

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA - SEMESTER-III • EXAMINATION – SUMMER • 2014

Subject Code: 2830102

Date: 31-05-2014

Subject Name: Integrated Marketing Communication (IMC)

Time: 14:30 pm – 17:30 pm

Total Marks: 70

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

Q.1. Solve Case

Advertising at Various Stages of Rin's Lifecycle

Launched in a bar form, Rin was the first-ever detergent bar launched in India in 1970 after test marketing it in 1969. Although direct competition was absent at this stage, the challenge in those introductory years was to distinguish Rin detergent bar from other regular washing soaps, by talking about its superior benefits. The communication therefore focused on Rin's concentration cleaning power and established that 'Rin bar washed 50% more clothes and washed them whiter than any other soap'. In order to make this benefit more visual, Rin commercials featured the lighting flash mnemonic with the powerful baseline, 'Whiteness Strikes with Rin'.

After the first 10 years post its launch, Rin shifted its focus from communicating mere functional advantages to building an emotional bond with Indians. While the message proposition still remained the same- 'to communicate superior whiteness,' - the advertising tone became more emotional. Television commercials showed non-Rin users getting jealous by Rin whiteness and visuals of off white clothes being crossed over b Rin whiteness. The catch line, "*Bhala uski kameez meri kameez se zyada safed kaise?*" Became very successful and was used as the prime theme for different media executions for almost 10 years.

Rin remained the market leader for nearly 20years with practically no competition till about 1987. Then, modeling on Rin's success, many low priced detergent bars were launched, most prominent among them being Nirma. To meet with this new challenge, Rin introduced Super Power Rin focusing not only on whiteness but also on the power and economy of the detergent. To strengthen the value proposition of Rin in the wake of competition, the brand emphasized three-pronged superiority: greater whiteness, lesser detergent quantity requirement ("Zara sa Rin"), and more number of clothes that could be washed by the same amount of detergent (depicted by a stack of clean clothes washed by the Rin housewife).

In the mid-90s, with the market stagnating a bit, and with powder concentrate brands attacking the detergent bars, Rin launched Rin Supreme bar and Rin Shakti powder. The former promised less sogginess whereas the latter was positioned as aspirational brand that plugged the gap between premium and mass market powders. Due to increasing competition, Rin resorted to comparative advertising that established Rin's superiority by demonstrating onscreen that Rin Shakti could wash out dirt even form clothes washed with ordinary bars. It launched a commercial featuring 'Rin Whiteness challenge' wherein housewives were shown testing the Rin whiteness and finding it whiter than their detergents.

Competition remained intense through those years and Rin launched more variants of its product. A research conducted by HLL, the company behind the Rin brand, indicated that more than 25% consumers rated detergents based on their ability to deliver whiteness. Another survey on habits and attitudes of consumers also revealed that maintaining whiteness of clothes

was the second most important consumer problem. Thus realizing the importance of whiteness to Indian housewives, HLL launched an improved version of Rin power that gave double whiteness. The path breaking innovation did not contain any mud-like ingredients, unlike other detergents. Hence it thoroughly dissolved in water and brought enhanced whiteness.

In early 2004, when P&G's prominent detergent Tide slashed its prices to half, Rin decided not compete on the price platform and stayed put with the whiteness proposition. However, Tide was also positioned on the 'whiteness' advantage. To counter Tide's offensive, Rin decided to launch Rin Advance and establish that only Rin whiteness was true whiteness. To score a notch above Tide, it even brought in India's celebrity idol Amitabh Bachchan. A television commercial showed Amitabh as a school principal, checking out a boy's shirt and asking, "Ye naya rang kaunsa hai?", thus harping on 'Advanced White being a new color, whiter than regular white. Based on the same theme, a 'Safedi ka Shahenshah' promotion was also launched in May 2005. Also a re-launch of the Rin Shakit powder revived and reinforced the brand mnemonic of the lightning. The communication strengthened the power of the mnemonic by alluding to it even in the audio and the tagline 'Bijli girl!'

Rin has partnered with the television channel Star Plus and launched 'Rin Mera Star Super Star' – a nationwide talent hunt program providing a platform to talented children to showcase their potential.

Questions:

- (a) What different Stages of Rin's lifecycle are depicted? In what stage of its PLC is Rin Currently placed? 07
- (b) What product and communication strategies has Rin used in various PLC stages to fight competitive threats? 07
- Q.2** (a) Define Term: Advertising, Publicity, Personal Selling, Direct Marketing, Point of Purchase, Selective Demand Advertising, Advocacy Advertising. 07
- (b) What is Repositioning? Determine the process of Positioning Strategy 07
- OR**
- (b) Explain the types of Advertising Agencies in Detail. 07
- Q.3** (a) Explain the principles of behavioral learning theory. 07
- (b) Explain Central route to persuasion and Peripheral Route to Persuasion in detail. 07
- OR**
- Q.3** (a) The relationship between the level of fear in a message and acceptance or persuasion is curvilinear. Explain 07
- (b) Write a note on Communication Effect Pyramid. 07
- Q.4** (a) What is Creativity? Explain the importance of creativity in advertising. 07
- (b) Explain the ways of executing advertising message. 07
- OR**
- Q.4** (a) What are the activities involved in Developing Media Plan? 07
- (b) What are the reasons to Measure Advertising Effectiveness? 07
- Q.5** (a) Explain the Essentials of Effective Testing 07
- (b) When is the Globalization of Advertising Appropriate? 07
- OR**
- Q.5** (a) Explain the Standards for Truthfulness and Honesty of Representation and Claim laid down by Advertising Standard Council of India 07
- (b) Write a note on the scope and role of Sales promotion. 07
