



<u>FACULTY</u>	: HUMANITIES
<u>DEPARTMENT</u>	: STRATEGIC COMMUNICATION IA
<u>CAMPUS</u>	: APK
<u>MODULE</u>	: AMC1AA1/ACC1AA1 APPLIED STRATEGIC COMMUNICATION 1A
<u>SEMESTER</u>	: FIRST
<u>EXAM</u>	: JUNE 2019

<u>DATE</u>	: 11 June 2019	<u>SESSION</u>	: 12:30-14:30
<u>ASSESSOR(S)</u>	: DR A NHEDZI		
<u>MODERATOR</u>	: MRS C AZIONYA		
<u>DURATION</u>	: 2 HOURS	<u>MARKS</u>	: 100

NUMBER OF PAGES: 3 PAGES

INSTRUCTIONS:

1. Answer ALL THE QUESTIONS.
 2. Number your answers clearly
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CASE STUDY

Nescafé Gold coffee has changed its recipe – and it now tastes completely different



- Nescafé Gold has rebranded, and with the new look came a new recipe.
- Reactions to the coffee have been mixed so far.
- We conducted a blind test to find out which people preferred. The results were surprising.

Last month, a revamped Nescafé Gold coffee was launched in South Africa.

One of the country's most popular instant coffee brands, it is now packaged with a new "brushed champagne gold lid and sleek shape", according to its producers.

More importantly: its recipe has been changed, and now includes Arabica beans that are ground ten times finer.

According to Nescafé, this crafting process allows for "the soul of the bean to be revealed for a finer and fuller taste".

(Available from: <https://www.businessinsider.co.za/blind-test-new-nescafe-gold-instant-coffee-2018-6>)

You are working for a Strategic Communication Agency. You have been assigned as the Account Manager who will launch a revamped Nescafé Gold coffee brand in Johannesburg in a months' time. This launch will have a number of strategic communication activities.

QUESTION 1

Define strategic communication and give an example of it?

(5 Marks)

QUESTION 2

Using the case study above, discuss the strategic communication approach that the new Nescafé Gold coffee brand could use for this launch.

(10 Marks)

QUESTION 3

3.1 Who are the FIVE (5) main target stakeholders for the Nescafé Gold coffee brand and why?

(25 Marks)

3.2 What message strategy do you recommend for the Nescafé Gold coffee brand to use to communicate with the FIVE (5) stakeholders you have identified?

(25 Marks)

QUESTION 4

Which FIVE (5) key touch points would you recommend to the Nescafé Gold coffee brand and why?

(20 Marks)

QUESTION 4

Come up with ONE (1) example of a **message** to place on any one of the media channels you identified in question (FOUR) 4 to the relevant stakeholder you identified in question (THREE) 3.

(5 Marks)

QUESTION 5

Using the rebranding process, how would you advise Nestle to rebrand the Nescafé Gold coffee product brand and why?

(10 Marks)

Total 100