



## NAVRACHANA UNIVERSITY

School of Business & Law | BBA Programme - Semester VI | End Term Exam

Advertising & Promotion | Subject Code: MK306 | 16.05.17 | 01.00pm to 03.00pm | Total Marks: 40

*The figures in the margin on the right side indicate full marks*

**Q. 1 Explain Source, Message and Channel factors in details** 10

**Q. 2 Channel V -- Case study** 10

On 1st July 2012, the Channel V viewers were confused as the channel was not there in the list of Music channels. The channel, which was first introduced nearly 15 years ago in the country, was re-launched in 2009 with the "bloody cool" tagline and focused on playing Bollywood music. However from first July it shifted from a music channel category to General entertainment channel category. Music now is just part of an overall strategy to engage with the youth in today's world for channel V. Its original content garnered higher television ratings compared to its music slot. The broadcaster was playing three hours of music content in a day in the morning slot so far. Some of its rivals play 16-19 hours of music throughout the day.

The company is now focusing its original content programming line-up. In an effort to increase weekly hours of original content, the channel will be introducing two new shows which include "The Buddy Project." Besides it will convert its teen crime show 'Gumrah-End of Innocence' into a daily show. Its other shows which are directed towards youth are already well entrenched. The company also forayed into Channel V spot coffee parlors and has launched channel V apparels and phone range to attract youth which is their core target market. Moving away from music content and entering into GEC space has been a strategic decision for the firm which is yet to deliver results.

### Questions:

- A. What benefit do you see for the firm in the new segment to improve its marketing?
- B. Suggest firm a positioning migration plan for smooth acceptance.

**Q. 3 Reebok - Case study** 10

The Reebok brand got a black eye in India last year when an accounting scandal there resulted in parent company Adidas firing Reebok India managing director Subhinder Singh Prem and COO Vishun Bhagat as well as shutting down hundreds of its stores. Now the brand is trying to make a comeback in the world's second-most-populated country. Adidas is "repositioning Reebok as a premium fitness brand in India as part of a major revival drive," This year alone, Reebok India will open 50 'fit-hub' stores in India which will be more than half of the 80 such outlets that the sportswear brand has at present globally, mostly in US, Australia, Korea and Russia.

"What happened in the past is behind us. We are now growth -focused and we will start with our new retail format of 'fit hub' stores in India," Adidas Group India Managing Director Eric Haskell says. The Reebok fit-hub stores offer fitness and training products besides advice, guidance and information on community based fitness events.

"This year 50 fit hub stores will be opened. The plan is to open 100 such stores by first quarter of 2014," Haskell said, adding out of the 100 stores, 50 will be new and the remaining half will be

renovated ones. Most of the fit-hub stores would come up in metro cities but few new stores would also be located in tier-II cities, he added. The company plans to convert all the existing 490 Reebok stores in India to fit-hub stores in next couple of years. "It should not take longer than two to three years," Haskell said.

Questions:

- A. Critically analyze firm's new strategy.
- B. Reebok has huge residual equity in the country; suggest how it can be leveraged with communication.

#### Q. 5 Amul - Case study

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Amul is an Indian dairy cooperative, based at Anand in the state of Gujarat, India.

Formed in 1946, it is a brand managed by a cooperative body, the Gujarat Co-operative Milk Marketing Federation Ltd. (GCMMF), which today is jointly owned by 3.6 million milk producers in Gujarat.

The white revolution was spearheaded by Tribhuvandas Patel under the guidance of Sardar Patel. As a result, Kaira District Milk Union Limited was born in 1946. Tribhuvandas became the founding chairman of the organization which he led till his last day of his life. He hired Dr. Kurien three years after the white revolution. He convinced Dr. Kurien to stay and help with the mission rest was history in the dairying industry.

Dr. Verghese Kurien, founder-chairman of the GCMMF for more than 30 years (1973-2006), is credited with the success of Amul. Amul products are now available in more than 60 countries in the world.

Amul spurred India's White Revolution, which made the country the world's largest producer of milk and milk products. In the process Amul became the largest food brand in India and has ventured into markets overseas.

GCMMF manufactures value-for-money food products that include bread spreads, cheese, mithai (ethnic sweets), ghee, milk powders, fresh milk, curd products, ice creams, chocolate and confectionary, health drinks, and ready-to-serve soups. Amul is the mother brand for all products of GCMMF.

Before Amul entered the picture, companies used conventional methods of advertising where the focus was only on the food products and the tone of the pitch was serious. Amul changed the way food products were communicated to the people in India. It always advertised its mother brand - Amul, and not its products like butter, pizzas, or cheese. The co-operative has been making extensive use of hoardings for promoting its flagship brand "AMUL BUTTER" since 1966, and all the set to enter the Guinness book of records for the longest run promotion campaign.

Questions:

- A. Analyze the reasons for the success of GCMMF's hoarding, which continue to evoke customer interest even after 39 years. To what extent do you attribute this success to topical advertising?
- B. GCMMF introduced the 'Amul Cheese Boy' in 1990 to create a brand recall for its Amul cheese slice as the 'Amul Girl' did for its butter. How can GCMMF establish the new mascot and avoid creating confusion in the minds of the consumers?