

JAIPURIA INSTITUTE OF MANAGEMENT,
PGDM 1st Trimester (Batch 2017-19)
END TERM EXAMINATIONS
(September, 2017)

Course Name	Digital Marketing	Course Code	
Max. Time	120 minutes	Max. Marks	40

Instructions:

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Attempt all questions

Legible handwriting is appreciated.

Use of SMS language is discouraged and will be penalized.

1. Below is a brief and insight of what is expected for a new digital campaign for Listerine. Based on the inputs please suggest a complete integrated digital campaign.

THE BRIEF

This brief is about behavioral change. The job was single-minded: Get India's young adults to build a habit of rinsing with Listerine mouthwash – every day, twice a day.

Research shows, India's young adults are not aware of the hidden risk in oral health and thus not able to see the benefits of using mouthwash daily. And sometimes they do, but it's not a twice-daily firm habit – and that's why 96.7% of Indian youth have plaque, highly-associated with various dental diseases like cavities or periodontitis. This meant the brand had to increase their frequency of use and make them choose the right mouthwash to help prevent from oral problems.

THE INSIGHT

There's nothing more intimate than breath. Breath is evocative, intimate, sexy, and.... a repulsive turn off if it's not fresh. This is a problem for India's youth population who aren't looking after their oral health by using mouthwash.

Listerine has to build a campaign off a key human insight and a growing pop culture phenomenon: When we are at a certain social distance, we can't see the details. It's not until we're up close, and it's too late, that we're truly exposed. There is no more exposed moment than during a proposal for love.

Proposing – a gesture to declare love. It's an intimate gesture, with nowhere to hide any flaws.

The message has to be simple: If you don't want to be embarrassed in this important moment, you have to be prepared.

Prepare an idea for a micro-site specifically for the campaign, a video, making it viral over YouTube. And then use the help of FB, Twitter and Instagram to spread the campaign.

The “how” in the idea is most important; so please elaborate on (8+6+6 Marks)

- i. **what the idea** would be
- ii. **how it would engage** the audience, get them to buy Listerine and
- iii. **what offers** would you provide on buying and thus making a viral campaign.

Q2. A new entrant **Usedcars.com** intends to enter the Indian Online Market. The startup has recently been acquired by a \$35 million **VC Fund**, to launch its website to cater to a variety of customers across India. They plan to have the following segments:

- a. Used Cars
- b. Used Furniture
- c. Used Appliances
- d. Used Gadgets

They intend to bring you on board as the Category Head for Online marketing of Used Cars

Chart out a Digital Marketing strategy covering (12 Marks)

- i. Competitor analysis (Porter 5 force model etc.)
- ii. Market segmentation (customer profiles that are target Audience)
- iii. Propose what channels and platforms would you engage for each segment

Based on the above, please elaborate as to:

- i. **What elements of Web and SEO Analytics** would you suggest to be Top Priority and **WHY** ? (4+4 Marks)