**INTEGRATED MARKETING COMMUNICATIONS**

**JUNE 2021**

**1. Design the product Level of Tropicana juice by PepsiCo. Discuss how they can improve the potential layer of its brand**.

**Answer**: Products can be classified on the basis of three essential characteristicsnamely, durability, tangibility, and user type. While durability explains theaverage life of the product available for consumption, tangibility explains thephysical attributes of the product, and user type classifies products intoconsumer products and industrial products.

You may define product as a collection of physical, psychological, service,and symbolic attributes that collectively yield satisfaction, or benefit, to abuyer or user. The marketing identified a product as anything presented to amarket to satisfy a want or need.A product has different layers or levels like an onion and each layercontributes to the making of the product. As a marketer, you are required Its Half solved only

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**2. Discuss the importance and components of an Advertising copy with a relevant example**

**Answer**: **Advertising copy**

Advertising copy is the text of a print, radio, television ad (or ad in any othermedium) that aims at catching and holding the interest of the prospectivebuyer, and eventually persuading him/her to make a purchase – all within ashort time. The “headline” is considered to be the most important part of aprint copy that is supposed to convey the main message in an ad andhopefully, sell the product to the reader even if he/she doesn’t read theentire ad. Advertising professionals will tell you that an ad is about ONEIDEA. Readers should know what that idea is by the time they finish readingthe headline.Most ads try to keep the ad copy simple and brief, making the offer

**3.a. Discuss the FCB model. Explain if an MBA degree should fall in the informative, the affective grid or both**.

**3.b. Identity the following products vis-à-vis the FCB grid they will fall into.**

* **Cars**
* **Ice-creams**
* **Furniture**
* **Detergents**
* **Loans**
* **Perfume**
* **Appliances**
* **Jewellery**
* **Fashion**
* **Sweets**

**Answer**: a) The FCB grid or Foote, Cone and Belding model is an integrative approach to interpret the consumer’s buying behaviour and its implication for adopting suitable advertising strategy. It is depicted on a matrix with the help of four significant factors, i.e., thinking, feeling, high involvement and low involvement.

**FCB matrix**

**Quadrant 1**: There are four