# CUSTOMER ENGAGEMENT MARKETING BMT6144

**Trimester - 4**



# CASE STUDY: Brand Engagement: Social and digital perspective

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1. **Methodology adopted:** Several resources were utilized in summing up the views from different case studies few target questions were answered. Kindly find the reference material links at the end of this document.

# Definition: Customer Churn & Win-back strategy

# A brand is not merely a representation of a product: it is an emotional and symbolic perception we develop that influences our thoughts, feeling, and behaviour.

A calculated marketing plan to get those DAUs who dropped off back on the business, retain them as active users, and help keep the churn rate low. Churn rate, the percentage of defected customers during a given period, is detrimental to the success of the business. Re-engaging an inactive user can assist improve the bottom line because acquiring a new client can be up to 25 times more expensive than retaining an existing one. It's still critical to invest effort into obtaining new users or customers in order to expand, but it's also critical to keep adding value to the existing customers in the database. **Win-back campaigns and strategies are an effective way of reinvigorating the dormant users, helping improve the customer lifetime value.**

# Churn Rate:

To understand the profitable customers, Monthly Active/ Daily Active users should be studied.

# Monthly Churn Rate = Users Lost in this Month / (Users at the beginning of the month + users added this month)

Some of the reasons why a customer turns into defected customers

* + Bad customer service.
  + Not enough value: The biggest reason customers leave is not, in fact, because they found a better price.
  + Poor quality communications.
  + No brand loyalty.

1. SOCIAL PERSPECTIVE OF BRAND MARKETING

# How Brands Form Identity \_“Get a Mac” campaign:

Apple launched its “Get a Mac” campaign. The campaign featured a series of commercials that started out with a young, hip guy in a hoodie introducing himself by saying “Hi, I’m a Mac.” A stodgy, older man wearing a blazer and glasses portrayed another computer brand. The campaign implied that the computer you use signifies the kind of person you are, and of course you want to be young and cool, like a Mac.



The “Get a Mac” campaign is an example of the use of identity in branding. Identity is an important psychological and social concept that relates to how we view and define ourselves and others

# A) Making Nationalistic Appeals \_ Ultratech Cement.

Ultratech promotes the tagline like “Desh ka cement” and “Engineers choice” to hit the emotions of the people, they try to relate with customers patriotic feelings.



UltraTech Cement focuses on **aggressive** promotion strategy in its marketing mix. It depicts strong bond between the customers and the brand that has significant relationship developed over the years**.**

UltraTech Cement Limited is the largest manufacturer of cement in India and ranks among the world's leading cement makers. UltraTech's vision is to be **'The Leader' in Building Solutions**. The company has a consolidated capacity of 116.8 million tonnes per annum (MTPA) of grey cement.

* 1. **B) Hitting Emotions by Social work \_ Nihar Shanti Oil**

In the Nihar Shanti advertisement staring Vidya balan, it tries to hit the emotions of the customers by saying that if they buy one bottle they can help one poor child.



Nihar Naturals has rolled out a new campaign for its Shanti Amla hair oil. The film has been conceptualised by BBH India and features brand ambassador and Bollywood actor Vidya Balan.

Nihar Naturals Shanti Amla has undertaken the cause of children’s education at the heart of its existence. Embarking on this mission four years ago to make education accessible to children across India, the brand contributes 5% of its profits towards children’s educational development, thereby becoming an enabler for consumers to make a positive change to the society.

* 1. **Bringing Social Change In Perspective \_ Cadbury**

**In this Cadbury tries to portray the change in society, that we all have experienced**

These are two very different eras. Back then, we were just in the early days of liberalization, so there was optimism in the air. And in those days, it was normal to see men breaking into a cricket field and running to the center. Watching a woman do it was something that delighted people, it was freedom of a certain kind. And today we have come a long way from seeing men play cricket, our girls are doing so well. Thus the role reversal becomes the idea.

# 

# Negative Implications

**4.1 Tanishq**

**In this advertisement tansishq had a positive intention of showcasing the unity among the Hindu’s and Muslim’s but the advertisement was misunderstood and tanishq was blamed of promoting “Love Jihad”**

**Thus Tanishq had to withdraw the adv.**

# 

# 4.2 Lux Cozi advertisement starring Varun Dhawan

# The Varun dhavun was trolled a lot recently as this advertisement had some not moral meanings this can be considered as differences in mindset of

# बॉलीवुड एक्टर वरुण धवन के अंडरवियर का हिट हुआ ऐड तो कंपनियों के बीच मचा घमासान, देखें क्या है वजह | varun dhawan underwear advertisement in controversy, amul macho and lux cozi

# 4.3 Fair n Lovely to Glow n Lovely

# Unilever renamed Fair & Lovely, a skin-lightening cream which was been criticised for promoting negative stereotypes around dark skin tones.

# **Fair & Lovely 🡪 Glow & Lovely**

# The new name, GLOW & LOVELY, remove references to "whitening" or "lightening" on the products, which are sold across Asia.

# 

# Quotes about Generation Gap (50 quotes)

# This table here is an example taken of my family, we are three generations living under the same roof, we have different thinking about a product and different aspects of liking a product.

# 

1. Digitalization affects on branding
2. Effective Strategies

# Digital customer engagement

Digital engagement is the process of interacting with potential and existing customers through various digital channels to build your relationship with them. These channels include email, messaging, social media, and many more.

The business and customer engagement process usually begins with the first point of contact and extends throughout the customer journey. It involves proactive interactions that effectively boost engagement with customers in the online spaces they frequent to consume content or communicate

## How do you build customer engagement?

### You’ll need to implement a customer engagement strategy

* Boost digital customers’ engagement with personalized experiences and digital marketing

### Use a customer engagement platform

Example

**6.1 Netflix**

The reason why Netflix proves such a powerful example of customer engagement is their focus on personalising customer experience. By investing heavily in algorithms and audience analytics, Netflix has been able to offer an on demand service that’s unique for each viewer. As their [director of global communications](https://www.nytimes.com/2013/02/25/business/media/for-house-of-cards-using-big-data-to-guarantee-its-popularity.html) explains, there are now ‘33 million different versions of Netflix.’



**Takeaway:** To learn from this customer engagement example, aim to go beyond your customers wants by studying customer activities and preferences. By analysing the habits of your current customers, you can learn how to evolve and better market your product.

**6.2 Gymshark**

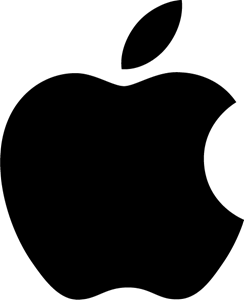
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**6.3 Apple**

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# 6.4 Starbucks

After resuming operations, Starbucks discovered that its rapid expansion had diverted attention away from the problem.

Starbucks offered co-creating chances in order to repair consumer relationships and demonstrate that it cared about them through quality and consistency. It launched "My Starbucks Idea," which allows users to contact employees directly. This approach resulted in the formation of like-minded communities, such as the 'Free Wi-Fi group' or the 'Comfy Chair Group.' In addition, the coffee chain was able to implement over 100 new ideas, rebuilding customer faith in the brand.

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Starbucks has taken advantage of every available chance to engage its customers. Customers can draw creative artwork on simple red cups as canvas and upload them on Instagram/Twitter with the hashtag #RedCupArt. Positive word of mouth increased the value.

**Mobile Apps (2017):** As mentioned before, Starbucks had a great deal of investment in digital transformations technology. They have entered the mobile phone application space well before their competitors. This was a great leap considering the bottom line of the coffee chain. However, the application still encompassed the store-locator and ‘nutrition-based information’ along with the feature to order online. The home-delivery service option had its utmost relevance in the course of the pandemic. In this case, the ambience/experience is now witnessed as an online store attribute and happy taste/delivery experience. In the first place, the app was designed to appeal to its target audience and form an online community. The engagement is possible was ensured via reward programmes.

**Social Media Strategy & Creating Trends:** The promotions encouraged the idea of having a casual breakfast at Starbucks which significantly increased the customer visits around 10.30 am. Not only did this created the online-order-traffic but people across America queued up at the outlets.

**Product-Based Campaigns:** With the co-creation, Starbucks invents new flavours and celebrates them with customers via online campaigns: They have created social accounts for pumpkin spiced latte and Frappuccino, where they post relevant memes for their diehard fans.

**Social Message:** Besides altering the internal competencies, their digital presence and contributions are held for good cause: For instance, #ExtraShotOfPride campaigns support the LGBTQ+ community.

# Conclusion:

Brand engagement signifies an emotional commitment to a brand. It's more than brand awareness, it is loyalty and word-of-mouth marketing The increasing use of social media has changed how firms engage their brands with consumers in recent times social media brand pages have become instrumental in enabling customers to voluntarily participate in providing feedback and ideas for improvement and collaboration with others that contribute to the innovation effort of brands where the social brand engagement uses a different type of methodologies like using identity in branding, making nationalistic appeals and hitting with emotions both social and digital brand engagements have their pair of advantages and disadvantages like negative implication in social brand engagement and getting into connection with people at backwards areas where digitalization is nearly not possible the main conclusion is "Effective marketing depends upon what we say”

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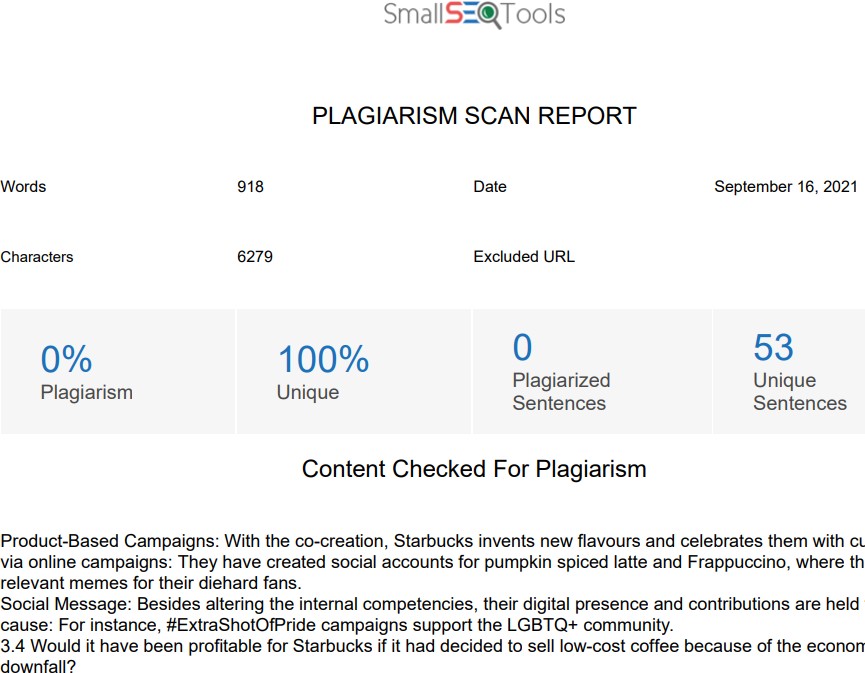
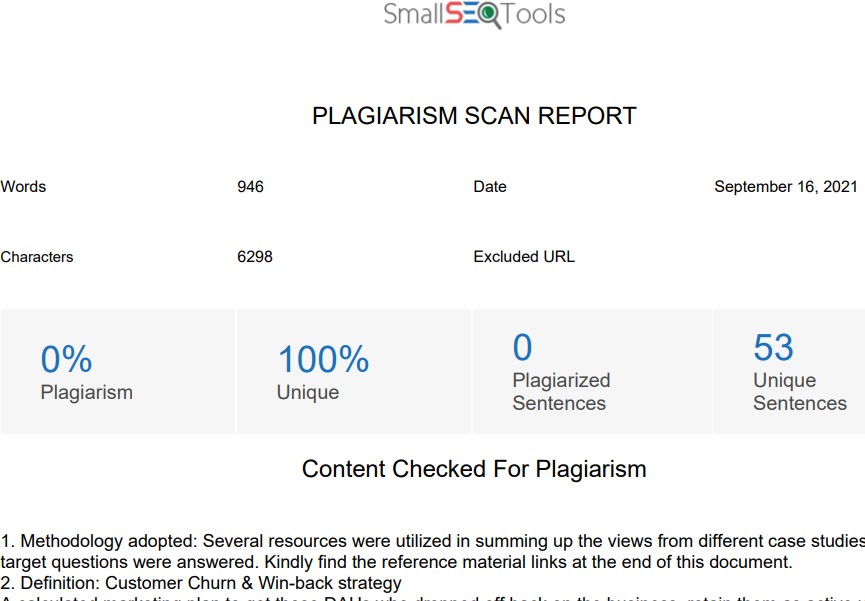
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# Plagiarism Report:

**Sections: 1 – 3.3: 946 Words Sections: 3.3 continuation – 4 : 918 Words**