

**ADITYA INSTITUTE OF TECHNOLOGY AND MANAGEMENT, TEKKALI
(AUTONOMOUS)**

**II MBA IV Semester Regular & Supplementary Examinations, September-2020
ADVERTISEMENT AND BRAND MANAGEMENT**

Time: 3 Hrs

Max. Marks: 60

**Answer any Five questions
All questions carry EQUAL marks
Question No. 8 is Compulsory**

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| 1. | a) Define Advertising. Discuss the role of advertising in marketing today. | 6M |
| | b) Explain the functions of advertising. | 6M |
| 2. | a) "DAGMAR is a powerful advertising tool". Explain. | 6M |
| | b) What are the common methods of setting advertising budgets? | 6M |
| 3. | a) Discuss the role of a copywriter in the preparation of Ad | 6M |
| | b) Name the various steps in the layout of an advertisement. | 6M |
| 4. | a) What are the characteristics of media? | 6M |
| | b) Explain the salient features of rural advertising. | 6M |
| 5. | a) Explain the terms brand identity brand image and brand equity. | 6M |
| | b) Summarize brand positioning strategy. | 6M |
| 6. | a) Recall branding Strategies with reference to retail sector. | 6M |
| | b) How can brand equity be achieved through CSR. | 6M |
| 7. | a) Explain the role of ethics in advertising. | 6M |
| | b) What are the various advertising appeals? | 6M |
| 8. | CASE STUDY: | 12M |

The case discusses the product positioning and promotional strategy of Fevicol, the largest selling adhesive in Asia with a presence in over 50 countries. Fevicol had become successful not only due to its quality but also because of its unique advertising campaigns. The case discusses the innovative promotional strategies adopted by Pidilite, the parent company of Fevicol, to enable an industrial product like Fevicol to carve out a niche as a top consumer brand in both the urban as well as rural markets in India. The creative strategy employed for Fevicol is to make bonding a Fevicol attribute and its advertising has used intelligent humor to convey this meaning. The biggest challenge for the brand going forward would be to retain its dominant position in the Indian glue market in light of increasing competition from the unorganized sector. It remains to be seen whether the uniqueness of its advertising strategy will give Fevicol a competitive advantage in the future.

Fevicol, the flagship adhesive brand of Pidilite Industries Limited (Pidilite), enjoyed a dominant position in the adhesive business in India with a market share of 70% as of 2015. Reportedly, Fevicol was the largest selling adhesives brand in Asia with a presence in over 50 countries. In 2015, Pidilite reported a turnover of Rs 46.52 billion, of which 40% came from sales of Fevicol¹. According to some analysts, Fevicol's dominance in the Indian adhesive market could be attributed not only to the brand's inherent strength and quality but also to a series of advertising campaigns launched by the company over the years to promote the Fevicol brand. "Although Fevicol is not a consumer product, but it has managed to reach out to every Indian thanks to the brilliance and humour of the campaigns," said Abhijit Avasthi (Avasthi), former National Creative Director of Ogilvy & Mather India (O&M).

Launched in 1959, Fevicol was promoted as easy to use glue for carpenters, as an alternative to fat and collagen based adhesive which had to be boiled before application. Over the years, the brand had proved its mettle in terms of consistency, quality, and strong distribution method and customer relationship. It had become a generic name in the adhesive category in India. According to industry experts, Fevicol had strong brand equity and remained embedded in the minds and hearts of the customers. Since adhesive was a low involvement category, Pidilite adopted creative marketing strategies to increase the sales of the adhesive, they said. Over the years, Fevicol's simple, creative, and humorous advertisements clicked with customers and contributed to the success of the brand, opined industry experts.

According to industry observers, Fevicol had managed to ensure a high recall value in the minds of consumers in spite of belonging to a largely B2B product category. Although Fevicol was a low involvement product, it had managed to reach out to every household in India due to the brilliance and humor behind its ad campaigns, said some industry observers. According to them, Fevicol had always used humor to reach out to the audience and had been successful in leaving a lasting impression on the minds of consumer through its hilarious ads. Its witty ads played an important role in making Fevicol a household name with tremendous brand recall. The ads were so successful that they managed to make an adhesive product like Fevicol into an FMCG item, said experts.

Questions:

1. Explain the brand positioning strategies adopted by Pidilite for its flagship adhesive brand Fevicol.
2. Explain the importance of brand positioning in making a brand successful.
3. Briefly explain role of emotions in advertising