

EASTERN UNIVERSITY, SRI LANKA

FACULTY OF COMMERCE AND MANAGEMENT

Third Year First Semester Examination in Bachelor of Business Administration

Specialization in Marketing Management – 2017/2018

Proper/Repeat – July 2019

MKT 3023 Marketing Communication

Answer All 05 Questions

Time: 03 Hours

Q 01. Read the Case and answer the questions given below.

Unilever (Axe and Dove)

Unilever—the manufacturer of several home care, food, and personal care brands—understands the importance of using personal marketing communications to target specific age groups, demographics, and lifestyles. As a result, it has developed some of the most successful brands in the world, including Axe, a male grooming brand, and Dove, a personal care brand aimed at women.

Axe is the most popular male grooming brand in the world and Unilever’s best seller. The brand, which offers a wide range of personal care products from body spray to body gel, deodorant, and shampoo, was launched in 1983 and introduced in the United States in 2002. Axe targets 15- to 25-year-old males who are interested in improving their appeal to the opposite sex and “keeping a step ahead in the mating game.” Most Axe ads use humor and sex and often feature skinny, average guys attracting beautiful girls by the dozen. The result: the brand is aspirational and approachable, and the lighthearted tone hits home with young men. In one recent global campaign called “Bom-chika-wah-wah” (after the pop culture phrase that mimics a guitar sound from 1970s adult movies), gorgeous women are instantly attracted to average guys through a single whiff of Axe deodorant or body spray.

Axe has won numerous advertising awards not only for its creative but also for its effective use of unconventional media channels. From edgy online videos to video games, blogs, chat rooms, and mobile apps, the Axe brand engages young adult males on their own turf. In Colombia, for example, a female Axe Patrol scopes out the bar and club scene and sprays men with Axe body sprays. Unilever Marketing Director Kevin George explained, “This is all about going beyond the 30-second TV commercial to create a deeper bond with our guy.”

Axe knows where to reach its consumers. It advertises only on male-dominated networks such as MTV, ESPN, Spike, and Comedy Central. It partners with the NBA and NCAA, which draw in younger male audiences than many other sports. Print ads appear in *Playboy*, *Rolling Stone*, *GQ*, and *Maxim*. Axe’s online efforts via Facebook, Twitter, chat rooms, and banner ads help drive consumers back to its Web site (www.theaxeeffect.com) where Axe continues to build

brand loyalty. For example, one ad costing \$200,000 featured men in a small town in Alaska who use Axe to attract women. It was viewed more than 10 million times online.

Axe also understands that it has to work hard to keep the brand fresh, relevant, and cool with its fickle young audience. So it launches a new fragrance every year and refreshes its online and advertising communications constantly. Axe's success in personal marketing has lifted the brand to become the leader in what many had thought was the mature \$2.4 billion deodorant category.

On the other side of the personal marketing spectrum, Unilever's Dove brand speaks to women with a different tone and message. In 2003, Dove shifted away from its traditional advertising touting the brand's benefit of one-quarter moisturizing cream and the results experienced after the seven-day Dove test. Its "Real Beauty" campaign instead celebrates "real women" of all shapes, sizes, ages, and colors. The campaign arose from research revealing that only 2 percent of women worldwide considered themselves beautiful, and an overwhelming majority strongly agree that "the media and advertising set an unrealistic standard of beauty." Dove set out to speak personally to women about the idea that "beauty comes in all shapes and sizes."

The first phase of the "Real Beauty" campaign featured nontraditional female models and asked consumers to judge their looks online (Wrinkled? Wonderful? Oversized? Outstanding?) at www.campaignforrealbeauty.com. The personal questions shocked many but created such a grand PR buzz that Dove continued the campaign. The second phase featured candid and confident images of curvy, full-bodied women—again, smashing stereotypes and touching home with the majority of women all over the world while promoting Dove skin products such as Intensive Firming Cream, Lotion, and Body Wash. The multimedia campaign was thoroughly integrated, combining traditional TV and print ads with new forms of media, such as real-time voting for models on cell phones and tabulated displays of results on giant billboards. In addition, Dove's Web site became a crucial component for initiating dialogue between women. The third phase of the campaign, called "Pro-Age," featured older, nude women and asked questions like, "Does beauty have an age limit?" Almost instantly, the company heard positive feedback from its older consumers.

In addition, Dove released two Dove Films, one of which, *Evolution*, won both a Cyber and film Grand Prix at the International Advertising Festival. The film shows a rapid-motion view of an ordinary-looking woman transformed by makeup artists, hairdressers, lighting, and digital retouching to end up looking like a billboard supermodel. The end tagline is: "No wonder our perception of beauty is distorted." The film became an instant viral hit and has been viewed more than 15 million times online and by more than 300 million people worldwide, including in news coverage and other channels of distribution. In total, Dove's "Campaign for Real Beauty" has touched women all over the world and been mentioned in over 800 articles in leading newspapers from *Le Parisien* to *The Times* in London. Although both campaigns have sparked much controversy and debate for different reasons, they have been credited with boosting Unilever's sales and market share all over the globe.

Questions

- a) List out Above the Line and Below the Line communication tools that are used by the Unilever for the promotions of its brands Axe and Dove. **(04 Marks)**
- b) Define the term **Stereotypes** in advertising. Discuss the stereotypes in advertising from the context of this case study. **(06 Marks)**
- c) What have the brands Axe and Dove done well over the years in terms of its Integrated Marketing Communication Mix strategy? What should Unilever do further for moving forward? **(06 Marks)**
- d) "Axe has won numerous advertising awards not only for its creative but also for its effective use of unconventional media channels". Identify one Unconventional media which is used by the Uniliver and critically evaluate the effectiveness of that particular media in terms of personal care products. **(06 Marks)**
- e) Is there a conflict of interests in the way Unilever markets to women and young men? Is it undoing all the good that might be done in the "Campaign for Real Beauty" by making women sex symbols in Axe ads? Discuss. **(06 Marks)**
- (Total 28 Marks)**

Q 02.

- a) Define the term "Integrated Marketing Communication". **(02 Marks)**
- b) Differentiate "Promotional Push strategy" from "Promotional Pull Strategy" with suitable examples. **(04 Marks)**
- c) Explain the role of Integrated Marketing Communication in Branding with suitable examples. **(06 Marks)**
- (Total 12 Marks)**

Q 03.

- a) Briefly explain the different ways, which are used by the marketers to do the Internet advertising for their companies. **(06 Marks)**
- b) Assume that you have been appointed as a Marketing communication manager for a well reputed company in the market. You are required to develop a Decision criteria for selecting an Advertising Agency for your company. **(06 Marks)**
- c) Explain the Model of Consumer decision making from the context of Marketing communication and describe its implication for the marketing communication. **(08 Marks)**
- (Total 20 Marks)**

Q 04.

- a) "One of the potential problems with Consumer-oriented Sales promotions is Sales promotion Trap". Briefly describe the **Sales Promotion Trap** with a suitable diagram. **(06 Marks)**
- b) A company require to conduct a Public Relation campaign. Assume that you are the Marketing manager of that Company. Describe the steps, which should be considered when managing a PR campaign? **(06 Marks)**
- c) "Personal selling is an alternative that offers distinct advantages in some situations but is less appropriate in others". Explain the situation, where the Sales force can be a major part of the IMC mix. **(08 Marks)**

(Total 20 Marks)

Q 05.

- a) A good test of Promotional effectiveness must address some important principles. Briefly explain the major essentials required for an effective Promotional testing. **(06 Marks)**
- b) One of the Ethical issue or a common criticism of Advertising and Promotion is that "Marketing Causes People to buy more than they can afford". Explain this statement with appropriate examples. **(06 Marks)**
- c) Select a Product or Brand based on your choice and develop a comprehensive Marketing communication plan for the selected product with indicating each of the steps in marketing communication plan. **(08 Marks)**

(Total 20 Marks)