

K J Somaiya Institute of Management Studies and Research
Program: PGDM(COM)-IV Fourth Trimester (Batch2018 - 2020)
Subject : Media Planning and Buying
(End Term Examination)

Date : 23rd Sept, 2019

Marks : 50

Time : 3 Hours

USE OF CALCULATORS IS ALLOWED

Q1: Case Study - Marshana

25 marks

Background:

Marshana is a washing detergent power in the low-cost segment of the market. The brand has been locally manufactured and sold mainly in South India since the past 30 years and is doing great in the non-metros.

Due to its low price and high quality, the brand enjoys great loyalty and has been the market leader in the Southern states, without any major media push. Through word of mouth, the brand has also generated goodwill in other markets, and has small market share across the country.

The brand has more than 50% Unaided / TOM recall in South India, but it drops to negligible values in all other parts of the country.

There is no seasonality trend observed in this category.

Present Consumer Profile:

The buying decision and usage is primarily taken by females in the middle age group (30-45 years).

Problem Statement:

While it has strong brand loyalty in the middle and lower-middle class segment of audiences, Marshana is not doing too well in the upper-class segments; and is insignificant in the major metros. Also, being a mass market brand, there is no premium for the brand value. The lower middle-class consumers being very price conscious, the brand is continuously under threat of being replaced by a lower priced brand.

It is being increasingly realised that brand building and market expansion is paramount in order to increase the Bottom line and the Brand value.

Marketing / Communication Objective:

Purpose is to expand to new markets while maintaining market share in the existing markets in the South.

It is realised that we may not be able to move to all markets simultaneously, hence a decision on which markets also needs to be taken.

In doing so we also need to move up the ladder in terms of Brand Perception among the higher socio-economic strata.

The company believes it would need to do a 3-month long sustained campaign, however, there may be minor hiatus within 2 bursts.

The detailed market size and share are given below-

Market	Detergent Powder Category		Marshana			Audience Size (mn.)
	Size in 2018-19 (Rs.mn.)	% Growth over 2017-18	Size in 2018-19 (Rs.mn.)	% Growth over 2017-18	Market Share	
All India	110000	3.1	7904	3.2	7.2	132.2
UP + Uttarkhand	5979	2.1	54	3.1	0.9	20.0
Pun + Har + Cha	13229	3.5	170	2.9	1.3	6.0
Other North	10058	3.3	131	2.9	1.3	10.9
West Bengal	7222	2.5	58	3.1	0.8	10.8
Other East	9960	2.7	154	3.0	1.5	23.2
Mah + Goa	21229	3.4	340	3.8	1.6	13.0
Other West	8116	2.6	104	2.3	1.3	17.2
AP + Telangana	12971	3.4	2344	3.6	18.1	10.2
Karnataka	8423	2.9	1779	2.4	21.1	7.2
Kerala	5101	3.2	1469	3.6	28.8	4.3
TN + Pondicherry	7712	3.7	1301	3.2	16.9	9.5

Audience size is estimated for all females 30-45. Irrespective of the TG selected by you, this can be used for your calculations.

NCCS Grid:

EDUCATION OF CWE							
No. of Durables Owned	Illiterate	Literate but no formal school/ School upto 4 yrs	School- 5 to 9 years	SSC/ HSC	Some College (incl Diploma) but not Grad	Grad/ PG: General	Grad/ PG: Professional
	1	2	3	4	5	6	7
None	E3	E2	E2	E2	E2	E1	D2
1	E2	E1	E1	E1	D2	D2	D2
2	E1	E1	D2	D2	D1	D1	D1
3	D2	D2	D1	D1	C2	C2	C2
4	D1	C2	C2	C1	C1	B2	B2
5	C2	C1	C1	B2	B1	B1	B1
6	C1	B2	B2	B1	A3	A3	A3
7	C1	B1	B1	A3	A3	A2	A2
8	B1	A3	A3	A3	A2	A2	A2
9	B1	A3	A3	A2	A2	A1	A1

As part of the media communication strategy exercise for them, you have to -

1. Define the target audience demographically; with specific reasons for the definition
2. Recommend the markets you would target for the brand campaign; with detailed reasons for your recommendation
3. In each recommended market, recommend whether the emphasis should be on reach or frequency; with reasons for the same
4. What would be your recommended Effective OTS (using Ostrow's grid), considering the market generally operates at 10+ OTS levels across markets
5. Basis the above, draft the Media Objective/s for the launch campaign

Q2: Answer any five of the following-

25 marks

- a) Describe and explain various ways by which a media planner prioritise markets
- b) Write a short note on the reasons to use as well as limitations of the following media - newspapers, TV, radio, OOH
- c) Mention at least three methods of setting media budgets with a short explanation of each
- d) What various factors would you look for when selecting media vehicles? Highlight at least five factors and elaborate on each
- e) Building blocks of a media strategy
- f) How would you define a Target Audience as demographic and psychographic segments
- g) The media buying process and type of media buys
- h) How would you measure non-measureable media