

UNIVERSITY OF SWAZILAND
FACULTY OF COMMERCE
DEPARTMENT OF BUSINESS ADMINISTRATION
SUPPLEMENTARY EXAMINATION PAPER JULY 2008

TITLE OF PAPER : MARKETING COMMUNICATIONS
DEGREE AND YEAR : B. COM. V & IDE - LEVEL 7
TIME ALLOWED : THREE (3) HOURS
COURSE CODE : BA 524
INSTRUCTIONS : 1. TOTAL NUMBER OF QUESTIONS IN THIS PAPER (6)
2. SECTION A IS COMPULSORY. ANSWER ANY THREE QUESTIONS FROM SECTION B
3. THE MARKS TO BE AWARDED FOR EACH QUESTION ARE AS INDICATED ALONGSIDE THE QUESTION
4. TOTAL MARKS 100%

NOTE: MARKS WILL BE AWARDED FOR GOOD COMMUNICATION IN ENGLISH AND FOR ORDERLY AND NEAT PRESENTATION OF WORK. FURTHER MARKS WILL BE AWARDED FOR THE USE OF RELEVANT EXAMPLES

SPECIAL REQUIREMENTS: NONE

THIS PAPER SHOULD NOT BE OPENED UNTIL PERMISSION TO DO SO HAS BEEN GRANTED BY THE INVIGILATOR.

SECTION A CASE STUDY - INNOCENT FRUIT DRINKS

Source: Egan, J. (2007), Marketing Communications, Thomson, United Kingdom, pp. 333-335.

Since the launch of their first fruit smoothie drinks in 1999, Innocent Drinks have seen a phenomenal growth in the popularity of their brand. The company was founded by three London City workers Richard Reed, Jon Wright and Adam Balon, who felt that nutritional-starved Londoners would benefit from their vitamin-rich product. Their initial market research was conducted from a stall they hired at a local jazz festival:

"We put a sign over the stall asking the customers if we should give up our jobs and form a company, providing two bins for the empty bottles, one that said 'yes' and one that said 'no'. At the end of the day the 'yes' bin was overflowing."

Innocent fruit drinks are now a common sight in coffee bars, delicatessens, sandwich shops and supermarkets across the UK. By 2004, the company turnover was in the region of 11 UK sterling pounds (GBP). At the heart of the company's success was the simple ethos that: if the product was good enough and the communications strategy witty enough, the product couldn't fail. A fundamental part of the witty communication was the packaging of the product.

With only a small budget, the three partners did not have the funds to hire top designers or market research companies. They hired a friend, Dan Germain, to look after the branding and e-mailed packaging designs to other friends and acquaintances, who were asked for their views and opinions. The partners' general lack of knowledge with regard to the design process or the finer aspects of sourcing and developing the right image, meant that they were forced to keep things simple.

The resulting design for the pack was one that projected simplicity and the basic qualities of the brand itself. The naive approach to the packaging design was totally appropriate for a fruit drink called 'Innocent' and helped to underline the sense of honesty and natural goodness that was key to the brand philosophy. The design brief was to emphasise the naturalness of the product which is 100% fresh fruit with nothing added. The company also wanted a bottle that sat easily in the hand.

The logo, resembling an apple or a person with a halo, was initially sketched-out on a serviette with a felt tip pen. Germain explains: "We tried to make everything say instantly that the product is fun and good for you. The bottles are simple and free of gimmickry. They're easy to hold and that's all they need to be." He adds: "We didn't have any sophisticated marketing plan. We just wanted to like the way it looked and tasted and for it to stand out on café shelves."

Innocent understood the importance of communicating its values clearly and consistently through design and supportive communications. At the point-of-sale, the design of the bottles projects a clear message to the consumer. Even the copy on the labelling is intended to develop a relationship between the company and the customer, using an informal tone of voice laced with humour. Facts and trivia relating to the brand are presented on the label in a style that is unique to the brand:

“The deepest well in Europe is 800 metres down. We know this because it’s where we got our spring water from. We haven’t descended all the way because we’re a bit scared, but we found some monkeys who have hats with torches on.”

The label also invites customers to call Innocent on the ‘banana phone’ or ‘pop round to say hello.’ Germain says that it’s all about ‘owning a tone’ and making sure that the tone is consistent across everything from labelling to advertising. Witty details on the label, such as ‘R = Rol poly’, or the ‘consume by’ date on the bottle top being replaced by an ‘enjoy by’ date, help define that tone and set Innocent apart from their competitors. Innocent even use the label as a recruitment advertisement when they need to hire staff, underlining the role of their packaging design as an advert at point-of-sale.

Innocent continues to extend its product line as it prepares to roll out into different countries. Their design work has won a high level of critical acclaim and in 2004 was nominated for a Silver Award by the D&AD, an educational charity that represents the global creative, design and advertising community.

QUESTIONS

- a) Why was packaging so important to the success of the Innocent brand? In your discussion, highlight the role that packaging plays in enhancing brand communications. **(10 marks)**
- b) Discuss how the Innocent brand can make use of package design (shape, size, and colour) to make their communications even more effective **(10 marks)**
- c) Use the VIEW model to evaluate the packaging for Innocent fruit drinks **(10 marks)**
- d) Show how Innocent could have used its packaging as a POP and explain the value that POPs bring to the market place **(10 marks)**

SECTION B ANSWER ANY THREE QUESTIONS FROM THIS SECTION

QUESTION TWO

Brand placements in movies, on TV and in music videos represent a subtle and covert way of representing the brand. Traditional advertising, by comparison, can be described as “in your face.” Some people argue that traditional advertising is, thus, a more honest way of presenting brand information than brand placement. Discuss this view with examples from your experiences with both types of communications. **(20 marks)**

QUESTION THREE

- a) Discuss the fundamental principles of integrated marketing communications. **(10 marks)**
- b) Using examples, show how firms are responding to green marketing concerns **(10 marks)**

QUESTION FOUR

- a) Assume you are the owner of a restaurant commonly used by university students. There is a rumour circulating that your chef has AIDS. Your business is declining. Explain exactly what kind of rumour this is and show how you would effectively deal with it to regain your sales. **(10 marks)**
- b) "There is no such a thing as negative publicity." Discuss this statement with specific reference to public relations' role in publicity. Use any illustrations you may find appropriate. **(10 marks)**

QUESTION FIVE

- a) Using examples of actual product endorsers, discuss the factors that must be considered when selecting a celebrity endorser. **(10 marks)**
- b) The media planning process involves the decision about specifying media objectives. Discuss, with hypothetical examples, how a company can use the six media objectives to buy the best media and vehicles. **(10 marks)**

QUESTION SIX

- a) Explain the hierarchy-of-effects model, and show why it is important for marketing communicators to understand it **(10 marks)**
- b) Describe the traditional and non-traditional views of marketing communications objective setting. Discuss the merits and demerits of each view. **(10 marks)**