

**FINAL  
ALTERNATIVE ASSESSMENT**

(Take Home)

Session : April 2021

Programme : Diploma In Mass Communication (DMC)

Course : **MKT2100/COM2100: INTEGRATED MARKETING  
COMMUNICATIONS**

Date of Examination : 31<sup>st</sup> July 2021 – 1<sup>st</sup> August 2021

Time : 31/7@10 am- 1/8@10am Reading Time: Nil

Duration : 24 hours

Special Instructions :

There are **TWO (2)** case studies, **Case Study 1** and **Case Study 2**. Answer **ALL** questions in **BOTH** case studies. Strictly do not copy and paste the case study and instructions in your answer sheet, label the questions you answered instead, eg 1 (a), 1 (b). You will be given 24 hours to complete and submit your answer to Blackboard in MS Word format.

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**IMPORTANT NOTE** : **THIS PAPER SHOULD NOT BE TAKEN OUT OF THE EXAMINATION HALL**

Materials permitted :  
N/A

Materials provided :  
N/A

Examiner (s) : **Animalar, Lee Koon Yoong**

Moderator : Wilfred Tan Kwang Shean

This paper consists of 4 printed pages, including the cover page.  
DIPLOMA IN MASS COMMUNICATION (DMCN)  
MKT2100/COM2100: INTEGRATED MARKETING COMMUNICATIONS  
FINAL ALTERNATE ASSESSMENT: APRIL 2021 SESSION  
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The acceptable SafeAssign similarity percentage is 0-25%. From 26%-50%, your total marks will be deducted by 20%. Above 50% your marks will be deducted by 50%. Please do write your answers using your own word, copy paste directly from websites/ other sources will affect your SafeAssign similarity percentage. This assignment should be prepared individually

**Case Study 1:**

While the bottled water market was growing rapidly, The Coca-Cola Company launched DASANI bottled water in 1999. Strong growth in the bottled water category, along with The Coca-Cola Company's extensive distribution system, helped the brand achieve 20 percent compounded growth through 2006. By 2007, The Coca-Cola Company found its DASANI brand stuck in the middle and being squeezed between premium, prestige brands such as Smartwater, Voss, ETHOS, FIJI and EVIA and low/value-priced private label brands. The bottled water category was also facing environmental concerns with many consumers and retailers questioning the sheer number of brands on the market and the disposal of plastic bottles.

In 2009, The Coca-Cola Company retained Lambesis as the new advertising agency for the DASANI brand. Lambesis quickly recognized that its first challenge was to defend against the market squeeze from the high and low end brands, which required positioning DASANI bottled water as the most aspirational, yet accessible mainstream brand. The bottled water category was dominated by competitors making taste claims as well as functional or wellness claims which proved to be difficult to credibly or successfully sustain. Research conducted as part of the strategic account planning process found that heavy bottled water users didn't think about water in terms of a bottled beverage, but instead as something that invigorates the mind, body, and soul. They also view the functional benefits of water as something more fundamental, as water is viewed as a life-giving source. Based on these findings Lambesis developed an integrated marketing communications strategy to position DASANI bottled water as the feel-good, crisp-tasting companion that invigorates you –whenever, wherever-helping body and mind stay refreshed and feel good during all moments throughout the day.

Source: Belch, G.E. & Belch M. A. (2018), Advertising and Promotion, 11<sup>th</sup> ed. McGraw-Hill Irwin

**(Students will need to provide their answers in relation to the given scenario and context)**

### Question 1

- (a) Choose **ONE (1)** advertising appeal that is used by the Lambesis Agency for DASANI bottled water. Justify your answer with the examples from the Case Study 1. (5 marks)
- (b) Based on the answer given in question 1a, elaborate any **THREE (3)** types of advertising execution with relevant examples from the Case Study 1. (15 marks)
- (c) Aside from the advertising execution given in question 1b, suggest another **ONE (1)** most appropriate advertising execution that suits DASANI bottled water. Justify your answer with example from the case study above or any other relevant example. (5 marks)

### Question 2

Based on the case study 1 above, if you are the marketing manager of the Coca Cola Company, propose any **FIVE (5)** marketing strategies that you are able to execute to help the company to promote DASANI bottled water.

(25 marks)

### Case Study 2:

Mountain Goat Cyclery is an independent bicycle retailer in Colorado Specializing in mountain bikes. It offers a full line of mountain bikes for men, women, and children as well as accessories and bike repair services, like many local retailers, it advertises in local media such as newspapers, radio, magazines, and local news programs. The owner is considering spending \$500 to advertise a summer sales promotion premium offer. For every Diamondback Lux bicycle purchased, the retailer is offering a free Fox Flux mountain bike helmet. It sells the bike for \$500, and the retail value of the helmet is \$100.

Source: Kotler P. & Armstrong G. (2021), Principles of Marketing, 18<sup>th</sup> ed. Pearson.

**(Students will need to provide their answers in relation to the given scenario and context)**

**Question 3**

Based on the case study 2, assuming that you are the marketing manager of Mountain Goat Cyclery, propose any **FIVE (5)** consumer oriented sales promotion strategies that you think are best suit the company. Provide your answer with relevant examples from other companies / brands.

(25 marks)

**Question 4**

Based on the second case study 1 above, suggest any **FOUR (4)** supportive marketing tools to help Mountain Goat Cyclery to improve its sales. Provide your answer with relevant examples to the case study 1 above.

(25 marks)

**~ The End ~**

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