



UNIVERSITY
OF
JOHANNESBURG

<u>FACULTY</u>	: HUMANITIES
<u>DEPARTMENT</u>	: STRATEGIC COMMUNICATION
<u>CAMPUS</u>	: APK
<u>MODULE</u>	: AMC1AA1/ACC1AA1 APPLIED STRATEGIC COMMUNICATION 1A
<u>SEMESTER</u>	: First
<u>EXAM</u>	: S JULY 2019

<u>DATE</u>	: 17 July 2019	<u>SESSION</u>	: 08:00-10:00
<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

We set our office loose on Nescafé's range of fancy instant coffees – and were surprised by the flavour that nearly caused violence



Nescafé's parent company sent us a jar of each of its new high-end instant coffees – so we stuck them all in our Johannesburg office's kitchen to see what would happen.

Initially our colleagues stuck to what they knew.

But after three days, they showed a clear preference for a new flavour they said gave a real kick – and for which they may shed blood.

Earlier this year Nescafé made some changes to its Gold line of instant coffee – with results not everybody loved.

The Gold range now consists of four distinct flavours and one decaffeinated version pretending to be coffee, all of which retail for around 60% more than Nescafé Classic, the brand's workhorse.

The flavours are very different, both in marketing and reality. Gold is a blend of Arabica and Robusta beans that Nescafé promises gives a "rich, yet smooth and rounded taste". Alta Rica, on the other hand, is 100% Arabica sold as having an "intensity of flavour".

So when Nescafé's parent company Nestlé sent us an unsolicited full set of the flavours, we decided to see what our colleagues would make of them.

We positioned the test coffees strategically next to a regular coffee station in Media Park,

Johannesburg, that serves cheaper instant coffee to around 80 people during peak times. Then we gave them the bare minimum of information.

(Available from: <https://www.businessinsider.co.za/nescafe-gold-flavours-office-kitchen-shootout-2018-9>)

QUESTION 1

Read the above case study and consider whether you think it was important that Nestle made product branding changes to its Nescafé Gold coffee brand.

In your discussion you must include:

- 1.1 Corporate identity vs. product brand
- 1.2 Impact of brand on target stakeholders

(20 Marks)

QUESTION 2

With the marketing communication context in mind, discuss the FOUR (4) marketing perspectives and indicate how they developed over time.

(30 Marks)

QUESTION 3

Contemporary organisations need innovation to survive and grow. For brands to innovate they use research insights to innovate. It is a journey of self-awareness using the Ten Faces of Innovation. The Ten Faces of Innovation are grouped into three categories (The Learning Personas, the Organizing Personas and the Building Personas).

- 3.1 List the Ten (10) faces of innovations from all three categories mentioned above.

(10 Marks)

- 3.2 Using a brand or brands of your choice, briefly discuss each of the 10 Faces of Innovation and how brands can use them?

(40 Marks)

TOTAL: 100 MARKS