



UNIVERSITY OF COLOMBO, SRI LANKA

FACULTY OF MANAGEMENT AND FINANCE

Postgraduate & Mid-career Development Unit

Master of Business Administration/Master of Business Administration in Finance/Master of Business Administration in Marketing/Master of Business Administration in HRM

Semester IV first - half Examination – November, 2016

MBAMK 618 – Special Topics: Contemporary Advertising – Theory & Practice

Three (03) Hours

Answer **Four (04)** questions in all including question number **One (01)**

Open book examination

1. Read the following case study and answer the questions given at the end.

How do you put a price on Great Creative?

The McCann-Ericson advertising agency was hungry for fresh talent when it hired a young copy-writer named Joyce King Thomas. It was the mid-1990s and McCann was in a creative slump. Its biggest and most famous client Coca Cola had fired the agency after decades of collaboration of some of the greatest ads in history. McCann's creative director Nina DiSesa had liked King Thomas's work in another agency and thought she could help lead a creative revival at McCann.

McCann got its chance credit card giant MasterCard became a client in 1997. MasterCard wanted something fresh that could help it regain lost ground against top-competitor Visa. "Visa was the aspirational, globe-trotting card and MasterCard was the everyday, hardware stores card. We needed to take the ordinariness of the card and glorify it" recalled executive creative director Jonathan Cranin. Eric Einhorn, McCann's head of strategic planning put it this way "We considered it a travesty that you could use your MasterCard wherever you could use your Visa-and in more places around the world. But Visa was it and MasterCard was just another card"

King Thomas, Einhorn and Cranin they should avoid a benefit focus and shoot for ads that would strike an emotional chord. The ideas did not come easily, but after days of brainstorming, false starts, and lots of crumpled paper, Cranin came up with "There are

some things money can't buy. For everything else, there are MasterCard". That was good, everyone agreed, but how to present it? King Thomas suggested a "Shopping list" approach. She described a father and son attending a baseball game. As the two enjoy food and souvenirs together an announcer checks off the dollar costs (two tickets: \$28; two hot dogs, two popcorns and two sodas: \$18; one autographed baseball: \$45) leading up to the emotional close "real conversation with 11 year -old son: priceless."

The group believed that they had a winner but were taking no chances. When they presented their ideas to MasterCard the ads were encased in blue -velvet-covered books. Most of pitching was done by King Thomas, who backed up the creative with clips taken of the enthusiastic focus groups that had watched the ads. "It was choreographed beautifully, recalls a McCann executive. Joyce took us through the work, and she had such passion for it." The clients' reaction, "without naming names, there were few tears at the presentation" Says Craning.

And thus a hit was born. The long running MasterCard campaign has led to large gains in both consumer awareness and card usage. The ads are cultural icons, inspiring parodies on Saturday Night Live and HBO programme Arliss. And McCann is back on top, with a strong roster of new clients, including Verizon Wireless, Staples and USA Today. The agency has almost \$3 billion in yearly billings. As for King Thomas, she has just been named to succeed DiSesa as creative director, placing her in charge of about 150 people.

Sources; Hank kim "MasterCard Moments.' Adweek (April 12, 1999); Mallore Dill. Creative brief - Adweek (July 17, 2000), Kothleen Sampey, King Thomas takes over creative at McCann flagship , Adweek (October 25,2004) Toddwaseman, credit cards' Adweek (April 26, 2004)

Questions

- i. What is the insight behind the creative idea?

(05 marks)
- ii. What makes the MasterCard "Priceless" theme a winning creative idea?

(10 marks)
- iii. How would you decide if the idea is truly effective?

(10 marks)
- iv. What is the advertising approach and creative style used for this campaign

(15 marks)

(Total 40 Marks)

2. You have given following information from by your media agency. Answer the questions using the given information

Programme	Cost	TVR	No of inserts	Unduplicated reach
A	200,000	13	10	15
B	250,000	10	5	25
C	100,000	8	5	10
D	50,000	3	5	08

- i. If you are requested to remove one programme from the list, What programme you will remove based on the cost efficiency
- ii. What is the most cost effective programme
- iii. What is total cost for the plan and total GRP.
- iv. What is the total reach for the plan

(20 Marks)

3. You are in the process of developing a new advertising campaign for a Full Cream Milk Powder, competing with a giant brand in Sri Lanka. Creative agency has recommended a well-known Female celebrity (Who is already appearing for number of brands) to be used to endorse the brand.

Brand manager is more favorable for using testimonials for the campaign which will cost only 15% of the celebrity approach. You as the marketing manager should take a decision as to what approach to be used and rationalize the decision in the next management meeting with practical examples.

(20 Marks)

4. Answer the following questions in relation to Toothpaste, Paints, Premium Car, Cough & Cold Reliever (medicine).

- i. When to advertise?
- ii. How often to advertise?
- iii. How many times (Frequency) to expose a message to a target audience?
- iv. Where to advertise (Medium)?

(20 marks)

5. Explain the central route of persuasion versus peripheral route to persuasion and the factors that might determine by the advertisers when they plan their campaigns.

(20 Marks)

6. Write short notes on following topics

- v. Think objectives and Feel objectives
- vi. High involvement and low involvement media
- vii. Continuous and burst scheduling patterns
- viii. Effective frequency

(20 Marks)
