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FACULTY OF THE SOCIAL SCIENCES
DEPARTMENT OF MASS COMMUNICATION

2018/2019 HARMATTAN SEMESTER EXAMINATION

Course Code: MAS 415 Unit: 3 Status: ELECTIVE

Course Title: ADVERTISING CASE STUDIES

Duration: 2 HOURS

Instruction: ANSWER THREE (3) QUESTIONS. QUESTION ONE (1) IS COMPULSORY.

1. a. Briefly discuss the importance of Advertising Case Studies in the training and practice of an advertising professional. 10 marks.
- b. List and discuss stages involved in solving advertising cases. 10 marks.
- c. Identify and discuss the major types of Case Studies. 10 marks.

Study the following cases and perform a diagnostic and prescriptive analysis of any two (2) of them:

2. Supa Beefie is one of the successful brands of Sambell Industries Limited. Supa Beefie share the market with other brands of beef rolls, though Supa Beefie command loyal consumption among beef rolls consumers in the Southern part of the country, yet studies revealed that beef rolls consumers in the Northern part of the country were ~~wary~~^{wary} of the product due to the allegation that pork meat was being used in producing Supa Beefie. Sambell Industries contacted an Advertising Agency which recommended interaction with Muslim Leaders, especially in the North, and also a series of print and broadcast advertising campaign containing Nafdac comments on the content of the product and stressing the nutritional values of the product. At the end of the campaign, sales of Supa Beefie increased by 120% in Southern Nigeria and over 80% in the North. 20 marks.
3. Animal Care Konsult is one of Nigeria's leading producers and marketers of animal feeds and drugs. After several years of research, Animal Care Konsult introduced feed concentrates which forms 30% of the feed formula and only requires other materials that could be purchased locally by animal farmers. Animal Care Konsult is enthusiastic by this major achievement especially as it will encourage more farmers into animal feed production and be able to reduce cost. However, as a result of competition from finished feed producers who are closer to the farmers, acceptance of the concentrate has been slow. Animal Care intends to intensify its growth opportunities within the industry by

developing programmes and actions to achieve premium service performance, delivery and profitability within six months. Steps taken to intensify these growth opportunities include research, environmental scanning to exploit the available opportunities and also to develop and adopt effective plan and strategy to achieve set objectives. A simple strategic approach to segmentation, customer targeting and service positioning was adopted. The objective is to establish and position in the mind of Poultry Farmers through the use of the various advertising media outlets, feed concentrates as a quality alternative to finished feeds at an affordable price. The approach was highly successful as it encouraged preference for feed concentrate and corrected whatever false impressions farmers had about completing the preparation of feeds themselves. 20 marks.

4. Orisun Estates is a real estate consultancy, based in Lagos. The business was founded in 2012 by the Cable television station – Orisun Television, after the organization spotted a gap in the real estate market for the growing population in Lagos. The company offers real estate services which includes; procurement of land owners and government approved lands free from the grip of land speculators and land grabbers – ‘ajagungbale’ as a tool to be used as part of a wider optimization campaign for the Cable TV and its programmes. These products include: land procurement, survey and design services, government approvals and bank loans for erection of structures. However, Orisun TV is a new entrant in the crowded real estate business in Nigeria as well as the Cable TV business. So, it employed the endorsement concept by engaging popular Yoruwod stars who engaged in campaigns to convince viewers and their fans on the need to save for the rainy day through Orisun TV and other media platforms. The organization sponsored an advertising campaign to communicate the company’s distinctive ability from its competitors and having positive feelings towards the project. The project became so successful that Orisun TV now expanded its real estate business to several other states as well as the Federal Capital- Abuja.
5. ASUU-OOU Cooperative Society helps its members thrive in economic development. How can an organization whose original charter was to help defend the job security of members be considered a serious player in today’s cutthroat road in financial planning. That was precisely the challenge ASUU-OOU Cooperative Society faced. ASUU-OOU conducted a survey which revealed that though its members give it high marks for integrity, early response to needs and value, but low scores on fund security and scrutiny by employer (i.e. the University Management and the Ogun-State Government). So, more and more members are taking loans from the competitors (i.e. the numerous banks on Campus). ASUU-OOU Cooperative Society had to quickly build trust in its financial competence and trust. Then the organization focused on a new objective which was to build awareness of ASUU-OOU Cooperative’s financial expertise - specifically retirement planning and guarantee that financial transactions of the organization shall be protected from the employers with media and ASUU-OOU members. Also, to drive traffic and awareness to ASUU-OOU new retirement planning programme through the use of innovative advertising materials targeted at its members. 20 marks.