

Name:	 UPES <small>UNIVERSITY OF TOMORROW</small>
Enrolment No:	

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, May 2023

Course: Advertising and Sales Promotion	Semester: IV
Program: BBA BBA (Core) Mkt	Time : 03 hrs.
Course Code: MKTG2007	Max. Marks: 100

Instructions:

SECTION A
10Qx2M=20Marks

S. No.		Marks	CO
Q 1	Statement of question	20	CO1
	<p>(i) Call or click now with caveat of ‘limited offer’ or ‘offer ends on’ is an example of</p> <ol style="list-style-type: none"> a. Delayed response ad b. Corporate ad c. Direct response ad d. Primary demand stimulation <p>(ii) ‘<i>Zyada se zyada safedi</i>’ is an example of</p> <ol style="list-style-type: none"> a. Unethical ad b. Deception c. Puffery d. Unethical and illegal <p>(iii) The statement ‘I prefer taking most of the decisions myself reflects which of the following values:</p> <ol style="list-style-type: none"> a. Collectivism b. Technology c. Individualism d. Social orientation <p>(iv) Localized ad campaign means -----</p> <p>(v) Cultural imperatives are -----</p> <p>(vi) ‘Slice of life’ and ‘light fantasy’ achieves which of the following ad strategy objectives?</p> <ol style="list-style-type: none"> a. Brand recall b. Brand image c. Brand preference 		

	<p>d. Brand loyalty</p> <p>(vii) ‘Subliminal’ advertising means</p> <p>a.) Advertisement with ‘humor’ strategy</p> <p>b.) Advertisement with ‘slice-of-life’ strategy’</p> <p>c.) Advertisement with hidden meaning</p> <p>d.) Advertisement with western theme</p> <p>(viii) Which of the following is NOT an optimal platform for image ads?</p> <p>(a.) Pinterest</p> <p>(b.) YouTube</p> <p>(c.) Snapchat</p> <p>(d.) Instagram</p> <p>(ix) Which of the following is NOT an advantage of social media over traditional media</p> <p>(a) Cost efficient.</p> <p>(b) Targeted audience</p> <p>(c) Real Time</p> <p>(d) Data driven</p> <p>(e) Social media has leverage on all of the above</p> <p>(x) Sweepstake means</p> <p>(a) Discount</p> <p>(b) Lottery</p> <p>(c) Money back offer</p> <p>(d) Buy one get one free</p>		
<p>SECTION B</p> <p>4Qx5M= 20 Marks</p>			
Q	Statement of question	20	CO2
Q1.	Explain the significance of STP in designing ad campaigns for brands.	5	
Q2.	Design a Public service announcement for public to get vaccinated for Covid19 prevention.	5	
Q3.	Explain any two advertising research methods with examples.	5	
Q4.	Discuss some of the common traits that extremely creative people have.	5	
<p>SECTION-C</p> <p>3Qx10M=30 Marks</p>			
Q	Statement of question	30	CO3

Q1.	Compare the advantages and disadvantages of advertising campaigns over traditional media with advertising campaigns over social media. OR Who are virtual influencers? Analyze the govt regulatory measure for celebrities, social media influencers and virtual influencers to disclose their endorsement relationships with brands.	10	
Q2.	Discuss at least five advertisements that display gender stereotypes. Analyze the negative consequences of such stereotypes on society.	10	
Q3.	Analyze the re-positioning of <i>Fair and lovely</i> as <i>Glow and Lovely</i> . Discuss if the repositioning has reduced the controversy over the product and its ad campaigns.	10	

SECTION-D
2Qx15M= 30 Marks

Q Read the text below and answer questions that follow.

With the weather blowing hot and cold, what happens to seasonal advertising?

Increasingly erratic weather patterns – unseasonal rains in March, heat waves in late November -- are throwing marketing calendars into disarray. With unpredictable weather and extreme temperatures becoming more commonplace with each passing year, the author looks at how brands and creative agencies are navigating an uncertain playing field.

Last month, Mumbai woke up to its wettest March Day in at least eight decades. In the same month, the city recorded its hottest day of 2023 at 39.3 degrees Celsius. In a similar surprise, temperatures in Delhi, which are normally scorching this time of year, have been kept in check by the surprise March rains. Down south, Kerala has received more- than-the-usual summer rains — 12.7 mm of rain against the average of 9.5 mm.

Unexpected weather changes play havoc with agriculture by damaging crops and leading to unmitigated inflation — especially in the food sector, among other industries. Another often overlooked side effect is in advertising and marketing. For instance, if a brand rolls out a summer campaign but the weather is rainy, the communication may not resonate with consumers. Similarly, a winter-themed campaign might bomb if most of the country is experiencing a heat wave. This mismatch is unavoidable since scripts are approved months before a campaign’s launch, says Aalap Desai, CCO, creative experience, West, Dentsu Creative India.

“Weather changes have been erratic recently. On many occasions, it changes in hours. Predicting and connecting to what is happening [weather-wise] when an ad releases is impossible,” he says.

Follow the demand

With extreme temperatures becoming more commonplace with each passing year, are brands struggling to adapt their marketing strategies? Not at the moment, say Naturals Ice Cream and Starbucks, two brands known to release regular seasonal campaigns.

Despite the unseasonably warm weather in December 2022, Starbucks says it saw one of its biggest months propelled by its seasonal menu. “To an extent, we’re protected from seasonality because Starbucks has always

been positioned as that third place where you go [after your home or office]. Or consumers come in to experience our seasonal menus or meet up for different occasions — Valentine’s Day, Friendship Day, Women’s Day,” explains Deepa Krishnan, director – marketing, category, loyalty and digital, Tata Starbucks. However, she notes that the brand has seen fluctuations in the demand for hot versus cold beverages whenever the weather shifts. Prasad Patil, co-founder of Drink Water Design Studio, the creative agency behind Naturals Ice Cream, says unpredictable weather hasn’t really affected sales, since “ice cream is still an indulgence category”. But it does play a crucial role in the quality and availability of stocks. Last year, the brand had to cut down a three-month campaign promoting Naturals’s annual ‘Berry Festival’ to two months because transportation issues had led to limited berry stocks.

Unpredictable weather can be a deterrent for a day or two, but the market tends to normalise, adds Amul’s new MD, Jayen Mehta. Kamal Nandi, business head and EVP, Godrej Appliances, was unfazed when it suddenly started raining in March this year, causing a temporary blip in demand. With multiple parts of the country experiencing one of the hottest Februarys on record, Godrej appliances had enjoyed a 27% value growth and a 24% volume growth in its cooling categories. “Unseasonal rains are a short phenomenon and have limited impact since the weather tends to get even more oppressive and hotter right after the spell of rains,” Nandi says. This is also why the brand is still targeting a 40% growth this summer over its 2022 counterpart. It’s important to mention that several seasonal categories have also seen bumper sales in 2022; the market has bounced back for the first time in two years after the Covid-19 gloom.

Longer campaign seasons

However, the story changes a bit when it comes to spending. As the seasons get longer and temperatures more extreme, Dentsu Creative’s Desai says clients are more motivated to run traditional seasonal campaigns for longer. There was a time when seasonal ads would run for two to three months on average; this has now increased to four or five months, he shares. In the case of an early summer, summer-specific categories and brands tend to start advertising earlier to maximise the opportunity, according to Mohit Joshi, CEO, Havas Media Group India. For instance, both Coca-Cola and PepsiCo India kicked off their bevy of summer campaigns in February itself. The former launched two ad spots with Janhvi Kapoor and Tiger Shroff on February 22, while Pepsi’s ‘Rise Up Baby!’ campaign with Ranveer Singh went live on February 28.

However, Joshi cautions that overall spends will not increase but the phasing of campaigns may change in line with the ‘weather realities’ closer to the date of implementation. The most recent trends in weather (at the time) and predictions for future will trigger these decisions.

Year-round messaging

With erratic and unpredictable temperatures, there is a case to be made for generic ad campaigns over seasonal-themed ones. Ice-cream makers, for instance, focus a lot of their marketing spends on year-round advertising to push the idea that there is no specific season or occasion to enjoy an ice cream. Think of Amul’s year-round ‘Ice cream vs Frozen Dessert’ campaign or the advertising Naturals does around their ‘Taste the Original’ brand positioning.

“The result [of these year-round campaigns] is evident in the sales pattern that has changed over the years with a reduced seasonality index,” says Amul’s Mehta, citing how the difference between the peak season for sales (February to June) and lean season for sales (July to January) has decreased over the years. “The seasonality of ice creams has reduced, it’s no longer a product restricted to only summers. This has changed the way we decide on advertising or marketing spends. Our advertising campaigns — print or media — are [now] spread

across the year with increased frequency during the summer months or festival months.” These factors — year-round visibility and year-round point-of-sale advertising — have added to the double-digit growth of the ice-cream industry year-on-year, he adds. The efficacy of a generic campaign is however dependent on the category, says Joshi. “Generic campaigns will not work for a seasonal category unless you have innovative products — like all-weather ACs — which extend the product’s relevance beyond the peak summer months.”

A Voltas spokesperson adds that if the product proposition is made relevant throughout the year, even seasonal categories can be de-seasonalized. “The brand may not get the peak volumes during the low season, but it will stay relevant in the consumer’s mind which can be leveraged during peak season,” they share.

Tapping into the impulse

Voltas also noted that the demand for cooling products is no longer restricted to the March-June and October months. “A weather update for the next week or a hot February afternoon can trigger a purchase decision,” their spokesperson noted. “This requires marketers to approach their end-customers in real time and be flexible with their marketing communication.”

However, unpredictable weather patterns also present a marketing opportunity. Starbucks often turns to social media to capitalize on the moment. Krishnan explains, “During the March rains, we put out a post saying, ‘Don’t let the rains hamper your mood. Cheer yourself up by visiting a Starbucks’.” Since their beverage and food planning is usually done for an entire season, social media helps the brand stay agile, by dialing up or dialing down certain offerings in keeping with the weather outside.

Weather-based advertising, which uses real-time weather forecasts to push relevant messaging to customers, is another path advertisers are exploring. Timely, personalized weather-triggered communication can drive customers to make unplanned purchases. Categories such as retail, apparel and e-commerce can benefit from it. However, with the weather fluctuating — sometimes in hours — Krishnan believes brands shouldn’t react to every single change. Instead, they should take more of a studied view and differentiate between climate and weather. In short, not every unexpected rainy afternoon needs a relook at the marketing calendar.

Q1.	<p>Analyze if the campaigns for FMCG brands like Amul, Starbucks, Coke and Pepsi are impacted more by erratic weather than as compared to durable goods like ACs? You may support your answer with examples from outside the text.</p> <p style="text-align: center;">OR</p> <p>Evaluate the impact of erratic seasons on advertising and marketing activities of a firm. Suggest at least five ad campaign strategies in case the erratic seasons magnitude increased in future due to climate change.</p>	15	CO4
Q2.	<p>Do you think generic advertising campaigns are a good marketing communication strategy to deal with erratic weather conditions? Design a generic ad campaign with taglines for an FMCG and a durable goods brand discussed in the case.</p>	15	CO4