allowed: 2 Hrs 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)	10 Marks each	3*10 = 30
B	Compulsory Case Study	20 Marks	1*20 = 20
		Total Marks	50

Section A

Attempt any three questions. Each question carries ten marks.

Q1. It has been observed that companies that spend the most on advertising do not necessarily achieve the highest brand value for their products. Sometimes, those who spend very little are able to achieve this objective. Explain what factors may lead to these results.

Q.2. Media Planning involves a trade-off between reach and frequency. Do you agree? Illustrate using suitable examples of when reach should be emphasized over frequency and vice versa.

Q3. 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? Explain with reasons why this situation may or may not occur.

Q4. Develop a 10 second copy for the radio ad of a branded 'Baby Shampoo' as the product recently launched for the consumers and explain the logic of the creative content used for this campaign so as to make it effective to the target segment.

Q5. Find an example of an advertisement where a celebrity has been used. Do you think the said celebrity lent credibility to the brand? What were some of the issues associated with the celebrity endorsement of this brand? Do you think another celebrity could have been a better choice?

**Section B (20 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: For the release of *Saw III*, Lion's Gate wanted to create a buzz around the movie, and to launch the DVD release in a way that would be memorable for the audience.

RESULTS: In its first week, *Saw III* was the number one DVD release in the market.



SAW III

24/7 MOBILE CHANNEL

A 24/7 channel was created for the launch of *Saw III* on mobile television and mobile devices.

Integration into Mobile Content

Integration into mobile content was a key strategy. The content was integrated into mobile content, and mobile content was integrated into the mobile channel. Content was also integrated into the mobile channel.

Interactive Mobile Commercials

Interactive mobile commercials were created to engage the audience and drive DVD sales.

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.