**Internal Assignment**

**Integrated Marketing Communication**

**1. Cream and Sauces is an online bakery store. For past one year of its establishment, the company is not able to make sales. The company has own planned to revamp its digital marketing strategies. Suggest the Search Engine Marketing tactics that company can apply to enhance the organic search results.**

**Ans 1.**

**Introduction:**

It's lots of work and you may have a few nights of sleep and a bit of anxiety. But once you've got your bakery operational and thriving, staying ahead of the competition is going to be your primary concern. Furthermore, your aim isn't just to remain afloat but also to be the go-to spot for those seeking delicious treats. As an entrepreneur, you want to earn money from the business of baking. This means you have to manage the finances of your business, financial reports and inventory with attention to detail, however, there's another part of the business that's often ignored that is often overlooked: Its Half solved only

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**2. Ferry Travelers Ltd., a taxi company approaches your Ad agency to develop a campaign on the green practices adopted by the company. As an ad agency develop a creative brief for this account**.

**Ans 2.**

**Introduction**

Ferry Travelers Ltd. A taxi firm approaches the Ad agency to create an initiative based on the green practices that are used by the company. A creative brief is brief one- or two-page document used by creative professionals working in a project to provide direction when creating creative deliverables. These deliverables may comprise visual designs, copy, advertisements websites, and other.

**3. Case Study**

**Modern Appliances a small company manufacturing household appliance like mixer grinder, toasters, air conditioners, heaters, electric irons, hair dryers etc. The firm had to compete with established brands like Bajaj, Philips, LG etc. These brands had good features and were highly priced. The average middle class Indian consumer is very conscious and would negotiate on prices and get the best value for money. If the consumer has faith in the local branded products and is saving 15 to 20% on the product they would opt for the local branded products. The advantage that the modern appliances had was low cost of production and low distribution cost. This gave the modern appliances a number of options. (1) With the saving of cost of production, it could give better discount to dealers and get them interested in pursuing its products. The company could use the push strategy for sales. (2) It could aim their advertising on the consumer and thereby make use of the pull strategy. (3) The company could reduce its prices and adopt the penetration strategy. (4) It could also use other forms of advertising on promotion mix to sell its products.**

**a. Discuss the case with reference to the Keller’s CBBE Model.**

**Ans 3a.**

**Introduction**

The concept of customer-based branding equity (CBBE) is used to illustrate the way in which a brand's success could be directly related to consumers' attitudes toward the brand.

The most well-known CBBE design is known as known as the Keller Model, devised by Professor of Marketing Kevin Lane Keller and released in his book [Strategic Brand Management](https://www.amazon.com/Keller-Strategic-Management-Fourth-Paperback/dp/B00SCSKN7M/ref%3Dsr_1_5?keywords=strategic+brand+management&qid=1560444096&s=gateway&sr=8-5). The Keller model has a pyramidal shape that teaches companies how to build the solid foundation of brand's identity up to the ultimate goal of