**NMIMS**

**Integrated marketing communications**

**Internal Assignment for June 2020 Examination**

**1. You are a baker and have set up your own Bakery. You have the resources and enough space to fulfill orders in New Mumbai. Describe how would you promote your brand to maximize the no. of orders per day?**

**Answer**: Sales promotions are short term incentives provided by the company to boost sales. In other words, sales promotion includes several communications activities that attempt to provide added value or incentives to consumers, wholesalers, retailers, or other organizational customers to stimulate immediate sales. Some marketers tried reaching customers directly with these tools on a one-to-one basis to assess whether this can stimulate immediate behavioural response and now direct marketing is a rapidly growing discipline in marketing.

**According to the Institute of Sales Promotion**,

"Sales Promotion comprises that range of techniques used to attain sales or marketing objectives in a cost effective manner by adding value to a product or service either to intermediaries or end users,

**2. You are the brand manager of a hygiene soap which protects you from germs. You have launched a campaign to build awareness on the importance of washing hands. For this the brand has tied up with an NGO to create awareness across the country especially in smaller towns. How will you leverage this association to build positive equity for your brand?**

**Answer**: Brands are everywhere in our life. A product is anything that can be offered to a market for attention, use, or consumption that might satisfy a need or want. A product is a physical good, service, retail store, person, organisation, place, or idea. A brand helps the customer to distinguish the goods of one producer from another. Let us understand the conceptual meaning of the term brand. A person is known by a name. Likewise, a product is known by a brand name, which enables the consumers to distinguish it from other products. A brand name of a product or service means many things to a consumer. It may mean a symbol of quality or it may be associated with his/her lifestyle. In fact, consumers buy brand images rather than products. Certain brands strike a chord as soon as the product is announced. Its half solved sample only

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**3. Case Study**

**ICICI ropes in Shahrukh khan as their Global Brand Ambassador**

**You are Brand Manager at ICICI – Retail Banking and have tied up with Shahrukh Khan as the Brand ambassador.**

**a. Think of an interesting active integration of ICICI in the next Shahrukh film.**

**b. How would you leverage Shahrukh to promote your brand?**

**Answer**: Brands are everywhere in our life. A product is anything that can be offered to a market for attention, use, or consumption that might satisfy a need or want. A product is a physical good, service, retail store, person, organisation, place, or idea. A brand helps the customer to distinguish the goods of one producer from another. Let us understand the conceptual meaning of the term brand. A person is known by a name. Likewise, a product is known by a brand name, which enables the consumers to distinguish it from other products.

There are some points which should be checked while selecting a brand ambassador

**Character**: Selected brand ambassador should have good and clean character so that people can connect with him/her and trust his/her sayings about the product.

**Personality**: It is essential to have pleasant personality for a brand ambassador such as good image, fun loving,