# Integrated Marketing Communications

**September 2021 Examination**

# Question 1. You are planning to market for an Online MBA programme for working executives. Explain the Hierarchy-of-effects model taking the same as an example. (10 Marks)

## Introduction

The Theory of Hierarchy of Effects is a concept that describes how advertising influences a customer's decision to purchase or not to purchase a product or a service. It is an advanced advertising technique that addresses the sale of a good through well-developed, convincing messaging aimed at building brand recognition over time, as opposed to traditional advertising. The hierarchy is the progression of customer experience in learning and decision-making due to public relations efforts. A hierarchical effect model is used to create a structured set of Its Half solved only

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# Question 2. What are the various types of ad execution techniques? Discuss which ad execution type will you use as a brand director of a firm, given that your firms are into the selling of organic soya beauty cream which has ingredients you procured from Brazil. (10 Marks)

## Introduction

When the specific advertising appeal that will serve as the basis for the advertising message has been identified, the creative expert or team can begin its implementation. How a public request has been presented is an example of an imaginative presentation. Although a campaign's message or appeal to consumers is critical, how the campaign is carried out. William Bernbach, the founder of the advertising agency Doyle Dane Bernbach, was one of the most well-known

# Question 3 (a). Define the types of consumer promotions with relevant examples pertaining to FMCG products. (5 Marks)

## Ans 3(a)

## Introduction

Strategies or approaches that help a company attract or reward new customers are consumer promotion strategies. The most common consumer promotions aim to increase the value of a product, either by lowering costs or by adding additional value to the standard price. Consumer promotions can be used f

## 3 (b) What is the difference between branded offers versus quantity deals with relevant examples? (5 Marks)

## Ans3b. Introduction

In terms of quantity, the discount might be successful. The most significant advantage is the ability to scale savings across the entire amount of sales. Values per transaction increase the number of transactions (UPT). It is the strategy used in communications marketing to inform, convince, convince again, and influence customers' decision-making processes when they are