**Integrated Marketing Communications**

**September 2023 Examination**

**1. Coca-Cola Just Gave The Classic Coke Bottles A Diwali Twist**

**For years Coca-Cola has been an embodiment of celebrations, happiness and magical moments. This year for Diwali, the brand is outdoing itself with a truly special campaign. The innovative ‘Milke Hi Manegi Diwali’ campaign is urging everyone to travel the distance, no matter what it may be, and celebrate with loved ones this year. Because at the end of the day, Diwali isn’t just a greeting that’s given over the phone; it’s a reason to come together and create new memories. And how is the brand bringing people together this year? Through Coca-Cola bottles, but with a twist.**

**An extraordinary idea comes to life**

**The idea is to get people to meet in person and bond over a refreshing bottle of Coca-Cola. The brand created locked coke bottles that can’t be opened unless both the sender and receiver are together.**

**Here’s how it works:**

**The sender heads over to the microsite and sends a Coke bottle to the receiver’s address**

**The bottles are Bluetooth-enabled. This means that only the sender can give a signal to open the bottle once he/she is in close proximity to the receiver.**

**The brand also roped in popular influencers like Kusha Kapila, Barkha Singh, Sanjana Sanghi, Jasleen Royal, Srishti Dixit, Diljit Dosanjh and Karan Wahi to show the audience how the magic happens.**

**You are assigned the role of Marketing Manager in Coca Cola Ltd. You are expected to make a SWOT analysis for the company**

**Ans :**

**SWOT Analysis of Coca-Cola Ltd.**

**Introduction:**

Coca-Cola Ltd. is a renowned global beverage employer synonymous with celebrations, happiness, and unforgettable moments. With a wealthy history of fulfillment and innovation, the company has established itself as a pacesetter within the beverage industry. Because the marketing manager of Coca-Cola Ltd., it is vital to comprehensively analyze the organization's strengths, weaknesses, opportunities, and threats through a SWOT analysis. This evaluation will offer treasured insights into the company's current role and help

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**2. Identify & Elaborate on the Marketing Mix elements used by Amazon India. (10 Marks)**

**Ans**

Amazon India, the Indian subsidiary of the multinational e-commerce giant Amazon, has become a dominant player in the Indian market because of its release in 2013. The achievement of Amazon India can be attributed to various factors, along with its powerful utilization of the marketing mix. The advertising blend, or the 4Ps (Product, rate, area, and promotion), is a fundamental idea that enables organizations to create and implement effective advertising strategies. In this essay, we can perceive and problem with the marketing mix elements used by Amazon India, highlighting how the enterprise has

**3. Aditya Birla Group Shows How Scoring A Zero Can Be A Joyous Thing imagine this. It’s result day at a school. The entire school scores a ZERO. While this would usually cause major heartbreak, in Aditya Birla Group’s recently released video it’s a reason to celebrate. In the video, ZERO has a whole other meaning and it’s one to be immensely proud of.**

**Let’s dive in. The context**

**The pandemic caused more than 1.5 million schools in India to shut down, affecting the education of more than 247 million children – a majority of whom were girls. They were forced to make the unfortunate choice between ‘homework’ and ‘housework’. In a country where the dropout rate among female students has always been a concern, this aggravated things further.**

**Aditya Birla Group’s stellar initiative**

**Amidst this, ABG’s resolve to keep girl students in school became stronger than ever.How did they do that? ABG supported more than 10,000 girl students in 52 Kasturba Gandhi Balika Vidyalayas and 8 Ashram Schools. They also supported 700 orphaned girls with a scholarship, ensuring that their education didn’t face a roadblock. In addition to this, 5,000 girl students were provided vocational training and 300 were given scholarships for professional courses.**

**a. “Creativity is the essence of Brand Building. How is creativity important in building advertising and the brand image of an organization product? (5 Marks)**

**Ans ;**

**Introduction:**

Creativity is critical in building marketing campaigns and shaping a company's or its products' emblem photograph. In today's competitive enterprise landscape, where purchasers are bombarded with several advertisements and emblem messages daily, groups should capture interest, create a lasting impression, and differentiate themselves from the group.

**b. Taking the above case in hand, how can Aditya Birla Group develop and Implement Media Strategies (5 Marks)**

**Ans :**

**Introduction:**

Aditya Birla group's initiative to assist girl students in India amidst the challenges posed by the pandemic demonstrates their dedication to education and empowerment. If you want to maximize the effect of their efforts and lift awareness about their initiatives, the organization can expand and implement powerful media strategies. By leveraging numerous media