**JAIPURIA INSTITUTE OF MANAGEMENT, INDORE**

**PGDM**

**DIGITAL MARKETING FOURTH TRIMESTER (Batch 2019-21)**

**END TERM EXAMINATION, OCT-NOV, 2020**

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| Course Name | **Digital Marketing**  | Course Code | **MKT** |
| Max. Time | **2 hours** | Max. Marks | **40** |

**INSTRUCTIONS:**

1.Cheating during online exams may seems to be easy option but please remember that the institute have a software which checks plagiarism “WORD OF CAUTION” “DON’T CHEAT” ‘’#originalistrending

2. Instructor will be extremely interested to look at your creativity and thought process while answering question so keep that in mind

3. Time management is important therefore kindly adhere to the time limit set by exam office

4. It is an open book exam, but honestly that is not going to help much as WE HAVENT USED ANY BOOKS. Advice from gray hair professor: ATTEMPT THE PAPER LIKE A DIGITAL MARKETER.

**PART A (20 Marks)**

**Q.1** Covid 19 had changed the consumer behaviour significantly. Brands are struggling for their survival. You are the Digital Marketing Manager of a theme based restro bar named “MAD\*HOSH”. Using the POEM framework come up with a Digital marketing mix for your company. Details about the company:

It is an Indian chain which operates in metro cities like Bangalore, Delhi, Mumbai, Pune and Hyderabad. The bar addresses the local interest and customize the place as per the city. Now due to lockdown the brand had suffered major revenue blows. The overall sales are down by 70%. The proposed budget is 20000 per month for branding and advertising.

 **(10 Marks) (CLO)**

**Q.2** Technavio has been monitoring the frozen food market and it is poised to grow by $ 64.69 bn during 2020-2024, progressing at a CAGR of almost 11% during the forecast period. (apnews, 2020). Due to the extensive spread of the virus across the globe, the Consumer Staples Industry is anticipated to have Positive & Direct impact. The frozen snack food market will showcase Positive impact during 2020-2024. (Business wire, 2020). Using CANVA design a creative campaign for either of the one platform FB/Insta for a frozen food company which has recently started its business operating in Bangalore and have plans to expand in major south Indian markets.

 **(10 Marks) (CLO)**

**PART B (20 Marks)**

**Amazon Aur Dikhao**

**About the Industry**

Talking about the e-commerce industry, it has evolved its way business is transacted in India. There will be an exponential growth in the e-commerce market to US$ 200 billion by 2026 from US$ 38.5 billion as of 2017. By 2018, it has been speculated that the value of e-commerce market will surpass US$ 50 billion. Increasing internet and smartphone penetration has led to the much growth of the industry.

The online sales have been doubled since the last five years and e-commerce sector in India has already grasped its root and it’s expected to grow at a phenomenal rate. There are many factors which have contributed towards supporting the e-commerce in the World, and specially in India. It has been seen that the speed at which e-commerce is growing is remarkable. The factors which influence the growth such as increased use of smartphones, convenient and economic internet access, and busy schedules have led to the success of online shopping in Indian market. Retail was said to be based on locations before internet came into trend. Internet, has now become a global marketplace, and affording even the smallest retailer a national presence (if not global). The extent of the e-commerce marketplace is hard to gauge. The online business advertise has turned out to be such a crucial piece of the economy that is hard to pinpoint precisely where e-commerce business starts and the old world economy closes.

Top e-commerce players in India are Amazon, Flipkart, Indiarush, Jabong, American Swan, Vistaprint, Trendin, Askmebazaar, Paytm, Webnexus. They offer a wide variety of apparels, electronics, beauty products, fragrances, home accessories, jewelleries, etc.

{Source: Media Sources, Aranca Research}

**About the Company**

Amazon (Amazon.com) has emerged as the world’s largest online retailer and a prominent cloud services provider. The company started its business by selling books but has extended its basket by offering wide range of consumer goods and digital media as well as its own electronic devices, such as the Kindle e-book reader, Kindle Fire tablet and Fire TV, a streaming media adapter. The brainchild behind opening the online book store was of Jeffrey P. Bezos in July 1994 and is headquartered in Seattle, WA. While initiating this idea Bezos was in his career in finance which was extremely lucrative, Bezos left his job and decided to think out of the box and head towards the nascent world of e-commerce. Bezos initially transformed his garage into his office and hired few employees to develop software. Further, they expanded operations into a two-bedroom house, equipped with three Sun Micro stations, and released a test site. After the successful invitation of 300 friends to the beta test program, Bezos officially released Amazon.com on July 16, 1995. Amazon has separate e-commerce websites for USA, UK, Canada, and France among many other countries.

Amazon was officially launched in India in June 2013, but it stands now as the country fastest growing e-commerce giant in terms of sales. {Source: Wikipedia}

**The objectives**

Amazon launched the **Aur Dikhao Campaign**, which had the following major objectives:

First, to drive the message that Amazon has over 22 million products for the consumers to choose from. Having studied the typical Indian consumer behaviour, this campaign was mirrored to reverberate that feelings. With the increasing online shoppers, the thrust for more and more options before buying a product has sky rocketed.

Secondly, the main objective behind the campaign was to be able to penetrate the deeper into the tier 2 and tier 3 cities and make amazon accessible to the masses.

The third objective was to engage the existing consumers, get new buyers and create a buzz around the campaign. The campaign was taken to a bigger level by creating engagement to various social media sites to attract new buyers and suppliers as well.

**About the Campaign “Aur Dikhao”**

Amazon India was fairly new in the e-commerce market. Along with its competitor (Flipkart, Snapdeal, Myntra, Jabong and others) were keeping an eye in capturing the market to a great extent. Amazon has always understood the needs of the Indian consumer, and what online shopping means to them. Indian consumers seek for more choices and prefers to check out more options before they finally purchase. Understanding the needs of the consumers, Amazon India has run a campaign rightly named, “Aur Dikhao”.

It offers a wide range of products, ranging from innerwear to gourmet foods. To showcase its products, it has come up with a catchy jingle ad, i.e. “Hindustan dil kehta hai aur dikhao”, to make sure that it reaches the mass. This idea has been extended well on social media with meaningful engagement and creative visuals. Connecting with the Twitter influencers and building social buzz around #Aur Dikhao has given a good start to the campaign.

{Source: Livemint.com, Business Standard, Amazon.in, wikipedia.com, youtube.com & Twitter}

**Campaign Success**

The campaign was able to capture a lot of interest through the ads and videos uploaded on YouTube which got more than 21 lakh views in mere eight months. The catchy tune stuck in the heads of the viewers. Through Twitter contest, people participation has increased significantly, they followed the campaign and the #Aur Dikhao with its interest in and creative tweets. With this campaign, the seller base has steadily increased. The reason being, Amazon was offering self-registration by the vendors on their official websites. Today the base has increased approximately 6500. The total net sales have increased by 300 percent compared to same period last year. The number of units sold has also increased by 500 percent. Times Now has stated that Amazon has become the most visited e-commerce site way above its competitors, provided that they are the new entrants.

**Platforms**

Amazon use both electronic media (Television ads) and social media (Twitter and YouTube) for running the campaign.

**Television Ads**

Amazon has uploaded a video which relates to the common stories of typical families- from a cake eating husband, having forgotten about wife’s karvachaut (fasting festival for women), then tries to pacify with the choices of products with the swipe of his finger on the phone screen. A different story where a family is given various options to select places for going on a vacation by the guides they all ask – Aur Dikhao,

**YouTube Videos**

A hilarious video on this campaign has also been directed by Shimit Amin, where a tourist family asking for more places to visit even if they aren’t on map. This video became viral on YouTube and could engage over 1.2 million views. It also asked eminent YouTuber and Comedian Kanan Gill to review new movies as old movies has already been reviewed enough on his highly popular YouTube channel.

<https://www.youtube.com/watch?v=ukHCqs5z5ow&feature=youtu.be>

**Twitter**

The Amazon India Twitter handle has been making some interesting conversations with Twitter influencers. It asked Baba Sehgal to show more of his funny jokes. The brand has also engaged the IPL 8 fans in the contest #Aur Dikhao to tweet what they would like to see more of in this season of T20. This contest proposed Amazon gift vouchers to the winners. They also took a personal approach and communicated with various celebrities e.g. they asked a comedian to share jokes to even communication with the other brands such as Red Bull, and various contest were also run with the same Twitter handle.

{Source: Livemint.com, Business Standard, Amazon.in, wikipedia.com, youtube.com & Twitter}

**Q.1** Did the campaign met its stated objectives justify your answer **(10 Marks) (CLO)**

**Q.2.** Which was the most successful platform for the campaign and why? **(10 Marks) (CLO)**