

**K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH**

**Program: PGDM – Communication (Trim - IV) Batch – (2016-2018)**

**SUBJECT – CELEBRITY MARKETING**  
**(SECTION B)**

**Maximum Marks: 20  
2017.**

**Date: 18<sup>th</sup> September,**

**Duration: 1.5 hours**

**\*Note:**

- 1) Start a new question on a new page**
- 2) Specify assumptions wherever necessary.**
- 3) Answers MUST be to the point.**

**SECTION A ATTEMPT ANY ONE**

**QUESTION 1): (15M) BIO –OIL INFLUENCER MOMS**

First time mothers often step into pregnancy with trepidation, and many a questions plaguing their mind. These range from what foods to eat, questions about weight gain during pregnancy, to wanting to know how painful the delivery would be. While doctors do help in addressing the health related questions, for the emotional concerns, the best advisors to these women are, who else, but other young and experienced mommies. Also in India, a pregnant woman often finds help and support coming from unexpected quarters beside of course the unconditional support of her family and friends. For example, people give up their seat in crowded buses and trains for a pregnant woman, colleagues make sure their pregnant colleague is comfortable at work, or even neighbours step-in offering home-made remedies to overcome pregnancy related symptoms.

The journey of motherhood for a woman is dotted with multiple doubts, concerns and nervousness and she needs maximum support from the people around her. In India, the news of pregnancy brings together family & friends, neighbors and acquaintances together who huddle up to ensure an easy and enjoyable journey for the woman.

Devise a campaign with set of Celebrity New Moms and other relevant Influencers to enhance pre- and post-pregnancy usage of Bio Oil

Bio-Oil embarked upon chronicling the support of individuals both family and otherwise who stretched themselves to make the pregnancy journey of a young mom an #UnstretchedJourney.

About Bio-Oil

Bio-Oil is a scar treatment oil that also decreases Stretch Marks. When the body expands faster than the covering skin, the skin tears, forming a scar as it heals. These scars are visible on the surface of the skin as stretch marks.

The likelihood of developing stretch marks varies according to skin type, race, age, diet and hydration of the skin. Those most prone to stretch marks include pregnant women, body builders, adolescents undergoing sudden growth spurts and individuals who experience rapid weight gain. Stretch marks are permanent in nature, and although Bio-Oil is formulated to help improve their appearance, it can never remove them.

Bio-Oil should be massaged in a circular motion into the stretch marks, twice daily, for a minimum of 3 months. During pregnancy, it should be applied from the start of the second trimester to areas that are prone to stretch marks such as the abdomen, breasts, lower back, hips, buttocks and thighs. Results will vary from individual to individual.

**OR**

**NICOTEX**

Nicotex, a nicotine gum, established its brand as an enabler for those who want to quit smoking in India

Nicotex's campaigns have tried to inspire smokers to start or continue their journey to quit, and drive a simple message: quitting smoking might be difficult, but it certainly is not impossible.

For the 'I Can You Can' campaign brought to life the real story of three smokers and three quitters conquering their personal challenge in a first-of-its-kind six episodic series.

Nicotex relied largely on mobile during the six-month-long campaign to have a 'Conversation-Always-On' approach through multiple customized formats of content. Nicotex wanted to change smokers' perception, with 87% smokers believing that Nicotex does indeed help in quitting smoking.

Quitting smoking is difficult. The objective of Nicotex's campaign was to make intenders believe that it is possible to quit smoking, demonstrate success stories of people who've already quit smoking and simultaneously inspire other smokers who want to quit. This would establish Nicotex as an enabler in this journey of conquering one's personal Everest. The campaign kickstarted with a contest asking people to either send in stories of their ongoing struggle to quit smoking or success stories of how they managed to kick the habit.

Select appropriate celebs and influencers for Nicotex and enlist what they will be doing with Brand Nicotex for a period of 6 months to have peak levels of engagement for Nicotex. How will you concrete measures for the impact of the celeb/influencer for this campaign

**QUESTION 2): (Attempt ANY ONE) (10M)**

- Explain Robert Cialdini's theory of influence.
- Celebrity Endorsement v/s Online Influencers
- Explain the Celebrity to Brand Meanings Transfer Process with suitable examples

**@@@@@ALL THE VERY BEST@@@@@**