



<u>PROGRAMME</u>	: <i>BA (STRATEGIC COMMUNICATION)</i> : <i>BA (CORPORATE COMMUNICATION)</i> : <i>BA (MARKETING COMMUNICATION)</i>
<u>SUBJECT</u>	: STRATEGIC COMMUNICATION 3B : THEORY : CORPORATE COMMUNICATION 3B : MARKETING COMMUNICATION 3B
<u>CODE</u>	: SCC3BB3, OSW3B21, SCM3BB3, ADV3B21
<u>DATE</u>	: 9 NOVEMBER 2015
<u>DURATION</u>	: 3 HOURS
<u>WEIGHT</u>	: 50:100
<u>TOTAL MARKS</u>	: 100

<u>EXAMINERS</u>	: MS M PRITCHARD & MRS C AZIONYA
<u>MODERATOR</u>	: PROF MELANIE WIESE
<u>NUMBER OF PAGES</u>	: 4 PAGES

<u>REQUIREMENTS</u>	: TWO UJ ANSWER BOOKS: ONE FOR EACH SECTION OF THE QUESTION PAPER
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INSTRUCTIONS TO CANDIDATES:

- USE **TWO** SEPARATE ANSWER SCRIPTS, ONE ANSWER BOOK FOR SECTION A AND A SEPARATE ANSWER BOOK FOR SECTION B.
- WRITE THE SECTION NAME: "**SECTION A**" OR "**SECTION B**" AT THE TOP OF EACH ANSWER BOOK.
- **SECTION A:** ANSWER **ONE** OF THE TWO QUESTION BASEDS ON THE CASE STUDY IN PARAGRAPH FORMAT.
- **SECTIONB:** ANSWER **ONE** OF THE TWO QUESTION BASEDS ON THE CASE STUDY IN PARAGRAPH FORMAT.

SECTION A: ANSWER ONE OF THE TWO QUESTIONS BASED ON THE CASE STUDY**QUESTION 1**

Content for owned media and paid media is becoming more important. Research shows that customers want to spend time with content that brands create and which add value; this is content that entertains, educates or empowers Attree (2015). As a result of this trend some brands are and can be defined as 'media companies' or social publishers because of their content strategies (Elliot, 2012). In light of this statement, discuss the importance of a multichannel approach in a post-digital context, the role of converged media solutions, as well as the trend of brands becoming media companies. Use recent and relevant brand examples from self-study to illustrate your argument.

(50 MARKS)

OR

QUESTION 2

According to Steenekamp (2015), "digital engagement is characterised by digitally savvy customers expecting a 1:1 relationship with brands. Brands can no longer deploy a spray and pray strategy in the hope that the message will get through. They need to focus on the right message, at the right time, in the right medium. It needs to at least seem personalized. However, we need to guard against being intrusive. There are times when consumers don't expect to interact with a brand and their products, there are times where they will tolerate it and times when they will invite interaction." "With more noise in the digital marketplace and less time than ever to capture consumers' attention, brands will continue to streamline the path to sales. Getting people to love your brand is increasingly less about product benefits and more about creating unique, meaningful experiences at every possible touchpoint (Landor, 2015). Critically discuss these statements by highlighting the shift from exposure to engagement and the role of technology as a key driver in the post digital media ecosystem. In your answer also include an explanation of the concept post-digital within the context of a rapidly changing media ecosystem. Use recent and relevant brand examples throughout your argument from self-study to illustrate your point.

(50 MARKS)

SUBTOTAL (Section A): 50 MARKS

AND

SECTION B: Answer only ONE question from section B.

So, recently, Celeste Barlow, a mommy blogger (sorry, horrible term), wrote a blog piece that got her a lot of eyeballs (another crap term, sorry). My mom's friends republished it – they laughed and commiserated – because it clearly touched a nerve. The nerve is this: Pick n Pay is apparently running a campaign in which, for every R150 you spend, you get a toy called a Stikeez (I don't know what the singular form is). This means that if you have more than one child, your minimum purchase had better add up to [number of children] x R150. Barlow has three, so her minimum purchase has to be R450 – and apparently her kids frisk her as she gets in the door. The blog was funny. It's nice to read something about parenting that isn't drowning in saccharin “we are all winners here, we love all the brands” sentiment. She swears. And she signs off by wishing the Pick n Pay marketing team Chlamydia - one of the most common sexually transmitted diseases. It's very merry.

But here's the thing. It's not actually that terrible a blog post from Pick n Pay's perspective. I didn't know about the Stikeez campaign, and now I do. And Barlow's actually saying that not only does she keep shopping there, but she now has to spend more than she otherwise would have. So that's a good thing for Pick n Pay, right? Anyway, it wasn't until later, when Louise Marsland, a media journalist (yes, a journalist who writes about the media), posted that it was the funniest thing that she had read all week, that Pick n Pay's social media team lost it. (I am careful to say this was their media team, and not Pick n Pay itself, because it is becoming increasingly apparent that the divide between South African brands and their social media teams is vast and unbridgeable.) They sent Marsland a tweet saying: “Hi there. Kindly remove your tweet as the content is highly inappropriate.” What the actual? Who do they think they are – the apartheid government? They've managed to take an instance of “no publicity is bad publicity” and get the whole of the twitterverse to notice that, “OK, maybe some publicity is bad publicity.” But it's the kind of bad publicity that the brand is bringing on itself. (Adapted from: <http://bit.ly/1Pm9ZY5>)

QUESTION 3

Critically discuss the advantages and disadvantages of paid and organic social media for online reputation in the post digital world. Thereafter, make specific recommendations that Pick n Pay can include in a content calendar for their social media strategy. In addition, refer to the strategic role of online monitoring software applications, analytics and metrics to demonstrate return on investment. Answer your questions by discussing theory and also refer to the Pick n Pay case study as well as any other relevant industry case studies or specific examples to motivate your argument.

(50 MARKS)

OR

QUESTION 4

Critically discuss the strategic value of content marketing and influencer marketing for the uninvited brand in the converged, post-digital landscape. In addition, consider the rapid evolution of new social media technologies and content marketing trends by recommending specific platforms and tactics that Pick n Pay can use to enhance engagement, relevance and authenticity aimed at repairing the brand's online reputation. Answer your questions by discussing theory and also refer to the Pick n Pay case study as well as any other relevant industry case studies or specific examples to motivate your argument.

(50 MARKS)

SUBTOTAL (Section B): 50 MARKS

TOTAL 100 MARKS