



FACULTY/COLLEGE	College of Business and Economics
SCHOOL	School of Consumer Intelligence and Information systems
DEPARTMENT	Marketing Management
CAMPUS(ES)	APK
MODULE NAME	Integrated marketing communications
MODULE CODE	MAR22C2/MMK2C22
SEMESTER	Second
ASSESSMENT OPPORTUNITY, MONTH AND YEAR	Final Summative Assessment Opportunity November 2019

ASSESSMENT DATE	9 November 2019	SESSION	12:30 – 15:30
ASSESSOR(S)	Prof I Struweg		
MODERATOR(S)	Dr M Wait		
DURATION	3 hours (180 min)	TOTAL MARKS	100

NUMBER OF PAGES OF QUESTION PAPER (Including cover page)	11
---	----

INFORMATION/INSTRUCTIONS:

- This is a closed-book assessment.
- There are 4 questions. **Answer all the questions.**
- Questions 2 – 4 is based on the **#Respek Steers** case study.
- Read the questions carefully and answer only what is required.
- Number your answers clearly and correctly as per the question paper.
- Write neatly and legibly on both sides of the paper in the answer book, starting on the first page.

QUESTION 1

[20 MARKS]

1.1 Successful database marketing emphasizes two things:

- A) Sales and contribution margin
- B) Identifying customers and building relationships
- C) Lifetime value of customers and data mining
- D) Data mining and data coding

1.2 Using geocoding, a company's marketing department can add which of the following to each customer's record?

- A) Demographic information and lifestyle data as well as the geographical codes
- B) Total purchases made at each retail outlet in the area
- C) Demographic and political information
- D) A composite analysis of his or her neighbors

1.3 A lifetime value analysis creates a figure that represents the:

- A) Sales revenue generated by a customer throughout his or her lifetime with a brand or company
- B) Present value of the profit revenue generated by a customer in a particular product category
- C) Present value of the profit revenue of a customer throughout the lifetime of a relationship with a brand or company
- D) Profit revenue of a customer throughout his or her lifetime

1.4 Customer clustering is attractive to marketers because it:

- A) Creates clusters from names purchased from a direct marketing vendor
- B) Allows marketers to identify external data lists that match the firm's target customers
- C) Creates clusters of a firm's actual customers based on important purchase criteria
- D) Creates clusters based on the profile of a firm's best customers

1.5 Data mining is:

- A) Collecting addresses and zip codes of customers
- B) Reviewing past purchases of a product by customers
- C) Building profiles of customer segments and preparing models that predict their future purchase behavior
- D) Selecting cities for data analysis

1.6 An operational database contains:

- A) Transactions and interactions individuals have with a firm
- B) Information about current customers and customers of the competition
- C) Customer transactions and follows accounting principles
- D) Information about current customers, former customers, and prospects

1.7 When a manufacturer offers a special promotion on its products to other companies for their consumption and not for resale, it is a:

- A) Consumer promotion
- B) Bonus program
- C) Trade promotion
- D) Brand awareness program

1.8 A package of Oreo cookies has a R2.00-off coupon attached to the package that can easily be removed. This is an example of which type of coupon?

- A) Instant redemption
- B) Bounce-back
- C) Cross-ruffing
- D) Response-offer

1.9 Prizes or gifts that consumers receive when purchasing products are called:

- A) Add-ins
- B) Premiums
- C) Purchase incentives
- D) Giveaways

1.10 Some marketing experts believe that the overuse of coupons can damage a brand's image. Which of the following can enhance a brand's image?

- A) Contests and sweepstakes
- B) Bonus packs
- C) Sampling
- D) Premiums

1.11 A toy placed inside a box of cereal is an example of a(n):

- A) Bonus pack
- B) In-package premium
- C) Store premium
- D) Self-liquidating premium

1.12 Consumers must pay a small amount of money for which type of premium?

- A) In- or on-package
- B) Cross-ruffing
- C) Store
- D) Self-liquidating

1.13 Each of the following is an important key to building a successful premium program *except*:

- A) Match the premium to the target market
- B) Select premiums that are highly popular and current fads
- C) Select premiums that reinforce the firm's product and image
- D) Integrate the premium with other IMC tools

1.14 Which of the following is related to the actual attractiveness of a prize in a contest?

- A) Intrinsic value
- B) Extrinsic value
- C) Redemption rates
- D) Internet inquiries

1.15 The unit in a company that manages publicity and other communications with all groups that has contact with a firm is the department of:

- A) Communications
- B) Advertising
- C) Specialty events
- D) Public relations

1.16 In a public relations program, a hit can enhance:

- A) The use of a tagline
- B) Brand or company awareness
- C) Company or brand image
- D) Stock dividends

1.17 Public relations functions include the following, *except*:

- A) Identify internal and external stakeholders
- B) Create promotional materials that can be sent to customers
- C) Assess the corporate reputation
- D) Audit corporate social responsibility

1.18 Which of the following statements about a corporation's reputation is true?

- A) Most corporate leaders clearly understand the reputations of their companies
- B) Reputation of a company is not important for individuals seeking employment at a company
- C) The company's reputation is vulnerable to both internal and external negative events
- D) In the past decade most consumers have expressed greater trust and respect for various corporations, meaning the reputations have improved.

1.19 Corporate social responsibility is:

- A) Less of a concern due to better quality governmental oversight of business
- B) A form of marketing based on sponsorships and events
- C) The obligation consumers have to shop from companies engaged in greenwashing
- D) The obligation an organization has to be ethical, accountable, and reactive to the needs of society

1.20 Advertising that focuses on the values, behaviors, and beliefs of a company is:

- A) Image enhancing marketing
- B) Cause-related marketing
- C) Purpose or pro-social marketing
- D) Corporate social responsibility

Questions 2 – 4 is based on the **#Respek Steers** case study.

STEERS #RESPEK NATION CAMPAIGN

Opening statement

The Steers #Respek Nation campaign broke boundaries becoming the most successful PR led campaign that the brand has seen in over a year. To launch their all new Rib King Burger Promotion the brand plugged into urban culture through strategic partnerships with leading influencers and platforms who are custodians of the culture. This resulted in a dynamically executed campaign activated through digital and social media platforms that had a resounding

contribution to the business objectives shifting over 350 000 units in November 2017 at a contribution of 8.2% to overall turnover.

Statement Opportunity

Steers is a fast food retailer known for its 100%-real pure beef burgers. However, the brand had a real challenge of resonating with their core target audience of 21–29 year primarily black male customers. To launch their new Rib King Burger promotion, it was clear that we had to bridge the authenticity gap and investigate that which mattered most to our consumers to:

- ⇒ Drive brand awareness
- ⇒ Increase consideration
- ⇒ Drive uptake of this promotion

The biggest opportunity laid in plugging into our consumers' passion points and we did so by introducing the urban culture inspired #Respek Nation campaign.

Research

Before developing a plan for this campaign, we had to understand what drives youth to engage with brands and to be custodians of urban culture. This was informed by a survey conducted by Ask Afrika's Youth Brands benchmark which revealed the following insights:

- The youth support brands that stand for something more than bottom line, 37% will pay more for a brand that supports a cause they believe in.
- The main loyalty drivers in the youth market are an increased emphasis on individuality; constant engagement and interaction; and digital platforms that create opportunity for increased self-expression.
- The youth are loyal to their favourite brands until a newer and more innovative product or brand is introduced. Sustainable loyalty requires building a relationship with them.

Take-outs:

Steers needs to:

- ⇒ Build properties that plug into consumers' passion points and champion what they stand for.
- ⇒ Authentically resonate with consumers on social media.
- ⇒ Build a relationship and engage with consumers on their terms and not ours.

Planning

The PR strategy was underpinned by the research which informed how youth interact with brands. Below are the measurable objectives set:

Objectives:

1. Build a property by partnering with culturally relevant platforms and influencers that could be leveraged to launch the Rib King Burger.
2. Garner favourable coverage in broadcast, print and online platforms and R1 million in PR value.
3. Drive talk-ability and brand awareness on social media platforms reaching 1 million people and trending within the top trends in South Africa.
4. Drive consideration and uptake that will have a positive impact on sales and contribute 6% to total sales.

Target audience

The target market of 21 – 29 year old primarily black males was clear and these are people who have defined passion points in spaces such as music, fashion and art. They are also active on social media and are custodians of urban culture.

Key Messages

Big Idea: Respek

Articulation: Given the sheer size of the burger of the Rib King Burger the message was clear. We had to show some #Respek! This an urban culture term used by many millennials and essentially means respect.

Narrative: To make it relatable to consumers we plugged into urban culture by creating the Respek Nation which is a celebration of the culture.

Platforms: Consumers could follow the Respek Nation on the Plug's website.

Call to action: We asked consumers to show us how they pay respect using the hashtag #Respek.

Communication Channels

Event: Media Launch.

Media Partnership: The Plug Magazine.

Social Media: Instagram and Twitter platforms of The Plug Magazine, Steers SA and Influencers Shane Eagle J Molley.

Traditional Media: print, online and broadcast platforms

Management and resources

The campaign was managed by an Associate Architect from DNA Brand Architects who had to ensure that all the moving parts were married from the launch event, to the partnerships

with media and influencers and that the client investment of R250 000 would be used to meet the key objectives.

Execution

Implementation Plan

1. Securing Influencers - We partnered with some of the hottest emerging rappers who served as brand advocates and bought us social currency. They are Shane Eagle, TTGO and J Molley.
2. Media Partnership – We partnered with South Africa's leading online magazine The Plug who curated a 4-part series paying Respek to our Influencers.
3. Respek Nation Shoot – The Plug curated a shoot with acclaimed photographer Anthony Bila that incorporated
4. the brand's product colours in a way that was subtle but authentic to the culture and ultimately impactful
5. Launch Event – The campaign was launched at La Familia's culturally relevant First Thursday's event in Rosebank.
6. Media Relations – Post the launch event we seeded out a press release that was picked up by a number of platforms and we organized interviews for influencers and client.
7. Social Media Push - Social media was a key conversation driver during campaign and our influencers and the Plug lead the conversation using the hashtag #Respek.

Campaign Challenges

In implementing the plan, the first challenge we faced was an editorial one with The Plug magazine who wanted to retain their editorial aesthetic in a way that may have compromised the brand. We had to find creative ways to place product in the shoot and celebrate the artist in a way that remained true to the culture. Given a R250K budget we had to execute a 4-week campaign that included a media partnership, influencer partnership and launch. The efficient use of resources was critical to the success of this campaign however we soon faced budget challenges which compromised the securing of influencers within budget and creating an immersive launch event that was to be the catalyst of the campaign. We solved the challenges by negotiating value-adds that would be beneficial to our influencers and event partner which included magazine covers as well as exposure in the media at the launch. Collaboration was ultimately key to the success in this campaign.

We made use of the industry approved monitoring metrics of Newsclip which measured our media coverage and Brandseye which tracked our social media engagement and tracked sales on using our objectives as a benchmark.

Evaluation

Objective 1

RESULTS

- ⇒ Media Partner: Partnership with The Plug
- ⇒ Magazine
- ⇒ Influencers: Shane Eagle, J Molley and TTGO
- ⇒ First Thursdays Partnership: Launch event

OBJECTIVE EXCEEDED!

Objective 2

RESULTS

Coverage secured on following platforms: Craze (ETV), SAFM, Daily Sun, BizCommunity, Vuzu, The Citizen, Touch HD.

PR Value: R 2 352 478,83

OBJECTIVE EXCEEDED!

Objective 3

RESULTS

- ⇒ #Respek trended for 2 days during the week of the launch and peaking at number 3. We also trended through the month of November.
- ⇒ AVE: R 1 697 341 – influencer driven.
- ⇒ Over 7,5 million people had the opportunity to see the campaign.

OBJECTIVE EXCEEDED!

Objective 4

RESULTS

The campaign had a positive contribution to the business objectives with the Rib King meal having shifted over 350k units in November and sales peaking at R18.6 million that had a contribution 8.2% to overall turnover.

OBJECTIVE EXCEEDED!

- End -

QUESTION 2

[20 MARKS]

- 2.1 Critically discuss four (4) of the primary advertising objectives. Indicate in your discussion, with a motivation, which one of the primary advertising objectives applies to the #Respek case study. (10)
- 2.2 There are several aspects which need to be considered as part of an advertisements' design, including; the message strategy, the advertising appeal and the executional framework. Based on the aforementioned, answer the following:
- 2.2.1 Explain the concept of message strategy (2 marks). Motivate which message strategy Steers makes use of with their #Respek campaign (2 marks). (4)
- 2.2.2 Illustrate which advertising appeal Steers uses providing any two reasons for the choice of advertising appeal. (3)
- 2.3 Steers used Shane Eagle, J Molley and TTGO as celebrity spokespeople (influencers) in their #Respek campaign. Discuss three advantages for Steers in using these celebrity spokespeople (influencers). (3)

QUESTION 3

[37 MARKS]

- 3.1 Discuss the way in which the transition from Web 1.0, Web 2.0, Web 3.0 to Web 4.0 affects the field of marketing communication using Steers as an example. (12)
- 3.2 Steers #Respek aimed to use social media marketing to launch and promote their rib burger. Explain any five (5) reasons why Steers should opt for marketing on social media (5 marks). Then argue HOW Steers can use these reasons to their advantage via the #Respek IMC strategy (5 marks). (10)
- 3.3 Steers' marketing manager approaches you for advice regarding search engine optimisation (SEO).
- 3.3.1 Explain the concept of SEO to Steers' marketing manager. (2)
- 3.3.2 Explain the key marketing role of SEO. (1)
- 3.3.3 Discuss the three (3) ways to improve optimisation. (9)
- 3.3.4 Using one (1) of the aforementioned ways, explain how it can optimise their website. (3)

QUESTION 4

[23 MARKS]

- 4.1 Steers relied heavily on alternative marketing during their #Respek campaign. Explain the concept of alternative marketing and the purpose thereof. (3)
- 4.2 One strategy in alternative marketing is buzz marketing. Explain the concept of buzz marketing (3 marks) and discuss any three (3) buzz marketing strategies used in the #Respek campaign (9 marks). (12)
- 4.3 Elaborate on the four (4) preconditions for buzz marketing. (8)

TOTAL: 100