**JAIPURIA INSTITUTE OF MANAGEMENT, INDORE**

**PGDM**

**FIRST TRIMESTER (Batch 2020-22)**

**END TERM IMPROVEMENT EXAMINATION, DEC-2020**

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| Course Name | **Fundamentals of Marketing** | Course Code | **MKT101** |
| Max. Time | **2 hours** | Max. Marks | **40** |

**Active Wheel Missed Call Mobile Marketing: Hindustan Unilever Limited**

**Case 1:**

Low penetration of traditional mass media, low literacy rates and limited power supply were some of the challenges faced by marketers in reaching customers in rural India. However, mobile phones were less dependent on consistent power supply and were therefore used by many customers in these areas as music players. HUL realized that this use of mobile phones as a means of entertainment was instrumental to the success of its Wheel campaign. In discussing the campaign, Priya Nair, vice-president of HUL (detergents), said, “Rural consumers have fewer entertainment choices compared to entertainment-rich urban consumers, so they find something like this quite interesting and are happy to listen to such content.”

In December 2011, detergent brand Active Wheel advertised the number 1800-3000-1599 on All India Radio in U.P. & Bihar asking listeners to give a missed call. After giving a missed call consumers got an auto generated call from a series of numbers and got to hear snippets of humourous conversations between a husband and wife. This pilot got positive feedback from consumers and was a huge success!

A total of eight Instant Voice Responses lines were used in the pilot phase of the campaign; so every time the customer gave a missed call - he heard a new IVR till he called the 9th time. The result was extremely positive. The brand got a total of 3.2 Lakh Missed Calls from 28,000 unique numbers in just four weeks.

With the success of the pilot, Active Wheel increased the number of IVR’s to 30 and launched the first phase of this campaign in UP and Bihar from January 2012 to March 2012. To support this mobile activation, Wheel also leveraged other media to spread the word including: direct IVR call in, SMS, print, radio, POS saliency in rural and our Khushiyon Ki Doli initiative. Content was also customised for each state. For example: Bhojpuri language was used for Bihar and Hindi for UP.

The results out of this campaign have been very encouraging. After three months of the launching the full campaign in UP and Bihar, more than 5 million missed calls were received from 7.7 Lakh unique numbers.

What are you waiting for! Call on 1800-3000-1599\*. ‘Missed Call Dijiye, Muskurate rahiye.

**Question 1.** Explain the relevance of mobile marketing in this case? Which customer segment did the missed call campaign target? **(10 Marks)**

**Question 2.** Explain how did this campaign fit with other activities of HUL in rural areas and what value is created? **(10 Marks)**

**Question 3.** Discuss whether it would be a sustainable media for creating long-term brand awareness among target customers? **(5 Marks)**

**Case 2: The COCA-COLA Crisis**

Coca-Cola was the world’s largest company in the non-alcoholic beverage industry. Soft drinks bearing the Coca-Cola trademark had been sold in the United States since 1886. TCCC distributed its products to more than 200 countries worldwide. Its brand portfolio consisted of over 500 non-alcoholic beverage brands, mainly sparkling drinks but also still beverages such as water, juice drinks, ready-to-drink teas and coffees, and sports and energy drinks.

Coca-Cola has not always been a squeaky-clean company that never had problems. The stock price of the company is the same price as it was 10 years ago, and this is due to the ethical and legal issues that were associated with the company. A small problem occurred in Belgium in 1999 when a few children fell ill after drinking a product with the Coca-Cola brand on it. They had a recall on the product there in Belgium, but soon after, every item Coca-Cola made was pulled off the shelves in every store. This caused a loss of reputation, which, in turn, made people lose respect for the company and investors started selling their stocks in Coca-Cola. Neighboring countries, such as Luxembourg and the Netherlands, soon followed suit and recalled all products throughout both countries.

After Coca-Cola found the root of the problem, that being a bad batch of carbon dioxide, they made an announcement regarding the situation. Being a few days after all this happened was a little too slow for the media, and they ate up the story making Coca-Cola look worse than what was said about them. However, this was not the only occurrence. France supposedly had about one hundred people become sick due to mold in the products they consumed. Every single product was banned throughout France until the problem was resolved, but Coca-Cola had yet another slow response to the problem and their reputation was further diminished.

During this crisis, Coca-Cola started to run into different problems with their marketing in European countries with anti-trust laws. They wanted to create a merger with themselves and Orangina, a French company, but their overaggressive style turned off the other companies in the deal, which became a problem. Their strong-arm tactics proved to be too much for the foreign countries, and creating a competitive advantage seemed to cross the line of the anti-trust laws in which they were sued for the by the country of Italy. Italy won the court-case, which caused investigations of the company’s competitive practices, which is never a good thing for business.

**Question 4. Evaluate Coca-Cola from the ethical perspective? (5 Marks)**

**Question 5. Examine the value proposition of Coca-Cola? If you were the CEO of the Coca-Cola how would you generate value for the organization. (10 Marks)**