**Integrated Marketing Communications**

**June 2023 Examination**

**1. Did You Know About The Right To Sleep? Kurl-on’s Latest Campaign Is Telling Us All about It. Whether it’s the Right to Equality or the Right to Freedom, we’re all aware of our basic fundamental rights as citizens of India. But… did you know about the ‘Right to Sleep?’ For a special and clutter-breaking Republic Day campaign, Kurl-on took a clever route and shed light on a constitutional right no one really talks about: the right to sleep! How to stand out? It is important for every brand to connect with its audience and create something meaningful and unique to stand out in the crowd. Kurl-on understood the assignment and how. Their latest campaign raised awareness around a lesser-known fundamental right in a way that is still relevant to the brand’s narrative around sleep… because no one’s really talking about sleep on Republic Day, right? Through clever storytelling, the brand raised its voice as an advocate of this right and seamlessly positioned itself as The Mattress of India**

**Elaborate on how has Kurl on Incorporated the AIDA Model of Advertising from the mentioned campaign**

**Ans:**

**Introduction:**

Kurl-on's campaign for the 'proper to Sleep' is an excellent example of how a logo can correctly connect with its target audience through a unique and meaningful message. The campaign has integrated the AIDA advertising model to impact the audience and raise awareness approximately a lesser-regarded essential proper.

In the present-day world, wherein consumers are bombarded with advertisements on various structures, brands need to face out and create significant connections with their audience. One powerful manner to obtain that is by way of incorporating the AIDA marketing model. on

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**2. You are the marketing manager of a company “GenNext” which manufactures and sells T-shirts and footwear. You are expected to create a STP Analysis for your Brand.**

**Ans:**

**Introduction:**

GenNext is a company specializing in producing and promoting T-shirts and footwear. Because the organization's advertising manager, it's vital to recognize the target audience, their needs, and how to market the goods efficiently. This is in which STP analysis comes into play. STP analysis is a strategic advertising tool that enables marketers to phase, goal, and function the product effectively in the market.

**Concepts and applications:**

**STP analysis:**

STP evaluation is a marketing strategy that helps companies segments their target

**3. Shell’s Campaign Shows Us How Silence Can Be a Form of Communication**

**The art of communication is not what the speaker says; it’s what the receiver understands. And in most cases, the saying ‘actions speak louder than words’ undeniably holds true.**

**Shell’s latest campaign is a testament to this, bringing a powerful message to life all without the use of a single word or dialogue.**

**‘The Silent Shift’ is a remarkable initiative to bring about a change in mindset and empower differently abled individuals to grow and excel in mainstream society. The campaign stood out to us for all the right reasons:**

**Shell aspires to be one of the most inclusive workplaces in the world and they bring that philosophy to life even at their service stations. Across their network, the brand employs over 500 differently abled frontline staff. With an aim to fully realize their potential and shatter preconceived notions, Shell crafted a truly unique and immensely thoughtful initiative. We found this campaign to be one of the most potent ones to emerge from the International Day of Persons with Disabilities Week:**

**The Silent Shift**

**The retailer took time out every day for couple of weeks and trained 2 staff members who are hearing and speech impaired. The aim was to train them to take up more tasks and duties and make them independent individuals who could handle all operations themselves.**

**a. Taking the above case in hand, what can be barriers to an IMC campaign (5 Marks?)**

**Ans 3a.**

**Introduction:**

**Barriers to an IMC campaign:**

Integrated marketing conversation (IMC) drives are designed to supply a consistent and seamless message throughout numerous verbal exchange channels to create a strong brand photograph and reap advertising objectives. But, there can be several barriers that could prevent the success of an IMC campaign.

**1. Communication barriers:** Language is one of the maximum common barriers to

**b. “The Silent Shift’ is a remarkable initiative to bring about a trade-in mindset and empower differently-abled individuals to develop and excel in mainstream society.” How can this be explained by relating the campaign to the role of advertising?**

**Ans 3b.**

**Introduction:**

The Silent Shift campaign that changed run with the aid of Shell is an example of advertising and marketing that tries to supply a beneficial effect on society in preference to virtually promoting products or services that the advertiser offers. The campaign intends to regulate