



Register Number:

DATE: 21-11-2020

**ST. JOSEPH'S COLLEGE (AUTONOMOUS), BANGALORE-27
MAADVERTISING AND PUBLIC RELATIONS – III SEMESTER
SEMESTER EXAMINATION: NOVEMBER 2020
APRADS 9319: ACCOUNT MANAGEMENT**

Time: 2 ½ hrs.

Max Marks: 70

This paper contains THREE printed pages and THREE parts

This exam is meant to test your understanding of the course and your ability to apply that learning in practice. Remember to take a stand, state your point of view clearly and support it. Those sitting on the fence, unable to decide, and providing arguments for both sides will not find the going easy. All the best.

- I. Study the case, and the three-ad campaign below. Based on your analysis of the case and the ad campaign, attempt either question A or B.

Note that all the information you are likely to need is in the case itself. If you feel something is ambiguous or missing, make reasonable assumptions, and state them clearly.

Remember that common sense trumps everything.

(30 marks)

GOOD KETCHUP

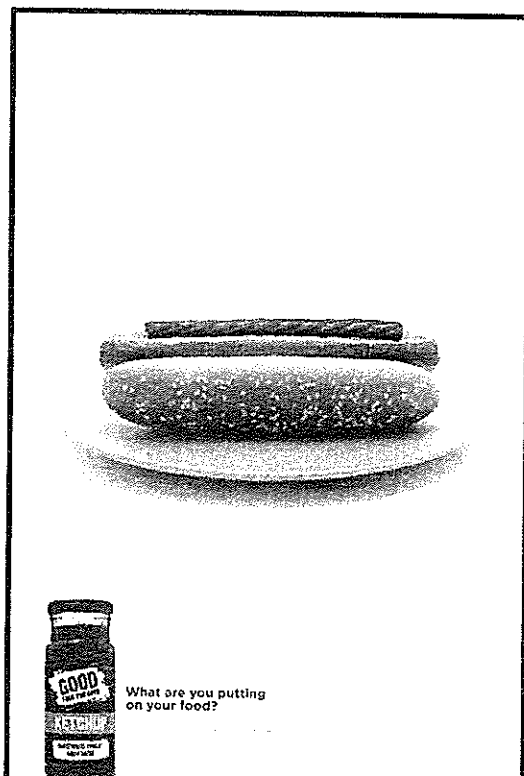
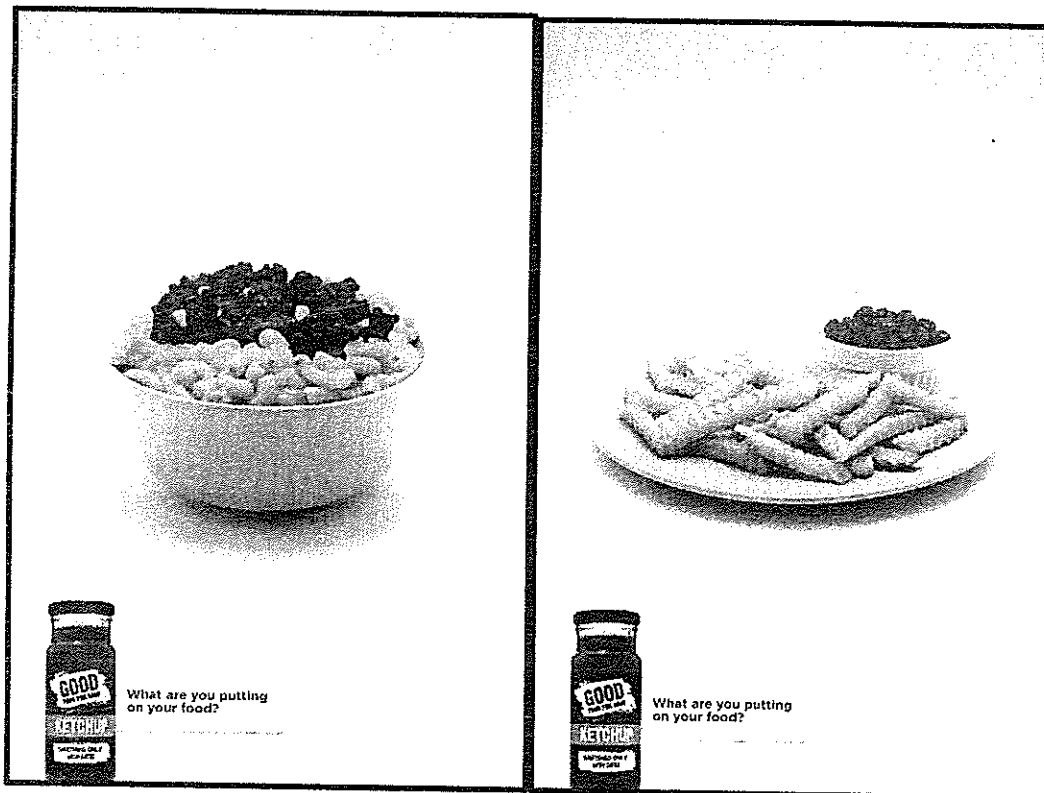
Good Food Limited (GFL) have developed a ketchup sweetened only with dates. In a market dominated by ketchups - that are sweetened with up to 1/3 added sugar - date as a sweetener was seen as an immediate differentiator. Client was excited, and could only see major marketing success and history being written.

"We've got a great product. What we need now is brilliant creative", he said to you after the brief. You knew the gauntlet had been thrown and that the Agency would have to rise to the challenge. You had your own doubts, though. People had become used to a certain taste from ketchup and getting them to consider a change would not be easy. That was the biggest challenge you felt.

Some of the questions in your mind as you race back to the office:

- Should you be targeting heavy ketchup users, or light ones? Why?
- Who would care or worry about added sugar in their ketchup (up to 1/3 of it!)? Why?
- What foods would they be eating? Or should you be looking at snacking?
- With what foods will they absolutely need ketchup, because nothing else will do?
- Should you look for conversions from ketchup users (who might find dates strange), or chutney users (who would be more used to the taste of dates)?
- It's acknowledged that snacking is not a healthy habit. So, what sense would it make to talk to these people about a health issue? Should you not be providing reassurance on taste instead?
- Should you enter consumers' homes or try entering restaurants, coffee-shops and fast-food outlets instead?

You're convinced and enthusiastically say that you're ready to present the campaign to your Client.



Each ad in this campaign focuses on one food item with a small twist. Instead of seeing ketchup, the reader will see something sweet.

So, the Macaroni is topped with gummi-bears, the French Fries are accompanied by a bowl of jelly beans, and the Hot-Dog has on it, a strip of liquorice.

The copy is simple and gets to the point quickly: "What are you putting on your food?" it asks.

The text on the product label says: "GOOD.Food for good. KETCHUP. Sweetened only with dates."

That's all there is. No explanatory texts, disclaimers or body copy.

A. The Brief to Creative (500 words maximum)

Prepare the brief to creative that might have led to this three-print ad campaign. This must follow the four-question briefing format introduced to you.

Bear in mind the crucial ingredients of any robust creative brief:

- A deep understanding of the target consumer.
- Clarity on what they are thinking now about the category or brand, and what we want them to think after they see the communications.
- A clear and simple articulation of the benefit.
- The message that will create the switching their thought.
- A focused and clear definition of the communications task.

OR

B. Preparation for Client Meeting.

(500 words maximum)

Assume you're the Account Manager on this brand and you're leading the Agency's presentation of this three-print ad campaign to the Client. Please think through how you will conduct that meeting and provide the following:

1. An outline of how you will present the strategic approach and the communications to the Client. Remember that the Client will want to know what strategic decisions you took, and why you took them.
2. An outline of all the concerns and doubts the Client might have on seeing this campaign and how you would address them.
3. An outline of what you would recommend as measurements to determine how well the campaign is working and to it is meeting the objectives set for it.

II. Define the Brand Equity and develop the Equity Pyramid for the Advertising & Public Relations programme that leads to the award of an MA degree, at the St. Joseph's College (Autonomous), Bangalore. (25 marks)

In doing so, please point out how the programme is positioned and establish how that is different from its Equity.

Follow the process thoroughly and make sure you answer all the questions in the intermediate step.

III. It is believed that in today's fast-paced world of marcomms, wherein everything is digital, Account Management's role is diminishing in importance. Do you believe that is true or not? Please state your position and explain why. (15 marks)

Take a position on this topic and then argue the merits of your position. But don't address pros and cons and let your answer become a debate. (300 words maximum)