

# KraftTips for the Kraftshala Screening Test

This document has been created to help you prepare for the Screening Test of [Kraftshala's Marketing Launchpad](#) and [Kraftshala's Content and Social Media Launchpad](#).

This document gives you an idea about the type of questions you should prepare for, along with additional links you can refer to.

Limited candidates will be selected from amongst thousands of applicants, so the more time you can spend preparing, the better your chances are going to be. **Kraftshala Changemakers' Scholarship of 30%** will also be rolled out to top 5% of the folks based on their performance in the Screening Test

We will share a framework with you to break down an ad. We call this Reverse Marketing and it is a proprietary framework of Kraftshala. This has been taught to 6000+ bschool students including from all the top IIMs etc and is a sureshot way to engage any interviewer in your future marketing roles.

Here are the videos from where you will learn the concept of Reverse Marketing that you have to apply in the test **Total Duration of the videos ~40 mins.**

## Videos in English -----

1. [Introduction to Reverse Marketing](#)
2. [Growth Equation](#)
3. [Business Objective Amazon](#)
4. [Is Uber trying to gain new Users?](#)
5. [Is Uber trying to Increase frequency?](#)
6. [Defining a User](#)
7. [User - Thums Up](#)
8. [Defining Communication Challenge](#)

The full playlist is [here](#).

## Videos in Hindi-----

1. [Introduction to Reverse Marketing](#)
2. [Growth Equation](#)
3. [Business Objective - Amazon's Aur Dikhao](#)
4. [Is Uber trying to gain new Users?](#)
5. [Is Uber trying to Increase frequency?](#)
6. [Defining a User](#)
7. [User - Thums Up & Parachute](#)
8. [Defining Communication Challenge](#)

The full playlist is [here](#).

**#KraftTip:** It is better to watch the videos multiple times to understand the Reverse Marketing framework well, and then apply the concepts to other ads that you encounter. There is no further preparation required for this.

Keep it simple and keep it structured :)

### Once you have watched the above videos, let's take a practice case:

Watch the following Ad: [Cadbury Dark Milk](#)

Answer the questions below:

- What is the business objective of the above ad? Options: *Category Penetration, Brand Penetration, Frequency of building new occasion, Frequency by taking share away from the competitors, Average Weight of consumption*
- How would you describe the Target Audience for the above ad?
- What is the Communication Challenge in the above ad?

**Attempt the above based on the understanding of the Reverse marketing playlist attached above. Once you've done that, come back here and read our POV on the answers:**

#### Business Objective:

If we define the category as that of dark chocolates, the objective is to get people who currently eat milk chocolates to enter the category of dark chocolates. The product has been created as a sweet spot between Milk chocolate & Dark Chocolates so as to suit the palette of those who like milk chocolates. It is not for people who already love dark

chocolates. The commercial tries to build consideration for the new category by connecting it to 'maturity'. Thus, category penetration.

**Target Audience:**

Millennials (18-25) in tier 1 who are chocolate lovers and seek to create a grown up identity for themselves.

**Communication Challenge:**

I want to convince the SuperConsumer that Dark Milk is the chocolate for grown ups.

**Please note that in the final test, you will need to give exact reasons and thought processes on how you have arrived at your answers as that carries more weightage than the actual answer itself.**

All the best 😊