**Integrated Marketing Communications**

**December 2023 Examination**

**Q.1) A looks into ‘Barbie’s’ $150-million genius marketing campaign:**

**No one walking into the theater actually knew what the Barbie movie was going to be about, but everyone went anyway—dressed in pink.**

**The phrase “Barbie is everything” is true. Barbie pink and the iconic logo have been practically everywhere and on everything since Warner Bros. dropped a first look in April 2022 of Margot Robbie as Barbie sitting in her pink convertible. It’s estimated that over**

**$150 million was spent on the film’s marketing campaign, more than its production budget of $145 million, Vanity Fair reported.**

**Barbie marketing included everything from an Airbnb Barbie DreamHouse rental and a Barbie boat cruise on the Boston Harbor, to pink burgers at Burger Kings in Brazil and Progressive insurance commercials.**

**More traditional marketing came in the forms of teaser trailers reminiscent of 2001: A Space Odyssey, Times Square billboards, and an Instagram countdown to opening night.**

**“I won’t comment on the budget,” Josh Goldstein, Warner Bros. president of global marketing, told Vanity Fair. “The reason people think we spent so much is that it’s so ubiquitous. That’s a combination of paid media and how many partners came to play with us. Because it pierced the zeitgeist, it has the impression that we spend so much. In fact, we spent responsibly for an event movie.”**

**Elaborate on how has Barbie Movie has successfully Incorporated the AIDA Model of Advertising from the mentioned campaign (10 Marks)**

**Ans:**

**Introduction**

In the dynamic world of marketing and marketing, wherein creativity and innovation are paramount, the Barbie movie's $150 million marketing campaign is a shining instance of strategic brilliance. The artwork, interest, choice, and motion (AIDA) model is an essential framework in advertising, outlining the stages a patron goes through before buying. This essay explores how the Barbie film marketing campaign meticulously carried out the AIDA version to generate curiosity, captivate interest, stimulate desire, and incite movement amongst its target audience.

**Concept & Application**

**1. Attention (Art)**

The AIDA model initiates with grabbing attention, which the Barbie marketing campaign excelled at. The revelation of Margot Robbie as Barbie, seated in her iconic pink convertible,

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**Q.2) you are appointed as a Manager to overview the Marketing aspects of the new line of IPhone 15 series. You are expected to design a unique Service marketing Mix for the new lineup. (10 Marks)**

**Ans:**

**Introduction**

The iPhone 15 series is poised to be a game-changer in the smartphone market. Because I am the appointed manager overseeing the advertising components of this new lineup, I am thrilled to provide a unique carrier advertising blend explicitly tailor-made for this groundbreaking product range.

**Concept & application**

Apple Inc. has constantly been at the forefront of innovation, putting new layouts, eras, and personal enjoyment standards. The iPhone 15 series keeps this subculture by pushing the limits of what a smartphone can do. In this comprehensive marketing approach, we can

**Q.3) Nuclear families, urban rush to boost retail sales**

**India is expected to be the world's third-largest consumer market by 2030, trailing behind China and the US, with 65% of the country's population remaining the key consuming cohort of 15-59 years.**

**CEOs from leading FMCG companies told TOI they expect the emergence of nuclear families to boost demand for products premium detergents.**

**Several studies have shown how urbanisation is going to accelerate, thus bolstering demand for consumer products. Now, a report by Deloitte shows how this trend will also drive the retail sector. By 2030, India is set to add 110 million middle-income households (currently at 190 million) and 14 million high-income households (at 15 million now). It defines middle-income households as those earning between Rs 3-30 lakh per annum,**

**while high-income category makes over Rs 30 lakh**

**In a recent interview with TOI, Nitin Paranipe, chairman, Hindustan Unilever (HUL), said urbanisation (percentage of the population staying in urban areas) is a big trend that can boost consumption. "When somebody moves from a joint family to a nuclear family, the consumption of that household grows by 20%," he said.**

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

**Ans :**

**Introduction:**

Creating an integrated marketing communication (IMC) campaign for consumer products targeting the evolving consumer market in India, as mentioned in the provided scenario, involves understanding the market dynamics, consumer behaviors, and potential obstacles that would impact the campaign's success. Beneath, I can outline the potential barriers to an

**b. “Several studies have shown how urbanisation is going to accelerate, thus bolstering demand for consumer products.” How can HUL accelerate its product growth using the STP Analysis? (5 Marks)**

**Ans:**

**Unleashing Growth: HUL's STP Strategy in India's Evolving Consumer Landscape**

**Introduction:**

In the fast-evolving customer market of India, Hindustan Unilever (HUL) stands at the forefront, navigating through a dynamic landscape characterized by fast urbanization, the emergence of nuclear families, and an expanding center and excessive-income population. This necessitates a strategic approach that aligns with the shifting demographics and consumer behaviors. One strategic framework that can resource HUL in capitalizing on those