

Birla Institute of Technology and Science, Pilani, Pilani Campus

Comprehensive Examination

Second Semester 2021-22

GS F224: Print and Audio-Visual Advertising

Duration: 3 hours

09/05/2022

MM: 80

Q.1 'Engage' is a brand launched by ITC which offers a range of colognes for both the genders. Discuss the cultural variables should ITC keep in mind to expand its market across the globe.

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Q2. What is AIDAS? Make the classification of advertising based on Target Audience, Geographic Area, Media Used and Purpose.

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Q3. What are the advantages of digital media over traditional media? Explain the types of display advertisements used in digital marketing.

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Q.4. Write the differences between the following pairs:

- i. Consumer -Oriented Promotion and Trade-Oriented Promotion
- ii. Outbound Marketing and Inbound Marketing
- iii. Testimonial and Celebrity Endorsement
- iv. Allusion and Oxymoron
- v. Ambush and Guerrilla marketing

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Q5. Read the case carefully and answer the question that follows:

For the last fifteen years, AXE, known as Lynx in the UK has become famous the world over for giving guys the edge with girls. This promise of seduction has been underpinned by great fragrances using puffery to reflect – The AXE Effect.

To grow the brand, AXE must launch a completely new fragrance, packing and communications campaign annually, replacing a cohort of guys that naturally graduate from the brand. To ensure creating impact and to maximise commercial efficiencies, scantily dressed women are portrayed as central characters. The constant challenge is to bring The AXE Effect to life in a way that is fresh and relevant to the federation of 100 markets and the guys within them.

Changing the brand's fortune in 2008, AXE launched its most successful new variant of all time, the chocolate-scented 'Dark Temptation'. However, two subsequent variant launches, 'Twist' and 'Instinct' had drastically failed to perform. Both the campaigns fell in purview of ASCI in our country. At one point of time the company planned to adopt surrogate advertising. The brand had lost its way and was losing relevance with its global audience, the confidence of its federation of markets and risked a lost

generation of guys not experiencing The AXE Effect that would leave a hole in the brand's fortunes for year to come. The brand needed a 'global hit'. Turning the brand's fortunes around meant moving away from the product-focused strategy inspired by 'Dark Temptation' and finding a fresh expression of the brand truth at the heart of The AXE Effect – Appeal including Seduction.

In 2011, AXE Angels descended into all 100 AXE markets. Our campaign took a globally recognised, iconic representation of male fantasy and made the biggest claim possible through the tagline: 'AXE Excite is so irresistible, even angels will fall'. Simultaneously the campaign got viral on various social media platforms. The result was the biggest uptake and activation of any creative idea in AXE's history along with increased sales, increased brand equity and a significantly profitable return on investment.

Identify 5 concepts related to ethics in advertising from the above case. Define and explain.

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Q6. The scarcity of water in India is adversely affecting hundreds of millions of people across the country. A major portion of population does not have potable water. Design an outdoor ad Campaign on saving water.

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