

UNIVERSITY OF SWAZILAND
FACULTY OF COMMERCE
DEPARTMENT OF BUSINESS ADMINISTRATION
FIRST SEMESTER EXAMINATION 2017

TITLE OF PAPER : ADVERTISING
COURSE : BUS327
DEGREE AND YEAR : BCOM 3
TIME ALLOWED : THREE (3) HOURS

INSTRUCTIONS:

1. THIS PAPER CONSISTS OF SECTIONS (A) AND (B)
2. SECTION (A) IS COMPULSORY
3. ANSWER ANY THREE (3) QUESTIONS FROM SECTION B
4. THE TOTAL NUMBER OF QUESTIONS IN THIS PAPER IS FIVE (5)

NOTE: MARKS WILL BE AWARDED FOR GOOD COMMUNICATION
IN ENGLISH AND FOR ORDERLY PRESENTATION

THIS EXAMINATION PAPER SHOULD NOT BE OPENED UNTIL INVIGILATOR HAS
GRANTED PERMISSION

SECTION A (COMPULSORY)**READ THE FOLLOWING CASE AND ANSWER THE QUESTIONS BELOW****THE LAUNDRY HANGER AS AN ADVERTISING TOUCH POINT**

Reaching large numbers of men with advertising messages is often difficult because most ad media are fragmented; that is, they appeal to relatively small groups of people who share common interests but fail to reach large numbers whose interests are highly diverse and thus do not watch the same TV programs, read the same magazines, listen to the same radio programs, and so on. It is for this reason that advertisers and their agencies are continuously seeking media alternatives that can make contact with difficult-to-reach consumers. Enter the mundane laundry hanger as a novel point of contact.

A small New York company, Hanger Network, is generating interest from some major advertisers who are constantly searching for unique ways to reach consumers economically. Hanger Network's advertising proposition is straightforward: It arranges with laundry-supply firms to make and distribute laundry hangers carrying advertising messages for distribution in dry cleaners throughout the United States.

For example, the marketers of Mitchum deodorant used hangers as part of a multimedia campaign for its new brand of men's deodorant named Smart Solid. Smart Solid is positioned as a brand that won't leave a white residue on clothing as do other antiperspirants. Hanger ads for this brand carried a variety of taglines such as "You won't find white residue on a Mitchum Man's shirt," "Chilidog stains are another story," and "A Mitchum Man doesn't wear his emotions on his sleeve, or his deodorant."

Prior to fully committing to hanger advertising, Mitchum pretested hanger ads in two cities and experienced double-digit growth in consumer brand awareness and purchase intentions by the completion of the pretest. The decision to expand the campaign in other markets was a no brainer based on these impressive results.

Hanger Network's ads have been used in approximately 40 percent of the 25,000 dry cleaning outlets in the United States. There have been some problems that need to be worked out, but it is likely that hanger advertising has a future. But, although it has the potential to achieve advertisers' needs, it isn't an inexpensive form of advertising. In fact, the price is around \$45 for every thousand hangers that carry an ad, which on a cost-per-

thousand basis is more expensive even than advertising during some high profile sporting events on television!

Source: Adapted from Suzanne Vranica, "Marketers Try Hanging Out at Dry Cleaners," Wall Street Journal Online, March 12, 2007, <http://online.wsj.com> (accessed March 12, 2007).

QUESTION 1

- a) Using the steps involved in media planning, explain why the hanger network's ads seem to be successful. **(20 MARKS)**

- b) Considering the significance of reach, frequency and continuity in media planning do you think the hanger network's ads performed very well in respect of each? **(20 MARKS)**

SECTION B (ANSWER ANY THREE QUESTIONS)**QUESTION 2**

Briefly discuss each of the following:

(20 MARKS)

- a. Social Advertising
- b. Political Advertising
- c. Advocacy Advertising
- d. Retail Advertising
- e. Professional Advertising

QUESTION 3

“Money spent on advertising is an investment and not an expenditure.” Discuss this statement.

(20 MARKS)

QUESTION 4

Discuss the factors that should be considered when selecting an advertising agency.

(20 MARKS)

QUESTIONS 5

Describe the advantages and disadvantages of social media compared to traditional media choices.

(20 MARKS)