

# Question Paper

## Advertising and Communications (MB3G1M): January 2009

### Section A : Basic Concepts (30 Marks)

- This section consists of questions with serial number 1 - 30.
- Answer all questions.
- Each question carries one mark.
- Maximum time for answering Section A is 30 Minutes.

1. Prospective customers differ in the speed with which they adopt a new product and depending on this behavior [<Answer>](#) they can be divided into various groups. Which of the following customer groups, base their purchase decisions on the information gathered from specialized sources like trade magazines, news articles or the advice of peers, who are considered to have expert knowledge about the product or service?
  - (a) Innovators
  - (b) Early adopters
  - (c) Early majority
  - (d) Late majority
  - (e) Laggards.
  
2. The communication process becomes a two way process which involves a number of stages involving the [<Answer>](#) sender and the receiver. The communication process follows the sequence like sender, encoding, medium, receiver, decoding, response and feedback and noise. Which of the following is/are **true** about encoding stage?
  - I. It is the process where the receiver of the communication encodes his message received from the sender.
  - II. The sender has to make sure to encode his message in a form that will not only be understood by the receiver but also have the desired effect on the receiver.
  - III. The sender should ensure that the message should be interesting so as to gain the receiver's attention and arouse the desire of the receiver to act in a way that is profitable to the sender.
  - (a) Only (I) above
  - (b) Only (II) above
  - (c) Both (I) and (II) above
  - (d) Both (II) and (III) above
  - (e) All (I), (II) and (III) above.
  
3. A customer will go in for an external search when he is buying a product for the first time and for which he does [<Answer>](#) not have enough information. Which of the following external sources is marketer- controlled?
  - (a) Friends, relatives
  - (b) News reports
  - (c) Consumer rating organizations reports
  - (d) Advertising and sales promotion
  - (e) Colleagues.
  
4. Advertisement regarding a work tender in railway may not be noticed by the common man, but will catch the [<Answer>](#) attention of the contractor dealing with the railway contracts. This is an example of
  - (a) Selective distortion
  - (b) Selective retention
  - (c) Selective exposure
  - (d) Perception
  - (e) Interpretation.

5. Multi-attribute models have been among the key tools used in consumer research. Which of the following [<Answer>](#) statements are **true** about multi-attribute attitude model?
- I. These models provide information about the attitudinal structure and the framework for predicting consumer behavior.
  - II. These models measure the attitudes of the consumer in terms of consumer beliefs towards key attributes of a brand or a product.
  - III. While taking a purchase decision a consumer gives importance to attributes that are relevant to his needs and preferences.
  - IV. An understanding of consumer attitudes can help the company design communication strategies which can change the negative attitudes of consumers and build positive attitudes.
- (a) Both (I) and (II) above
  - (b) Both (II) and (III) above
  - (c) Both (III) and (IV) above
  - (d) (I), (II) and (III) above
  - (e) All (I), (II), (III) and (IV) above.
6. Consequences that tend to strengthen the recurrence of a particular behavior are called as [<Answer>](#)
- (a) Unconditioned stimulus
  - (b) Unconditioned response
  - (c) Conditioned response
  - (d) Conditioned stimulus
  - (e) Reinforcement.
7. Which of the following components of Robert J. Lavidge and Gray A. Steiner model for marketing [<Answer>](#) communications, refers to the motivation or action of a person like sale, intention, behavior and purchase?
- (a) Cognitive
  - (b) Affective
  - (c) Conative
  - (d) Preference
  - (e) Liking.
8. The first step in the marketing communications process is to analyze the company's internal and external [<Answer>](#) environment from the marketing communication perspective. There are various key elements which a company has to analyze at this step. Which of the following is/are **not** element(s) of situational analysis?
- I. Market analysis.
  - II. Financial analysis.
  - III. Customer analysis.
  - IV. Positioning analysis.
- (a) Only (I) above
  - (b) Only (II) above
  - (c) Only (III) above
  - (d) Both (I) and (III) above
  - (e) Both (III) and (IV) above.
9. In communications audit, measuring the outcomes of the communications program helps in evaluating the [<Answer>](#) effectiveness of the programs. This can be done using qualitative and/or quantitative research techniques. Identify the quantitative research techniques from the following.
- (a) Focus group studies
  - (b) In-depth interviews
  - (c) Sample surveys
  - (d) Sales information
  - (e) Motivational research.
10. Which of the following pre-testing techniques is aimed at evaluating the recall value of the advertisement or [<Answer>](#) the brand among the customers?
- (a) Consumer-jury tests
  - (b) Portfolio tests
  - (c) Physiological tests
  - (d) Communications content research
  - (e) Communications strategy research.

11. The Advertising Research Foundation developed a model that aids marketers in making better decisions. This [Answer](#) model uses various levels to help marketers to plan their advertising campaigns in a scientific manner. Which of the following refers to the “*media vehicle distribution*”, one of the levels in this model?
- It is the level of interest that the consumers have shown towards the advertisement
  - It is an opportunity for a reader, viewer, or listener to see and/or hear an advertising message in a particular media vehicle
  - It is a physical medium used to carry an advertiser’s message to the target audiences
  - It is the viewership or the readership enjoyed by a media, which an advertiser intends to use
  - It is the change in consumer behavior due to the advertising exposure and advertising communication.
12. Recent Horlicks advertisement compares itself with Complan by emphasizing that it makes children taller, [Answer](#) stronger and sharper. It is influencing customers to buy the brand if they want their children to be mentally and physically strong. This is an example of which of the following advertising objectives?
- Creating awareness and encouraging information search
  - Persuading/prompt direct action
  - Reminding or reinforce attitudes
  - To relate the product to needs
  - To modify attitudes.
13. The advertising message is governed by various types of creative strategies that are used to arrive at the [Answer](#) message. In which of the following types of creative strategy, a product is placed in the consumers’ mind so that it enjoys a superior image compared to the competitor’s product?
- Generic
  - Pre-emptive
  - Unique selling proposition
  - Brand image
  - Positioning.
14. In which of the following processes, the marketer interacts with the advertising agency and gives the [Answer](#) guidelines for the advertising campaign?
- Media buying
  - Evaluation
  - Briefing
  - Conceptualization
  - Execution.
15. Which of the following methods is/are used for measuring the effectiveness of personal selling? [Answer](#)
- Qualitative measures.
  - Time utilization.
  - Communication objectives.
  - Comparative performance.
- Only (I) above
  - Both (I) and (II) above
  - Both (II) and (IV) above
  - (I), (II) and (IV) above
  - All (I), (II), (III) and (IV) above.
16. The advertisement for Sauna belt shows a fat man using different equipment for abdomen exercises with no [Answer](#) results. A voice over explains the benefits of Sauna belt which reduces the abdominal fat with its heating effect. This is an example of which of the following creative format?
- Animation
  - Testimonial
  - Authoritative
  - Slice-of-life
  - Fantasy.
17. The people involved in the creative process are free to use any layout for an advertisement while selecting [Answer](#) layout. They have to keep in mind the size of the advertisement, the message content in the copy and the readers’ expectations. The “*rebus*” layout makes use of
- Big picture, either of the product or a person using the product
  - Large amount of text and less artwork
  - Text in large font and with no artwork
  - Some visual elements, a bold headline and lots of color
  - Lots of pictures, photographs and diagrams and at the end, some supporting text might be included.

18. After deciding on the timing of the campaign, managers need to determine the scheduling pattern that the company should follow. Which of the following statements is **true** regarding continuous scheduling? [<Answer>](#)
- (a) The company may not be in a position to obtain media space at good rates
  - (b) This pattern is used by seasonal products
  - (c) This type of scheduling enables to achieve high brand recall among customers
  - (d) This type of scheduling increases the wear-out effect
  - (e) This type of scheduling gives greater exposure to the brand when the sales of that product are at their peak.
19. Advertisement on web takes different forms. In which of the following type of advertisements, the visitor views a different advertisement every time he visits a particular web page? [<Answer>](#)
- (a) Banner
  - (b) Sidebar
  - (c) Rotating
  - (d) Pop-ups
  - (e) Pop-under.
20. Account management is a primary function of any advertising agency. This function is carried out by assigning an account executive to a client. Which of the following is a responsibility of an account executive? [<Answer>](#)
- (a) Conveying all information from the client to the appropriate department of the agency
  - (b) Take care all third party agencies or personnel like researchers, photographers, artists etc.,
  - (c) Billing the client and collecting money from them
  - (d) Take care that selected media is cost effective
  - (e) Collect information on the industry situation and current market trends.
21. The set of activities directed at the attainment of marketing goals by establishing and maintaining direct buyer-seller relationships through personal communication is termed as [<Answer>](#)
- (a) Integrated marketing communication
  - (b) Personal selling
  - (c) Advertising
  - (d) Public relations
  - (e) Direct marketing.
22. Corporate public relations are aimed at maintaining cordial relations and gaining the goodwill of various internal and external stakeholders who may influence the wellbeing of the organization in the long run. The Public affairs deal with [<Answer>](#)
- (a) All internal communications with the employees of an organization
  - (b) Establishing cordial relations with governments, regulatory authorities and local communities
  - (c) Handling organization's relations with banks, shareholders and investors
  - (d) Influencing and directing public opinion
  - (e) Various marketing activities that are aimed at improving the organization's sales.
23. Volkswagen (VW) has four distinct vehicle brands – Audi, VW, SEAT and Skoda. Each brand had its own distinct brand identity. The Audi brand was VW's high-end brand, the VW brand associated with high quality and engineering superiority, the low end of the market was covered by the SEAT and Skoda brands. This is an example of [<Answer>](#)
- (a) Line extension
  - (b) Brand extension
  - (c) Monolithic branding
  - (d) Multi-branding
  - (e) Endorsement branding.

[<Answer>](#)

24. The evaluation of a promotional campaign before it is executed in the market is called Pre-test. Pre-testing aims at measuring the impact, comprehension, credibility, recall and both the positive and negative aspects of advertising concerned. Which of the following are the methods used for pre-testing advertisements?

- I. Theater test.
  - II. Recognition test.
  - III. Portfolio test.
  - IV. On-air test.
- (a) Both (I) and (II) above
  - (b) Both (II) and (III) above
  - (c) (I), (II) and (III) above
  - (d) (I), (II) and (IV) above
  - (e) (I), (III) and (IV) above.

[<Answer>](#)

25. To implement Integrated Marketing Communications (IMC) successfully, a company has to follow certain guidelines. Which of the following statements is **not true** regarding 'customer centric strategy', one of the guidelines?

- (a) The IMC should adopt an inside-out approach rather than an outside-in approach
- (b) The company should decide upon the target segment, and study the needs, preferences and behavior of consumers in that segment
- (c) The company's policies and goals form the basis for designing the communication strategy
- (d) The company should make use of various technological tools like CRM solutions, statistical tools and database management tools
- (e) The company should also try to make communication efforts two-way instead of one-way.

[<Answer>](#)

26. Which of the following is referred to as the minimum level of advertising exposure that is required to create a change in the consumer's behavioral response?

- (a) Cumulative effect
- (b) Diminishing effect
- (c) Threshold effect
- (d) Negative returns effect
- (e) Marketing communication goals.

[<Answer>](#)

27. Which of the following is a data oriented method that involves fixing of the communication budget on the basis of the expected revenues that it will obtain in the future?

- (a) Competitive parity
- (b) Objective and task
- (c) Affordable
- (d) Payout planning
- (e) Arbitrary.

[<Answer>](#)

28. The creative strategy gives details about the kind of message, to whom it should be delivered and in what manner. There are various components of a creative strategy. Which of the following component of creative strategy increases the awareness of the brand or persuades people to make a purchase?

- (a) The target market
- (b) The creative objective
- (c) Tone and manner
- (d) Support
- (e) Primary selling proposition.

[<Answer>](#)

29. In marketing communications, the difficult issue is to decide whether to standardize advertising on a global scale or to adapt it to each country. Which of the following is **not** a challenge for a company by standardizing their marketing communication?

- (a) Organizational problems
- (b) Cross-fertilization
- (c) Product life cycle
- (d) Competition
- (e) Cultural differences.

30. Outdoor advertising is done through media, located close to the Point of Purchase (POP) or at any other location that attracts huge traffic. Which of the following types of outdoor media refers to ‘inflatables’? [<Answer>](#)

- (a) It is almost always round in shape and can be posted at a height of up to 200 ft
- (b) It is a bill or placard containing a message that is displayed at a public place
- (c) It is a three dimensional outdoor media which can be of any shape
- (d) It is a large board used for displaying advertisement posters
- (e) It is done by placing signs or messages on buses, taxi tops, trains and interstate goods carriers.

**END OF SECTION A**

## Advertising and Communications (MB3G1M): January 2009

### Section B : Caselets (50 Marks)

- This section consists of questions with serial number 1 – 6.
- Answer all questions.
- Marks are indicated against each question.
- Detailed explanations should form part of your answer.
- Do not spend more than 110 - 120 minutes on Section B.

### Caselet 1

**Read the caselet carefully and answer the following questions:**

1. Companies use patriotic appeal in their advertising to capitalize on emotions of the customers. Many commercials which used this appeal were accepted by the customers and were successful. With respect to this, critically analyze how patriotic advertisements affect the consumer buying behavior. [<Answer>](#)  
( 9 marks)
2. ‘Patriotic appeal is used by different companies in their advertising campaigns to break the clutter and position their brands in the mind of customer. For different products along with the patriotic appeal, different appeals are used.’ In this context, explain how different products can utilize this appeal in India with relevant examples. [<Answer>](#)  
(10 marks)

There are different parts of society which comprise people of different incomes, lifestyles, geographical areas and ages. It is quite natural that the country has to infuse patriotism into the next generation and media plays an important role in doing so. Many celebrities and stars also help the companies in using patriotism in their advertisement. They do so with the help of different advertising campaigns. Stars are able to induce this feeling in other customers very easily. Therefore, it can be stated that patriotism is not hoisting the flag and singing patriotic song but it is much beyond that.

In advertising also, this concept is used by different companies in different ways. This is a kind of appeal which is used in advertising. Appeal means the central message of advertising. So, this appeal is used as the central message in the advertisements. In advertisements, national flag or word Indian is used as a central message or appeal which increases the patriotism of the customers. Some customers even feel comfortable when they see these words as they feel the product or the company belongs to our country. Many commercials which used this appeal were accepted by the customers and were successful. But there are differences in using this tactic. Companies use patriotic appeal in their advertising to capitalize on emotions of the customers. Yet some customers feel that companies’ goal is to show their social responsibility, which they are delivering through patriotic appeal in the advertisement. By this, they are also making consumers aware of their social responsibility.

In India, patriotism only does not work; it has to gel with the emotions. If emotions work with patriotism in advertisement then it is more effective for Indian consumers. If a person is emotional then it does not mean that the person is a fool as emotions are integral part of the human personality and as far as Indians are

concerned, they are more emotional. So, when patriotism and emotions work together in the Indian markets then they can do wonders.

For Indian customers, Indianness works more than patriotism. Indianness includes Indian customs, values and traditions. Patriotic messages give a unique feel-good factor by which a person can easily get associated with the brand. Even the feeling towards that brand is also effective. But new advertisement seems to have only feel-good factor which is associated with the brand and not patriotism.

After globalization, all the international brands came to India. Many products or brands from different countries were also made available in India and customers are more interested in products made in US, France, Japan, etc., rather than India. Many customers for respecting the country and for protecting their ego they say that, they love India but when it comes to accepting any product, they become selective and they want the best product. They even feel that best product does not come from India. They are aware of all the possibilities and alternatives which are available. Now, may a customer can be patriotic but it is not necessary that customers will go for Indian brands rather they will select the best product within their budget.

In other way, it can also be said that patriotic advertisements do evoke the feeling of patriotism but when it comes to buying the product and when the tag is 'made in India', then the consumer response is 'Thank You', because knowledgeable customers will not only go for any product by the patriotic touch in that. Patriotism in India is just like a new emperor's clothes. Every company talk about it but only for a few companies it works.

Customers will not set into the hooks of patriotism especially when the brand does not work as per the promise. Patriotic advertisements can even cause disasters. This happens when a copywriter uses patriotism when he does not have any other idea to work on. In India, BJP campaign of 'India shinning' was also not successful because India was not at all in the shinning stage.

Patriotism enlightens the customers and it also allures them towards the product. So, patriotism sells not only in India but also across the world. Though there are socio-demographic differences, difference can be there in the purchase but the feeling and temptation for purchase has not been affected. It is the global phenomenon and every country uses it like India, US, Pakistan, etc. In the fame market, patriotism is the hot cake. If a company does not do anything for their customers and if they simply talk about patriotism in many cases it works well, as the moment company talks about patriotism it starts getting positive feedback from its customers.

For patriotism, there is a need to understand the pulse of the consumers, once that is understood then it has to be linked with the communication strategy. It becomes a very strong and effective strategy.

Effectiveness of advertisement is very important for the advertisers. When patriotic appeal is used, it has a very high impact on the psyche of the customers as they relate the company and its products directly with their own country and get emotionally attached to it. But patriotic appeal alone cannot work in the advertisement. For different products along with the patriotic appeal, different appeals are used. For automobiles along with patriotic appeal, power appeal works well as customers are keen for power; for consumer durable patriotic appeal works well when offered in unison with technology; for trendy products along with patriotic appeal, fashion appeal is used as it is the basic need of customer. In case of insurance products along with patriotic appeal, safety and security appeal is used as the customers feel safe when they invest their money safely. For banks along with patriotic appeal in the advertisement, the network of the bank is to be highlighted in the advertisement. Therefore, along with different appeals patriotic appeal can be used for different products.

**END OF  
CASELET 1**

### **Caselet 2**

**Read the caselet carefully and answer the following questions:**

3. 'Earlier, women were depicted modestly but now in every other advertisement one ( 8 marks) [<Answer>](#)



can find them highly sensualized.’ In this context, discuss the issues related to women in advertising.

4. ‘An ethical lapse will arise when there is a violation or deviation from standards knowingly.’ In this regard, discuss some common ethical issues which come up in the advertisements.

[<Answer>](#)

**( 8 marks)**

Advertising, a charismatic tool of promotion, has done wonders for advertisers. In fact, it has not only affected us but has also become an integral part of our life. Gender-based advertising is one of the easiest tools to put across the advertising messages to the consumers. Researches conducted in developed nations like the US, the UK have revealed that women are mainly portrayed in advertisements as housewives, dependent on men, and an object to please others while men are shown as authoritative, dominant, decision makers. It has also been identified that portrayal is also greatly affected on the basis of the products being advertised. But this is being ignored by the advertiser in case of women because sometimes one may find a woman in an advertisement of a product targeted to men. It has been observed that women are the subject of biasedness in terms of their portrayal in advertisements.

Advertising, being a tool of mass communication, not only provides edutainment but also depicts the trends of different generations prevailing in the society and sometimes works as a catalyst in changing the general perception of people regarding certain practices. The advertisement of Surf is a case in point. In 1980s, the advertisement of Surf, a famous brand of Hindustan Unilever Limited (earlier HLL), portrayed “Lalita Ji” as a middle income Indian housewife, reflecting her frugality and no non-sense attitude. At that time, women were mainly restricted to household chores and most of the time purchasing decisions were taken by the male members of the family. This particular advertisement showed the aspirations of those middle-class women who wanted to come out of their houses and make a professional career. The depiction of Lalita Ji also showed that she is clear in her mind regarding what she wants and is confident about her decisions. This was the portrayal of women in a positive sense but there are several other instances where women are used as an object of gaze and a material to lure people to gain their attention.

The female models shown in advertisements are perfect in every sense where they possess a well-toned body, stick thin and flawless features and such continued portrayal has become the ideal image of the women. As per this conception, without which, the essence of such portrayal would sink below acceptable level.

Earlier, women were depicted modestly but now in every other advertisement one can find them highly sensualized. It has been observed by many researches that the way women are portrayed in advertisements has greatly affected the self-concept in an average woman in terms of the looks and features. Such depiction has led to negative repercussions on women’s health. They are also subjected to unrealistic beauty standards that are not achievable through natural process. In reality, whatever may be the consequences, the portrayal of women in this way has become the trend and they are used increasingly even if that product category is not meant for them.

In one of the findings, it has been discovered that women were not used in advertisements in the early 19th century because society was strongly dominated by males and therefore they were not considered as influential force to convince people to buy products. But scenario has changed over the years and apart from men, women, are also endorsing brands. But why female models are extensively used by the advertisers? The obvious answer is, as discussed earlier, they add glamour to the product and they affect not only men but also women.

Advertising changes its theme with every campaign but what it has not changed since decades is the portrayal of women as stereotypical character in the advertisements. A stereotypical image is basically a cerebral representation of different types of people which is formed with the information which we know or believe as true.

The concept of advertising came into picture to sell the products and initially it was done by selling the functional benefits which a consumer can derive after using the



products but later, marketers felt the need of relating products with the non-functional benefits in order to harness more profits. For this, they initiated a new approach, i.e., relating products with the emotions and desires of the people.

Many fashion- and lifestyle-related magazines like Cosmopolitan, Elle, Femina, Glamour, Vogue, etc., also enforce and advocate that women should have a well-toned curvy and thin body. Their pages are always full of images of women who have the size zero body which has also affected the self-image of teenage girls. There are several other instances where they have portrayed as a toothless person or just as object of pleasure. This typical image of women has been in use since decades that are posed to appeal men.

Marketers believe that women are the most conspicuous elements in arousing interest and capturing the attention of the buyer (who is mainly a male in a developing country like ours) and would not only sell shampoos, household items, etc., but can also sell products like batteries, cars, bathroom fittings, male-oriented products etc. The advertisement of Hindware Sanitary ware is a case in point where the beauty of wash basin is compared with the beauty of a woman. Moreover, such portrayal neither evoked any women's empowerment nor resulted in their upliftment in the society; but it has just left the target audience to perceive them narrow-mindedly as an object for mere attention. The use of female endorsers for the products which are not meant for them is just a marketing gimmick which has been employed by the marketers only for their personal benefits.

It is quite apparent that today women have a better standing in the society than before and are also struggling a lot for her rights. Such depiction is ignoring their existence as a separate entity that also possesses emotions, feelings, and desire to live an independent life. Our society is still a male-dominated one and women are depicted the way they want to be seen. Further, empirical research findings also indicate that when people are exposed to an advertisement, they give more focus to the female model in the advertisement and less to the products advertised. Therefore, women should be portrayed in a way that they want to see themselves, shedding their stereotypical image.

**END OF  
CASELET 2**

### **Caselet 3**

**Read the caselet carefully and answer the following questions:**

5. Pepsi is considered a classical brand by many marketing pundits and it has an extended life cycle. Even then, the brand must have proper future plans and strategies for its survival and growth. Do you think Pepsi is able to associate with all age groups? Justify. [<Answer>](#)
6. 'Cola market as such is going through a bad patch. Consumers are looking for substitutes.' In this context, suggest how company can expand further through brand extension and co-branding. [<Answer>](#)

**( 8 marks)**

**( 7 marks)**

All soft drink products are fun products and Pepsi is no exception. The brand has long-been associated with fun, excitement and sports. Pepsi's association with cricket is well-known -and these associations have given huge mindshare, revenue and of course, profit to Pepsi. These associations may be the company's strategic intent. The Pepsi name has become synonymous with all these associations and very interestingly, the brand has been successful in making a terrific mental connect with the young generations through these associations, especially in India. Many Pepsi consumers still reminisce its famous old slogan, yeh dilmange more, aha!!! – an awesome slogan that mesmerized the Indian consumers for years. Upon its entry to the Indian market, the company wanted to excite its prospective consumers with fun and frolic and made sure to have a very strong association with 'cricket' for the purpose. This image connect with Pepsi and its mental connect with consumers were mind-blowing brand exercise.

In one cricket world cup, Coke was the official drink and the official sponsor. Pepsi broke all marketing conventions and created a high decibel noise by saying, "There is nothing official about it!" and this unofficial drink became the most preferred fun drink among millions of young people. After that Pepsi has done series of

campaigns, but the major theme was revolving around fun, excitement and cricket. Pepsi has always been known for fun, excitement and cricket, and its mental-connect has been with kids, teens and of course, young generation. The brand personality of traditional Pepsi can be defined as “funky, adventuresome, cricket loving youths.”

The recent Pepsi advertisement has Shah Rukh Khan, Ranbir Kapoor and Deepika Padukone featuring in it and the advertisement has romantic intrigue added to it along with fun, excitement and adventure. The advertisement is having a good story board and all casts are extremely popular celebrities. The basic flaw in this advertisement is that the target customer segment is too small – it is only adventuresome youth. Acceptance of Pepsi as a fun product is very wide, cutting across all consumer segments. This advertisement may convey a different message to the target consumers. If we go by this advertisement, brand personality of Pepsi might be, “romantically inclined adventuresome youth.”

If the consumers imbibe this brand personality, brand acceptance will be narrowed down. This advertisement is extremely focused on and limited to romantically inclined youths alone. Brand personality is defined as romantically inclined youths.

Pepsi must understand the aspirations of different target groups and should design specific messages meant for these target groups. At the same time, different messages targeted to different segments should not create a blurred image of the brand in the minds of the people. Pepsi’s communication strategy should be distinctively different for different consumer segments and communications meant for different segments should not overlap and create a foggy image in the consumer minds.

In today’s marketing ball game, Pepsi must continue romanticism as a very strong emotional association. Among the high-spending groups boys and girls freely mix with each other and they may like to have romantic intrigue. Other associations like fun, excitement and cricket have been very much part of Pepsi and hence no emphatic effort is required to associate them further.

Pepsi may look for strategic partner for co-branding as part of its branding exercise. Co-branding helps the growth of both the brands involved. If romanticism and youth are the associations of Pepsi, it should look for another brand as a partner to promote this association as part of their brand development exercise.

Vodafone, with its global presence and image, may like to have an association which can help them become a cut above the rest. The associations of fun, excitement and romance are well-accepted by all generations across the globe. Romance is well-accepted globally and it cuts across all age groups. Pepsi and Vodafone both with high global image maybe co-branded as part of their global branding exercise and can be associated with romance, excitement and fun. Co-branding benefits both the brands immensely. Pepsi is a classical brand going through maturity phase. As far as marketing strategy for mature brands are concerned, the company must extend its product line into other categories to get more revenue and profits, thus ensuring the extension of the life cycle. If Pepsi is considered to be part of beverage category, it can easily extend itself to beer category that may be accepted by different age groups.

The core identity of the brand should not be destroyed. Pepsi is traditionally known for fun and excitement and the brand should continue with the same association. But we have also found that the young educated people of India tend to be more westernized and hence the brand can add one more element of ‘romantic intrigue to change its persona to attract millions of consumers.

The core of Pepsi advertisement should be always fun and excitement. Dilution of this core value of Pepsi may alienate its consumers from the brand and the advertiser has to make sure that this core value is continually nurtured so that the traditionally developed mental connect with the consumers is not disrupted. Consumer’s internal desire to have fun and excitement has to be fulfilled by the consumption of Pepsi. The external desire and liking may be also fun and exciting, but cricket will definitely add value to it. The core of any consumer desire, be it internal or external, is always fun and excitement, particularly among a certain age-group (12-25). At the onset of maturity, consumers may change their tastes, likings

and desires. At a certain stage, people would like a life partner and may long for a relationship. Love and romance are integral part of a person's life.

Pepsi should create ultimate Pepsi generation and the members of this generation should be the brand ambassadors for it. The Pepsi generation will have all the nuances of new lifestyle, language, fun and romance making them seem different. If members of this Pepsi generation succeed in creating hype about their culture, more and more people will definitely join in.

Cola market as such is going through a bad patch. Consumers are looking for substitutes. Non-colas and fruit juices are getting popular, thanks to the contamination found in cola samples tested in many laboratories in the recent past. Consumers are also apprehensive about the long-term side effects of colas on their health. The company needs to have a solid focus on the brand, its strategic directions and long-term goals for effective brand extension. It's not one hurdle but many hurdles that Pepsi may have to overcome to retain its dominance in the marketplace.

**END OF CASELET 3**

**END OF SECTION B**

### **Section C : Applied Theory (20 Marks)**

- This section consists of questions with serial number 7 – 8.
- Answer all questions.
- Marks are indicated against each question.
- Do not spend more than 25 - 30 minutes on Section C.

7. Advertising research is the major component of marketing communications research. Examine how research helps the company improve the effectiveness of each stage of the advertising campaign and discuss the various research methods adopted at each stage. [<Answer>](#) (10 marks)
8. An organization should identify various media that can be used to implement Public Relation (PR) programs. The media used to implement a PR program should meet the specialized needs of the target publics. Discuss different media tools used in PR by an organization. [<Answer>](#) (10 marks)

**END OF SECTION C**

**END OF QUESTION PAPER**

# Suggested Answers

## Advertising and Communications (MB3G1M): January 2009

### Section A: Basic Concepts

- | Answer | Reason   |
|--------|--|
| 1. A   | Innovators base their purchase decision on the information gathered from specialized sources like magazines, news articles or the advice of peers who are considered to have expert knowledge about the product or service <a href="#">&lt; TOP &gt;</a>   |
| 2. D   | Statements <a href="#">&lt; TOP &gt;</a><br>II. The sender has to make sure to encode his message in a form that will not only be understood by the receiver but also have the desired effect on the receiver.<br>III. The sender should ensure that the message should be interesting so as to gain the receiver's attention and arouse the desire of the receiver to act in a way that is profitable to the sender. Are true   |
| 3. D   | Marketer controlled sources include public relations activities, advertising and sales promotion. <a href="#">&lt; TOP &gt;</a>  |
| 4. C   | The customer is exposed to numerous information inputs, but will select only few of them and ignore others. This phenomenon is known as selective exposure. The given example is selective exposure. <a href="#">&lt; TOP &gt;</a>   |
| 5. E   | All of the following statements are <b>true</b> about Multi-attribute attitude model <a href="#">&lt; TOP &gt;</a><br>I. These models provide information about the attitudinal structure and the framework for predicting consumer behavior.<br>II. These models measure the attitudes of the consumer in terms of consumer beliefs towards key attributes of a brand or a product.<br>III. While taking a purchase decision a consumer gives importance to attributes that are relevant to his needs and preferences.<br>IV. An understanding of consumer attitudes can help the company design communication strategies which can change the negative attitudes of consumers, build positive attitudes. |
| 6. E   | Consequences that tend to strengthen the recurrence of a particular behavior are called reinforcement. <a href="#">&lt; TOP &gt;</a>   |
| 7. C   | Robert J. Lavidge and Gray A. Steiner proposed a model for marketing communications, which used hierarchy-of-effects but included persuasion as important factor in the model. According to their model Conative stage involves motivation or action of a person like sale, intention, behavior and purchase <a href="#">&lt; TOP &gt;</a>   |
| 8. B   | The following are the key elements of situational analysis <a href="#">&lt; TOP &gt;</a><br>I. Competition.<br>II. Market analysis.<br>III. Customer analysis.<br>IV. Positioning analysis.<br>Financial analysis is not a part of situational analysis.   |
| 9. C   | In the communications audit measuring the outcomes of the communications program helps in evaluating the effectiveness of the programs. This can be done using qualitative and /or quantitative research techniques. Qualitative techniques are motivational research, focus group studies and in-depth interviews and the quantitative research techniques are sample surveys. Sources such as sales information and sales enquiries are also used in the measurement but they are not quantitative. <a href="#">&lt; TOP &gt;</a><br>Hence the answer is (c)   |

10. B A portfolio test is a pre-testing technique that is conducted by the advertisers to [< TOP >](#) evaluate the recall value of the advertisement or the brand among the customers. Hence the answer is (b)
11. C The Advertising Research Foundation developed a model that aids marketers in [< TOP >](#) making better decisions. This model helps marketers to plan their advertising campaigns in a scientific manner. According to that model any physical medium used to carry an advertiser's message to the target audiences refers to the "*media vehicle distribution*". Hence the answer is (c).
12. B This is an example of Persuading/prompt direct action, advertising objective. [< TOP >](#)
13. E In positioning creative strategy a product is place in the consumers' mind so that it [< TOP >](#) enjoys a superior image compared to the competitor's product.
14. C In briefing stage the marketer interacts with the advertising agency and gives the [< TOP >](#) guidelines for the advertising campaign.
15. D Option (d) Statements (I), (II) and (IV) are the methods used for measuring [< TOP >](#) effectiveness whereas the statement (III) refers to one of the parameters used for measurement but it is not a method for measuring the effectiveness. Therefore option (d) is the correct answer.
16. D This is an example of Slice-of-life creative format. [< TOP >](#)
17. E The people involved in the creative process are free to use any layout for an [< TOP >](#) advertisement. They have to keep in mind the size of the advertisement, the message content in the copy and the readers' expectations. The rebus layout makes use of Lots of pictures, photographs and diagrams and at the end, some supporting text might be included.
18. C This type of scheduling enables to achieve high brand recall among customers is a [< TOP >](#) true statement regarding continuous scheduling. Remaining statements are true regarding discontinuous scheduling.
19. C Whenever the visitor visits a particular web page, he will get to see a different [< TOP >](#) advertisement; this is termed as rotating advertisements.
20. A Conveying all information from the client to appropriate departments of the agency is [< TOP >](#) a responsibility of account executive.
21. B The set of activities directed at the attainment of marketing goals by establishing and [< TOP >](#) maintaining direct buyer-seller relationships through personal communication is termed as personal selling.
22. B Corporate public relations are aimed at maintaining cordial relations and gaining the [< TOP >](#) goodwill of various internal and external stakeholders who may influence the wellbeing of the organization in the long run. The Public affairs deal with establishing cordial relations with governments, regulatory authorities and local communities
23. D The Volkswagen strategy is an example of multi branding. [< TOP >](#)
24. E Theater tests, Portfolio tests and on-air test are some of the forms of Pre-tests. That is [< TOP >](#) (I), (III) and (IV) are the correct methods and therefore option (e) is the correct answer.
25. A Statement (a) is a wrong statement that is The IMC should adopt an inside-out- [< TOP >](#) approach rather than an outside-in approach. But the correct statement is The IMC should adopt an outside-in-approach rather than an inside-out approach.
26. C Threshold effect is referred to as the minimum level of advertising exposure that is [< TOP >](#) required to create a change in the consumer's behavioral response.
27. D Payout planning methods of communications budgeting is fixed on the basis of the [< TOP >](#) expected revenues that it will obtain in the future.

28. B The creative objective is most often derived from marketing communications [<TOP>](#) objectives and advertising objectives. It can be defined precisely as increasing the awareness of the brand or persuading people to make a purchase. Therefore option (b) is the correct answer.
29. B In Cross-fertilization, standardization of advertising strategy helps various divisions [<TOP>](#) within a company to share creative ideas, which have provided successful in their markets. Therefore cross-fertilization is an advantage of standardization but it's not a challenge for a company. The other options are the challenges for a company, while standardizing its marketing communication. Hence option (b) is the correct answer.
30. C Option (c) is the correct answer. Like balloons inflatable also provide a three [<TOP>](#) dimensional outdoor media for advertisement. However, unlike balloons, which are generally round in shape, inflatables can be of any shape. They are made out of nylon fabric coated with silicon. These are filled with air and are usually placed on traffic islands or any other place that attracts large crowds. These inflatables are used to make mascots for events like film festivals national games, etc. They were used extensively in Hyderabad during the first Afro-Asian games.

# Advertising and Communications (MB3G1M): January 2009

## Section B: Caselets

1. Two generations ago, people were born at the freedom struggle and whatever words they used [<TOP>](#) in the conversation was related to patriotism. So, it is quite natural that these feelings will be aroused. In advertising also, this concept is used by different companies in different ways. This is a kind of appeal which is used in advertising. Appeal means the central message of advertising. So, this appeal is used as the central message in the advertisements. In advertisements, national flag or word Indian is used as a central message or appeal which increases the patriotism of the customers.

### **Success of patriotism in advertisements:**

- Many celebrities and stars also help the companies in using patriotism in their advertisement. They do so with the help of different advertising campaigns. Stars are able to induce this feeling in other customers very easily.
- Some customers even feel comfortable when they see these words as they feel the product or the company belongs to our country.
- Patriotic messages give a unique feel-good factor by which a person can easily get associated with the brand. Even the feeling towards that brand is also effective
- But there are differences in using this tactic. Companies use patriotic appeal in their advertising to capitalize on emotions of the customers. Yet some customers feel that companies' goal is to show their social responsibility which they are delivering through patriotic appeal in the advertisement.
- Many commercials which used this appeal were accepted by the customers and were successful.

### **Failure of patriotism in advertisements:**

- Many customers for respecting the country and for protecting their ego they say that they love India but when it comes to accepting any product, they become selective and they want the best product. They even feel that best product does not come from India. They are aware of all the possibilities and alternatives which are available.
  - Now, may a customer can be patriotic but it is not necessary that customers will go for Indian brands rather they will select the best product within their budget.
  - In other way, it can also be said that patriotic advertisements do evoke the feeling of patriotism but when it comes to buying the product and when the tag is made in India, then the consumer response is 'Thank You', because knowledgeable customers will not only go for any product by the patriotic touch in that
  - In India, patriotism only does not work; it has to gel with the emotions. If emotions work with patriotism in advertisement then it is more effective for Indian consumers. If a person is emotional then it does not mean that the person is a fool as emotions are integral part of the human personality and as far as Indians are concerned, they are more emotional. So, when patriotism and emotions work together in the Indian markets then they can do wonders.
  - Patriotic advertisements can even cause disasters. This happens when a copywriter uses patriotism when he does not have any other idea to work on. In India, BJP campaign of India shinning was also not successful because India was not at all in the shinning stage.
  - If a company does not do anything for their customers and if they simply talk about patriotism in many cases it works well, as the moment company talks about patriotism it starts getting positive feedback from its customers.
2. Effectiveness of advertisement is very important for the advertisers. When patriotic appeal is used, it has a very high impact on the psyche of the customers as they relate the company and its products directly with their own country and get emotionally attached to it. But patriotic appeal alone cannot work in the advertisement. For different products along with the patriotic appeal, different appeals are used. For automobiles along with patriotic appeal, power appeal works well as customers are keen for power; for consumer durable patriotic appeal works well when offered in unison with technology; for trendy products along with patriotic appeal, fashion appeal is used as it is the basic need of customer. In case of insurance products along with patriotic appeal, safety and security appeal is used as the customers feel safe when they



invest their money safely. For banks along with patriotic appeal in the advertisement, the network of the bank is to be highlighted in the advertisement. Therefore, along with different appeals patriotic appeal can be used for different products.

#### **Automobile:**

Hamara Bajaj is another good example of patriotism in the advertisement. This advertisement has done magic for the company but in its advertisement, it was not only patriotism but there were cultural roots even. When patriotism and culture both work together then it does wonders for the company.

Hero Honda also uses patriotic appeal and focuses on the pride and glory of being Indian. It means that Indians should be proud of being Indian as with their help company becomes world's number one two-wheeler company. In this advertisement, company even thanks its customers for making them number one and they consider them as a part of their family. They feel good of being Indian and the praise which the company has given them. This is how the company relates the patriotic appeal with the emotions and feelings of the customers.

#### **Food products:**

In food products, the basic requirement in the advertisement is to highlight the taste of the product. Indians are very particular about the taste which they want in their food. For example, Amul Company, in its advertisement, uses the tag line as "The Taste of India". It means that the tastes of its food items are as per the Indian taste. Patriotism and taste both are present in the advertisement which lures the customers towards the product.

Tata Salt, Kyunki maine desh ka namak khaya hai. In this advertisement, soft corner which is there in every Indian heart towards the country has been evoked. Therefore, it can be said that Tata's are making best use of it.

#### **Beverages:**

Even Catch-Clear, a beverage with natural fruit flavors uses patriotism in its advertisement. Its baseline says that "First Time in India". This phrase attracts the Indian customers as they are excited to know about the product as it is launched for the first time in India. Customers' curiosity level is very high the moment they listen the phrase "First Time in India" and their excitement attracts them towards the product.

In some cases, the creativity is so high which excites the customers. This creativity involves patriotic appeal in the advertisements of beverages like Pepsi which uses this appeal in its advertisement. It uses Yeh Hai Youngistaan Meri jaan as the tag line in its advertisement. 'Youngistaan' is the combination of two words 'young' i.e., youngsters and 'istaan' i.e., Hindustan. This is a good advertisement which focuses on its target group youngsters as well as patriotism. It also signifies that the entire country, i.e., Hindustan is full of youngsters. It is very lively and enthusiastic advertisement which is liked by the youngsters as it portrays what is actually done by them.

#### **Insurance:**

In insurance products, customers are looking for safety and security as well as investment. This is the basic need of the present customers. When patriotism is added to advertisement, customer inclination towards the products increases. For example, LIC covers different products in its advertisement and uses the baseline as "We Know India Better." LIC uses this tag line because it is the oldest insurance company of India and still it is the market leader. That means it knows its customers and their needs very well. If it is a new company then this concept cannot be used. By this, customer also develops trust towards the company and their products.

#### **Banking:**

In banking sector, the important factor is network and branches of the bank. Another important factor is trust. When patriotism is added in the advertisement then the trust of customers increases towards the bank. For example, SBI says that it has got the highest number of bank branches and they have covered the entire India and its tag line says "With You All the Way". Through this advertisement, the bank tries to convey that it has number of branches across every city, state and the country so customers will not face any problem as their mobility is also increased and the bank is always with them wherever they go in India-Conclusion.

3. Gender-based advertising is one of the easiest tools to put across the advertising messages to [<TOP>](#) the consumers.

- Researches conducted in developed nations like the US, the UK have revealed that women are mainly portrayed in advertisements as housewives, sex objects, dependent on men, and an object to please others while men are shown as authoritative, dominant, decision makers.
- It has been observed that women are the subject of biasedness in terms of their portrayal in advertisements.
- Some times women are used as an object of gaze and a material to lure people to gain their attention.
- Now most of the women can be found taking weight reduction pills or doing such things which make them resemble a model shown in advertisements after seeing body structure of female models shown in advertisements.
- The way women are portrayed in advertisements has greatly affected the self-concept in an average woman in terms of the looks and features. Such depiction has led to negative repercussions on women's health and body dissatisfaction amongst them as they indulge themselves in detrimental means of getting that body structure.
- They are also subjected to unrealistic beauty standards that are not achievable through natural process.
- Over the years and apart from men, women, are also endorsing brands. In fact, one can find female models endorsing most of the brands, even the brands which are unrelated to them.
- Advertising changes its theme with every campaign but what it has not changed since decades is the portrayal of women as stereotypic character in the advertisements.
- Representations of women are generally found as a housewife engaged in daily chores of the household, weak or else a young girl with thin bodyline, a smiling face, in short, perfect in every sense to turn on the men.
- Advertisers identified sex the easiest way to achieve that bonding with the product and women is used to serve that purpose where they are posed like a body that can easily be hurt, eagerly ready and happy.
- The portrayal of perfect body in the advertisements does not reflect the true picture of the women in the society and hampers the self-image of other women, making them feel insecure if they do not possess such a body structure.
- Many fashion- and lifestyle-related magazines like Cosmopolitan, Elle, Femina, Glamour, Vogue, etc. also enforce and advocate that women should have a well-toned curvy and thin body. Their pages are always full of images of women who have the size zero body which has also affected the self-image of teenage girls.
- Some advertisement affects our cultural values till forces us to conserve that stereotypical image of women irrespective of their progress in the society.
- Women today are not only selling feminist products but also selling products that are unrelated to them.
- One can also find women selling men's shaving cream through her physical looks which is again a mockery of women.
- Moreover, such portrayal neither evoked any women's empowerment nor resulted in their upliftment in the society; but it has just left the target audience to perceive them narrow-mindedly as an object for mere attention.
- The use of female endorsers for the products which are not meant for them is just a marketing gimmick which has been employed by the marketers only for their personal benefits.
- Such depiction is ignoring their existence as a separate entity that also possesses emotions, feelings, and desire to live an independent life.
- Our society is still a male -dominated one and women are depicted the way they want to be seen.

Therefore, women should be portrayed in a way that they want to see themselves, shedding their stereotypical image. Like in other countries like USA the advertising should be regulated at different levels like self regulation, state level regulation and national level regulation. Strict action should be taken on both the manufacturer and the advertiser when the

advertisements are felt unethical.

4. In advertising ethical issues are broadly divided into two categories. The first is ethical [< TOP >](#) dilemma and the second is ethical lapse. An ethical dilemma arises when the pros and cons regarding a particular issue are even, where ethics are concerned.

An ethical lapse refers to unethical behavior that is violation or deviation from standards knowingly. Conveying an inaccurate message through an advertisement while being well aware that it is wrong is an ethical lapse.

Some common issues, which come up, are puffery, bad taste, stereotyping, targeting children and advertising harmful products.

- **Puffery:** It means making exaggerated claims about the product being advertised. The claims cannot be supported by evidence. Such inflation is commonly used by marketing people in slogans and tag lines. There is no way these claims can actually be proved, but such puffery cannot be considered illegal either.
  - **Taste:** People have different liking and tastes, different things appeal to different people. What appeals to one person may offend another. This is true of ideas as well as products. The bad taste the advertisement leaves in the mouth often becomes associated with the product and rebounds on the sales.
  - **Stereotyping:** In advertising, the marketer wants to convey a message in a short span of time. For this purpose, visual clues are used, to make it easier for the audience to relate to the character. Stereotyping is not restricted only to men and women. Some advertisers target racial and ethnic groups too.
  - **Advertising to children:** Airing advertisements to children means that a company places a commercial message within or immediately following a children's program or any commercial message targeted at children, carried in any other program. Advertising to children draws criticism as children, especially very young children, are impressionable and vulnerable, therefore easy targets. Very often they are not in apposition to distinguish between reality and fantasy. Many advertisements are criticized as they take advantage of this weakness of children, and entice those using hard selling techniques. Children have persuasive power and can influence the purchase decisions of their parents but targeting them is unethical as they cannot be expected to process information and make rational choices.
  - **Promoting Unhealthy products:** In India and other parts of the world too, these advertised products had high sugar and fat content. There are far more serious allegations about advertisements, which promote the consumption of products like tobacco, alcohol, prescription of drugs and habits like gambling in casinos. Many consider such advertising unethical as it increases the consumption of products which are harmful to individual and to the society at large.
5. The brand has long-been associated with fun, excitement and sports. Pepsi's association with [< TOP >](#) cricket is well-known and these associations have given huge mindshare, revenue and of course, profit to Pepsi. These associations may be the company's strategic intent.
- Many Pepsi consumers still reminisce its famous old slogan, yeh dil mange more, aha!!! – an awesome slogan that mesmerized the Indian consumers for years.
  - Upon its entry to the Indian market, the company wanted to excite its prospective consumers with fun and frolic and made sure to have a very strong association with 'cricket' for the purpose. This image connect with Pepsi and its mental connect with consumers were mind-blowing brand exercise.
  - In one cricket world cup, Coke was the official drink and the official sponsor. Pepsi broke all marketing conventions and created a high decibel noise by saying, "There is nothing official about it!" and this unofficial drink became the most preferred fun drink among millions of young people. After that Pepsi has done series of campaigns, but the major theme was revolving around fun, excitement and cricket.
  - Pepsi has always been known for fun, excitement and cricket, and its mental-connect has been with kids, teens and of course, young generation. The brand personality of traditional Pepsi can be defined as "funky, adventuresome, cricket loving youths."
  - The recent Pepsi advertisement has Shah Rukh Khan, Ranbir Kapoor and Deepika Padukone featuring in it and the advertisement has romantic intrigue added to it along with fun, excitement and adventure. The advertisement is having a good story board and

all casts are extremely popular celebrities. The basic flaw in this advertisement is that the target customer segment is too small – it is only adventuresome youth. Acceptance of Pepsi as a fun product is very wide, cutting across all consumer segments. This advertisement may convey a different message to the target consumers. If we go by this advertisement, brand personality of Pepsi might be, “romantically inclined adventuresome youth.”

- The Pepsi name has become synonymous with all these associations and very interestingly, the brand has been successful in making a terrific mental connect with the young generations through these associations, especially in India.
- Other associations like fun, excitement and cricket have been very much part of Pepsi and hence no emphatic effort is required to associate them further. The core of Pepsi advertisement should be always fun and excitement.
- Dilution of this core value of Pepsi may alienate its consumers from the brand and to the advertiser has to make sure that this core value is continually nurtured so that the traditionally developed mental connect with the consumers is not disrupted. Consumer’s internal desire to have fun and excitement has to be fulfilled by the consumption of Pepsi.

6. Pepsi may look for strategic partner for co-branding as part of its branding exercise. Co-branding helps the growth of both the brands involved. If romanticism and youth are the associations of Pepsi, it should look for another brand as a partner to promote this association as part of their brand development exercise. [<TOP>](#)

- Vodafone, with its global presence and image, may like to have an association which can help them become a cut above the rest.
- The associations of fun, excitement and romance are well-accepted by all generations across the globe. Romance is well-accepted globally and it cuts across all age groups.
- Pepsi and Vodafone both with high global image maybe co-branded as part of their global branding exercise and can be associated with romance, excitement and fun. Co-branding benefits both the brands immensely.
- Pepsi is a classical brand going through maturity phase. As far as marketing strategy for mature brands are concerned, the company must extend its product line into other categories to get more revenue and profits, thus ensuring the extension of the life cycle.
- In case of new brand development strategy, companies spend huge amount of money to create awareness, and to get more mind space and retail space. It helps to have a very strong mental connect with the target consumers. At the start of the brand life cycle, market size is small. Advertisement and other promotional activities make sure that the market size gets bigger, more consumers are created and more number of players join the fray.
- The core identity of the brand should not be destroyed. Pepsi is traditionally known for fun and excitement and the brand should continue with the same association.
- But we have also found that the young educated people of India tend to be more westernized and hence the brand can add one more element of ‘romantic intrigue’ to change its persona to attract millions of consumers.
- Pepsi should create ultimate Pepsi generation and the members of this generation should be the brand ambassadors for it. The Pepsi generation will have all the nuances of new lifestyle, language, fun and romance making them seem different. If members of this Pepsi generation succeed in creating hype about their culture, more and more people will definitely join in.

Cola market as such is going through a bad patch. Consumers are looking for substitutes. Non-colas and fruit juices are getting popular, thanks to the contamination found in cola samples tested in many laboratories in the recent past. Consumers are also apprehensive about the long-term side effects of colas on their health. The company needs to have a solid focus on the brand, its strategic directions and long-term goals for effective brand extension. It’s not one hurdle but many hurdles that Pepsi may have to overcome to retain its dominance in the marketplace.

## Section C: Applied Theory

## 7. Advertising Research

[<TOP>](#)

Advertising research is the major component of marketing communications research. It involves gathering, evaluating and analyzing the information pertaining to advertising decisions of a company. An advertising campaign has three key stages, advertising strategy development, advertising campaign development and evaluation of the advertising campaigns. Advertising research aids a company in enhancing the effectiveness of each stage of its advertising campaign. In this section let us examine how research helps the company improve the effectiveness of each stage of the advertising campaign and what are the various research methods adopted at each stage.

### Advertising Strategy Research

Advertising strategy involves various decisions related to the product concept, target audience, communication objectives, communication media, and creative message strategy. The advertising strategy research guides the company in developing an effective advertising campaign. It also helps the company understand consumer motives and attitudes towards a particular brand, define the communication objectives, identify the appropriate communication media to be selected, and the message elements to be incorporated.

Motivational research, in-depth interviews, and focus group interviews are the key qualitative methods used at this stage.

### Ad Copy Research

While developing the advertising campaign the company needs to take decisions about the concept of the advertisement, the story of the campaign, and illustrations. Research can help a company during the development of its advertising campaign by identifying shortcomings in the commercials and providing input to improve the advertisements so that they appeal to the target audience. Marketers use various tests as part of ad copy research. Some of the widely used tests are discussed below.

#### Consumer-jury tests

In this technique, a select group of customers are exposed to various advertisements and asked to rate those advertisements on various parameters like likeability, memorability, attentiveness, and believability. This test can also be used to obtain respondents' views about various elements of the advertisements like the appeal and content of the copy. This helps a company understand the impact of the advertisements on the customer and also ascertain whether the ads will succeed in achieving the set communication objectives.

#### Portfolio tests

Another pre-testing technique, which is widely used by advertisers are portfolio tests. These tests are aimed at evaluating the recall value of the advertisement or the brand among the customers. In this test, the ad to be tested is inserted between various advertisements (including the competitor ads) and shown to a panel of customers. Later, their feedback is solicited to evaluate the recall value of the advertisement. The ad copy is modified along the lines of the advertisement that is recalled most by the customers who are subjected to the test.

#### Physiological tests

These tests are used to measure the physiological responses of consumers. Physiological tests help companies evaluate the level of attentiveness of consumers towards an advertisement. Prominent tests in this category are, Galvanic Skin Response (GSR), pupil dilation and voice stress analysis.

Although the above methods are widely used as advertising research tools there are some reservations about their utility in enhancing the effectiveness of advertising campaigns. Critics argue that pre-testing tools stifle creativity. This is because the tests used in research can only help identify the best advertisement among given alternatives, but may not help the company create the best advertisement. There are many instances where the advertisements, which were rated well in pre-testing (ad copy tests), failed in the market place. In contrast, certain advertisements that fared poorly in pre-testing received consumer appreciation. Therefore, pre-testing or ad copy research should be used as a development tool that provides the inputs to improve an advertisement rather than a decision making tool which decides whether the company should continue with the advertisement campaign or drop the campaign.

### Ad Campaign Evaluation Research

Research can also be used extensively to evaluate the effectiveness of the advertising campaigns that are aired. Research aimed at evaluating the effectiveness of ad campaigns

uses various post-testing techniques. Post-testing techniques are the research tools that help a company evaluate the effectiveness of an advertising campaign that has already been aired, in terms of objectives set for that campaign. These tools are used to analyze the impact of advertising on the consumers and product sales. There are various tests under this category.

Recall tests measure the recall value of the advertisement aired. There are various recall tests that a company can employ.

**Unaided recall tests:** In these tests customers are requested to recall the advertisement that appeared in a recent magazine issue or during a television program.

**Aided recall tests.** In these tests customers are requested to recall the advertisements in a particular category (like which television advertisement can be recalled in the recent issue of a magazine).

However, these tests only help in recalling the advertisement or content of advertisement, but not the brand. Therefore, companies use brand recall tests and top-of-mind awareness (TOMA) tests to evaluate the brand awareness generated by the advertisement. In brand recall tests companies question customers about what they know about a particular brand. This helps a company understand whether advertising has helped to increase brand awareness or not.

TOMA tests are used to evaluate the brand awareness of customers. In these tests customers are asked to list out the brands that are considered while purchasing a product. These tests are based on the premise that advertising will increase brand awareness and thereby the brand will be in the consideration set of the customers. Therefore, by comparing the brand awareness before the advertising campaign and after the campaign, a company can measure the effectiveness of the advertisement.

Another major post-testing tool used to evaluate the effectiveness of an advertising campaign is, tracking studies. These studies are performed on a regular basis to evaluate the communication effects of an advertising campaign. In these studies companies administer a standard questionnaire on the samples of consumers periodically. Through this method a company can evaluate the position of the brand in the marketplace, impact of the advertising campaign on the product and position of the competitors brand in the marketplace. The sales and image of the brand may not be affected just by advertising but by various other factors like pricing strategy, product strategy, and competitor's product strategy. Moreover, the advertising campaign may not have an immediate impact on the brand and may have long-term implications. Therefore, periodic (tracking studies will help the company in evaluating the true impact of advertising.

## 8. Implementing the PR Program

[<TOP>](#)

Once the target publics are identified, their attitudes measured, and appropriate PR programs are in place, an organization should identify various media that can be used to implement these programs./The media used to implement a PR program should meet the specialized needs of the target publics: Some of the media tools used in PR are discussed below.

**Personal communication:** Personal communication is the most potent tool that an organization can employ to convey its message to both internal and external publics. Personal or verbal communications can be used effectively to communicate with employees. Managers can make presentations to their employees to inform them about the strategic decisions taken by the top management, and explain to them their role in implementing the decisions. Special emphasis should be laid on the behavior of the speaker who addresses press conferences, as it will have a profound effect on the image of the company. The PR department implements PR programs by arranging for an organizational representative to address the audience. Thus, personal communications play a major role in handling public affairs, or addressing financial publics.

**Printed communication:** Printed communication is another important tool that facilitates PR activities. Printed communications make use of direct mail for sending press releases to media, investors, and financial institutions. Printed communication also takes place via newsletters or in-house magazines that are distributed to employees, distributors, agents, and customers. Most of the literature used for PR activities is presented in the form of leaflets, folders, booklets, and books. Organizations also print special diaries, cards and posters and distribute them to their customers and other publics on special occasions like annual day, New Year day or on other festive occasions. The communications are aimed at educating the publics about the organization and its products. The literature is widely distributed during various events conducted by the organization.



**Press Release:** The press release is considered to be the most sophisticated PR tool available to an organization. Press releases are used to release news to the press at an appropriate time. The primary objective of a press release is to convey information to the right publics at the right time. This requires dissemination of maximum PR related information to the target publics through media like newspapers, magazines, and electronic broadcast media. Usually, organizations send to journalists, press releases containing information about new product launches, other achievements, and new appointments at the top management level.

**Visual communication:** Visual communications play a major role in increasing the credibility of a press release. Visuals include photographs depicting the event or the information described in the press release. Visuals are an important tool as many publics consider them to be more authentic than plain printed news.

**Films:** Although films can be used as a medium to develop public relations, and mobilize public opinion, they are costly and only large organizations can afford to communicate with their publics through documentary films. However, modern video technology has made films more affordable to small players.

**Television:** The advent of television opened up a new medium for organizations to address a mass audience. An organization can send its representatives to participate in TV programs that debate on issues of interest to it. Apart from putting forward its stand on various issues through TV, it can also use TV to create awareness about the new products or technologies being produced by it. In addition, television can give adequate coverage to the events sponsored by organizations. Television channels dedicated to news and business provide specialized avenues for public relations.

**Exhibitions:** Trade related exhibitions provide an opportunity to organizations to interact with their customers or corporate clients. The very fact that exhibitions draw a huge number of prospective buyers to one place, offers a fertile ground for PR maneuvers. Usually, prospective buyers visit exhibitions or trade fairs to find out the variety of products available in a particular category. Big business houses send their technical or purchase personnel to exhibitions to analyze the evolving trends in technologies and products. These representatives look out for opportunities to update their product knowledge and find out whether any substitutes are coming into the market. Therefore, organizations participating in exhibitions use the opportunity to network with prospective customers by providing them product details and demonstrating the products. Certain prospective customers are also invited by the organizations to visit their manufacturing units.

**Sponsorships:** Providing sponsorships to events of public interest have always been a potent PR tool used by organizations. Apart from promoting an image of good corporate citizenship, sponsorships can give high visibility to a company and its products. Sports, art exhibitions, concerts, and community welfare programs are the favorites for corporate sponsorships.

[< TOP OF THE DOCUMENT >](#)