

Trim: October- Dec 24		
Maximum Marks: 50 Marks	Examination: ETE Exam	Date: 15 th January 2025
Duration: 3 Hours		
Programme code: 01	Class: SY	Semester/Trimester: V
Programme: MBA		
College: K. J. Somaiya Institute of Management	Name of the department/Section/Center: Marketing and IB	
Course Code: 217P01M543	Name of the Course: Integrated Marketing Communication (Minor)	
Instructions:		
<ul style="list-style-type: none">● All the questions are based on the case study shared.● All the questions carry equal marks (10 Marks)● Q.1 is compulsory● Solve any four questions from the remaining 6 questions		

Question No.		Max. Marks
Case	<p>Tang: Usapang Tanghalian</p> <p>As a cold refreshing beverage, Tang was mothers' preferred drink for their kids during the hot summer. Sales for the brand would typically peak during summer (Q2), but continuing usage throughout the rainy season (Q3) was a challenge for the brand. For the past 2 years, Q3 sales dropped significantly compared to Q2.</p> <p>This was not the story for Tang's 2021 sales, with the launch of Tang's Usapang Tanghalian campaign. Through this effort, the brand identified an ownable and relevant role to play in both kids' and parents' day-to-day lives by helping moms transform everyday lunches from passive mealtimes to nurturing moments with their kids. In turn, this campaign achieved the brand's highest-performing quarter of the year in 2021 even surpassing the strong summer months, and the brand's highest Q3 sales growth in the last two years.</p> <p>Tang is typically enjoyed by mixing its powder into one liter of cold water, with the pitcher shared by the whole family. This treat has made it a go-to refreshment during the Philippines' hot and dry season with business doing consistently well in the second quarter (April to July), making Q2 historically the growth driver of the brand every year. Still, sales would drop for the rest of the year. This has been a stubborn pattern every year since 2017. In 2019, Tang only grew +0.3% vs the previous year, followed by +0.5% in Q3 2020; tempering the strong growth in Q21.</p> <p>Tang needed to move away from its image as a highly seasonal brand to a brand with daily relevance. To do this, Tang needed to latch on to an everyday consumption occasion and we found our opportunity during lunchtimes, where beverages would often be paired with meals.</p> <p>Soft drinks have long been a popular mealtime partner for Filipinos. We observed that lunchtime consumption of soft drinks was at 30%, while Tang was only at 6%[1]. This was an opportunity to make our way into family lunchtime by easing Coke out of the picture and replacing that lunchtime drink with Tang. Various soft drink brands also have significant associations in going well with main meals. This may be influenced by its ready-to-drink format, which Moms consider more convenient to serve than powdered beverages, like Tang, which they still had to prepare with water and a pitcher (Internal Client Research). Soft drinks' mealtime dominance is built from decades of marketing efforts to associate soft drinks with meals. From brand-building efforts to bundling in restaurants, soft drinks were reinforced as the default drink to have with meals whether in fast foods, small local eateries or even at home.</p> <p>By 2020, Tang had mostly been focusing on communicating its taste and refreshment benefits without any association with a particular consumption occasion. Tang needed to build a relevant story for its core audience (families) that was true to its heritage (100% Vitamin C, upholding family values) in a compelling way (every glass of Tang has Vitamin C equivalent to two oranges) to break through the stronghold soft drinks had over mealtimes.</p> <p>Moms want to ensure that what they feed their kids prepares them for a better future. From meals to activities, moms want what will best nurture and nourish their children. If kids' decisions reign supreme during snack times, it's their moms who influence what gets put on the table during mealtimes. Unfortunately, mothers have to wear many hats including additional responsibilities they gained at home due to lockdowns. Mothers defaulted to beverage choices that were top of mind and easy to serve during lunch. Soft drinks, while unhealthy, became the family's default lunchtime partner. Lunch had become a neglected part of the day for mothers both in providing nourishment and spending quality time with their children. While moms knew the importance of being able to spend time, connect, and have conversations with their kids, they found their hectic day-to-day life took more of these moments away. Moms always want what's best for their kids. They know that it's important to give their kids</p>	

	<p>what they need - both emotionally and functionally, for them to have a better future. Therefore, they constantly seek opportunities to nourish their kids with the right food, the right activities, and the right values.</p> <p>Being on lockdown gave families the opportunity to spend more time together. Unfortunately, it also left moms with so many more tasks to fulfil at home, making it difficult for them to prioritise what is best for their children's nourishment. During a busy period like lunch, convenience often took priority instead of fully giving their kids what they need. The added responsibilities & busy schedules of mothers at this time also made it difficult for them to find time to nurture and connect with their kids.</p> <p>We uncovered that with the right enablement and support, neglected everyday lunchtimes turned into daily opportunities for moms to nurture their children. This quick daily moment can be turned into something meaningful and fruitful when parents open up and engage kids in conversation, especially when done with a partner that can also help them nourish kids with the vitamins they need.</p> <p>With lunchtime as the perfect yet underutilized moment for parents and kids to bond, we wanted to create a tool that encourages parents to ask kids questions. These questions are meant to start conversations for parents to better get to know their kids' unique perspectives and find out things they wouldn't have otherwise known had they not asked. We know that parents want to connect with their kids better, but the question is how? Through a TVC launch, we gave parents different ideas on questions and topics they can talk about during lunchtime with their kids. These films showed natural conversations and even a bit of banter between a mother and a son to show how the flow of conversation can be handled.</p> <p>Usapang Tanghalian (encouraging and equipping Filipino parents to start more fruitful lunchtime conversations with a glass of Tang). Talking during (Usapang) lunchtime (Tanghalian); a play on words integrating Tang into the Filipino word for lunchtime to enforce occasion recall.</p> <p>The #UsapangTanghalian Facebook live was held in partnership with Mommy Mundo, a popular social media community for moms. Event speakers highlighted the importance of mothers having lunchtime conversations with their children and the nutritional importance of Vitamin C intake. #UsapangTANGhalian beat out the clutter of other branded live events and brand posts by partnering with Mommy Mundo.</p> <p>While the TVC ads demonstrated what these conversations can look like, Tang's digital campaign encouraged parents to start a conversation with their kids by creating an Instagram filter that gives inspiration for starting conversations with each other. We launched an online event on Facebook in partnership with Mommy Mundo, one of the largest Facebook group communities mothers go to for parenting advice.</p> <p>Tang also launched a Tang-branded Instagram filter, riding on the trend of filter challenges with randomised tasks the user would follow. The Tanghalian filter generated different questions for mothers and children, removing the parents' discomfort around wanting conversations with their kids but not knowing where to start.</p> <p>Through Dynamic Creative Optimisation (DCO) on Facebook and YouTube, we were able to target different types of parents with different lifestyles and different interests to suggest different ways they can approach opening a conversation with their kids. We had materials focusing on refreshments, health protection, health-boosting, spending time with kids, creating TikToks, and listening to music.</p> <p>Each of the 10-second videos had a change in supers and captions to personalise the messages. The best-performing assets were health and refreshments. The Instagram filter generated authentic and relatable content which was shared by users reaching other parents and serving as inspiration and encouragement to have family lunch conversations with Tang.</p> <p>8,200 recorded mother and child conversations via Facebook and Instagram filters were shared, reaching other parents and serving as inspiration and encouragement to have family lunch conversations with Tang. It was organically picked up on Tiktok resulting in over 2,000 videos using the campaign filter. There were over 33,000 views and an increase of 482% in brand mentions achieving the highest positive mentions for Tang at 92% since 2019. There was an uplift in intent to serve Tang that is two times higher than Facebook's ASEAN BLS benchmark.</p> <p>Over 50,000 Moms were at Tang's #UsapangTanghalian Facebook live with Mommy Mundo, with an 8.2% engagement rate with over 800 comments. This was supported by a press release with over 1.7M PR value, over 600,000 impressions, and 13 PR pickups.</p> <p>Tang has received high engagement with its #UsapangTanghalian base video assets (Facebook) on specific product cues contextualised over lunch (Refreshment and Fruit Equivalency), performing 2.5 times above benchmarks on engagement rate (ER) and 1.75 times above benchmarks on view through rate (VTR) proving that the content is relevant and engaging towards the intended target audience.</p> <p>By #UsapangTanghalian's 3rd DCO (dynamic creative optimization) sprint, communications focused on health and protection. Results showed that communications on health get a higher VTR than assets that communicate bonding.</p> <p>There were over 1,000 posts in just five days and over 2,000 organic TikTok views despite no brand efforts to activate on the platform, we saw moms having a more engaged relationship not just with their children but also with Tang during mealtimes.</p> <p>Tang went beyond targets, growing from a 6% share pre-pandemic during the second half of 2019 to 8% in the second half of 2021.</p> <p>The Usapang Tanghalian campaign's success resulted in the brand's highest Q3 performance to date, making it the first time for Q3 sales to surpass the seasonally strong Q2.</p> <p>With the success of the Usapang TANGhalian campaign, Tang is no longer just summer-strong; it's mealtime-strong.</p>	
1	<p>a) Using the Tang case study, explain how the communication process involves sender, message, and receiver in building brand relevance during lunchtime. (5 Marks)</p> <p>b) Analyze the role of Dynamic Creative Optimization (DCO) as highlighted in the Tang campaign to address specific audience needs. (5 Marks)</p>	10 marks

2	Discuss the significance of the communication models (like AIDA, the Hierarchy of Effects, and DAGMAR) in designing campaigns such as Tang's Usapang Tanghalian. Select any one model for answering this question. Provide examples from the case to support your argument.	10 marks
3	Evaluate the importance of media planning strategies in the success of Tang's digital campaign. Suggest improvements for future campaigns.	10 marks
4	Analyze the advertising appeals used in Tang's Usapang Tanghalian campaign. Highlight emotional and rational appeals and their effectiveness in achieving the campaign objectives.	10 marks
5	Tang repositioned itself as a mealtime partner through brand personality and image creation strategies. Critically assess this approach with reference to the brand personality model. (10 Marks)	10 marks
6	Discuss the role of Public Relations (PR) in Tang's campaign, particularly through its partnership with Mommy Mundo. How can PR enhance IMC efforts for long-term brand building?	10 marks
7	Propose a sales promotion strategy for Tang to further increase its market share in the rainy season. Justify your strategy using Integrated Marketing Communication principles.	10 marks