



INTEGRATED MARKETING COMMUNICATIONS

AUGUST 2023

MOCK EXAMS

Time: 5:30 PM – 8:30 PM

Date: 6th November 2023

Three hours duration

The Mock will be 3 hours in duration

The mock has **TWO** Parts.

Task 1 is worth 40% of the total marks available

Task 2 is worth 60% of the total marks available.

You are required to give your answers in the CIMG answer book provided. Do not repeat the task in your answer, but show clearly the number of the task attempted on the appropriate pages of the answer book. Please start each task on a new page.

Rough work and notes **must** be written in the answer book or on supplementary sheets and **must** be clearly identified.



PART A – Compulsory

(Answer all questions)

Procter and Gamble (P&G) is a multinational corporation known for its wide array of consumer products. As a leader in the fast-moving consumer goods (FMCG) industry, P&G has always strived to communicate effectively with its customers. However, achieving seamless integration in its marketing communication efforts has proven to be a complex task.

The company's IMC journey began with the desire to create a unified brand image and a consistent message across its diverse product portfolio. Despite many successful campaigns, several challenges and failures have arisen. Its brand portfolio includes numerous products, each with its own unique identity. Maintaining consistency across these diverse brands has been a recurring challenge. This led to confusion among consumers about P&G's overarching brand message.

In an attempt to cover all aspects of their products, P&G sometimes inundated consumers with too much information, leading to message overload. This made it difficult for consumers to understand and retain the core message.

P&G ventured into digital marketing but faced challenges in effectively leveraging online platforms. Inconsistencies between traditional and digital marketing efforts contributed to a disjointed brand image.

Furthermore, the company's portfolio spans various product categories, from beauty and grooming to home care and healthcare. Coordinating the marketing communication efforts for such a diverse range is a formidable challenge. Cultural differences when crafting its messages also creates affects the efficacy of the company's communications since this requires careful planning and adaptation of campaigns to suit different markets.

P&G faced difficulties in quantifying the impact of its IMC efforts. The multi-platform nature of modern marketing makes it challenging to assess the ROI of individual campaigns accurately.

As a Marketing Consultant the Senior Management Team of Procter & Gamble has asked you to do the following:

- 1) Develop an advanced Integrated Marketing Communications plan for Procter and Gamble, focusing on a specific product category or brand. Provide a comprehensive strategy, tactics, and expected outcomes. (20 marks)



- 2) Analyze how Procter and Gamble effectively integrates branding into its IMC strategies. Provide examples and discuss the impact on brand perception and consumer engagement. (20 marks)

PART B - (Answer Any 3 Questions)

As a Marketing Consultant:

- 3) For any company of your choice, discuss the challenges and strategies in expanding its market internationally using Integrated Marketing Communications. Highlight cultural and contextual considerations. (20 marks)
- 4) Evaluate how any company of your choice can adopt sustainability and corporate responsibility into its IMC efforts. Provide examples and assess the impact on the company's brand image. (20 marks)
- 5) Develop an IMC-based crisis communication plan for a multi-national company in response to a hypothetical reputation crisis. Discuss key components and evaluate the effectiveness of an IMC-based crisis communication plan for companies in general. (20 marks)
- 6) Explore how a multinational firm uses IMC to influence consumer behavior and purchasing decisions. Provide insights into the psychological and emotional aspects of their strategies. (20 marks)
- 7) Discuss the key performance indicators (KPIs) used by a company of your choice to measure the effectiveness of its IMC campaigns. Explain how these metrics inform decision-making. (20 marks)

