

- Q.4** (a) Explain in brief the advantages and disadvantages of Social Media advertising. **07**
- (b) Compare and contrast the AIDA model from the hierarchy of effect model. Justify your argument with an appropriate example. **07**

Q.5 **CLOSE-UP:**

Close-Up ranked No. 5 in A&M’s Top Brand survey of 1997, three ranks below its arch-rival Colgate. By 1999, Close-Up was No. 15. Since its introduction in the Indian market in 1975, Close-Up has been the closest challenger to Colgate, which is the top brand in this category, which is the top brand in this category. According to Hindustan Lever Ltd., the marketers of Close-Up, the typical consumer had no qualms about not keeping germs at bay during the night but rather cared more about fresh breath in the morning.

The advertising agency, Lintas, has played on bad breath scare and targeted a typical college student who would be motivated by what brushing did to his social acceptance. It was hoped that once Close-Up entered homes, older consumers would also start using it and discard Colgate. To counter Colgate’s famed Suraksha Chakra, Close-up released ads asking consumers to do the “hah-hah test to check the freshness of breath. The focus was on communicating the key benefit “fighting bad breath”.

The intimacy between couples, portrayed in Close-up commercials, was seen as disturbing the Indian mother’s sensibilities and hence the ads focused in the gregarious couple, as this group-oriented closeness was seen to be more acceptable to mothers, who are the actual buyers of household toiletries.

Both Colgate and HLL introduced line extensions of their brand, improved packaging and did aggressive promotions. Close-Up has been strong in the South. It has been quite weak in the East. In West Bengal, HLL roped in popular singer Anjan Dutt to reach out to the old and young alike.

- (a) Analyse the case and determine which promotional strategy, “pull” or “push” would be appropriate. **07**
- (b) Do you feel anything went wrong in the Close-up commercials? Justify. **07**

- Q.5** (a) What promotional tools you suggest to Close-Up in modern day scenario and why? **07**
- (b) Which type of advertisement appeal would you suggest for promoting Close-up brand? **07**
