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| **C:\Users\ADMIN\Desktop\j.png** | **JAIPURIA INSTITUE OF MANAGEMENT, INDORE**  Post Graduate Diploma in Management |
| **Course Title: Integrated Marketing Communication, (Course Code: 40129)**  **End-Term Examination, Term - V (January, 2025)** | |
| **Time Duration : 2 Hours Total Marks: 40** | |

***General Instructions*:**

1. *Answer the questions as directed. The break-up of the marks is given wherever necessary.*
2. *Marks against each question is indicated to its right.*
3. *Answer all the questions of a ‘Section/Question’ at one place in continuation.*
4. *Answers should be brief and to the point.*
5. *Do not write on the question paper except your roll number.*

**CASE STUDY**

XYZ Corp, a mid-sized FMCG brand specializing in organic snacks, launched an Integrated Marketing Communications (IMC) campaign to expand its market in Tier-2 cities. The campaign was well-funded and included partnerships with social media influencers, pre-roll YouTube ads, and in-store promotions. Despite these efforts, the campaign underperformed in driving customer engagement and sales in Tier-2 cities.

The campaign relied heavily on digital media, reaching 10 million followers through influencers and generating 5 million impressions on YouTube ads. However, the click-through rate (CTR) for YouTube ads was just 0.8%, while influencer engagement averaged 1.2%, both significantly below industry benchmarks. Additionally, traditional media channels such as radio and local newspapers, which collectively reach approximately 65% of the Tier-2 population, were not included in the media plan.

The campaign’s messaging was another challenge. The slogan “Snack Smart, Live Better” was developed for urban audiences and failed to connect with Tier-2 consumers, who prefer culturally relevant and localized content. Surveys revealed that 70% of Tier-2 consumers trusted advertisements in local newspapers and radio over online ads. Furthermore, XYZ Corp did not employ the ACCA model (Awareness, Comprehension, Conviction, Action) in its campaign strategy, leading to weak customer conviction and low conversion rates.

The table below highlights the campaign's performance and missed opportunities::

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| **Media Channel** | **Reach/Impressions** | |  | | --- | | **Engagement/CTR** |  |  | | --- | |  | | **Market Trust** | **Campaign Investment** |
| Social Media Influencers | 10 million | **1.2% engagement** | Moderate (50%) | High |
| YouTube Ads | 5 million | **0.8% CTR** | Low (30%) | High |
| Local Radio | 12 million | **Not utilized** | High (72%) | None |
| Newspapers | 11 million | **Not utilized** | High (70%) | None |

In conclusion, the campaign suffered from a lack of localized relevance, underutilization of traditional media, and an over-reliance on digital platforms that failed to engage the intended audience.

**Questions:**

1. Classify the steps in the IMC planning process that XYZ Corp could adopt to ensure a better understanding of Tier-2 market preferences. Discuss how these steps can lead to more effective campaign design.***(10 Marks)***
2. Inspect XYZ Corp’s media strategy and evaluate its gaps in media selection and allocation. Based on the data provided, propose a revised media strategy that balances digital and traditional channels.***(10 Marks)***
3. Examine the role of the ACCA model in bridging the gap between customer engagement and conversion. How can XYZ Corp incorporate this model into its future IMC strategies to improve overall campaign effectiveness?***(10 Marks)***

**2.** ​As the marketing manager for Skechers, categorize the potential customer touchpoints that could effectively communicate the benefits of the diabetic-friendly shoe range. Explain how each touchpoint aligns with the stages of the Response Hierarchy Model. Additionally, propose specific actions for each touchpoint to move potential customers through the hierarchy and drive conversions. ***(10 Marks)***