



- 9 In addition to searching for jobs, staying connected with professionals, and recruiting new employees, \_\_\_\_\_ also helps us promote our business with advice from experienced employees
- A. LinkedIn                      B. Facebook  
C. Instagram                      D. Twitter
- 10 Which of the following is an image-pinning website?
- A. Twitter                      B. Instagram  
C. Pinterest                      D. Snapchat
- 11 Which of the following is a free video-sharing platform created in the year 2005?
- A. Instagram                      B. Facebook  
C. YouTube                      D. LinkedIn
- 12 Which of the following is NOT a type of social media advertising?
- A. Sponsored posts                      B. Display ads  
C. Influencer Marketing                      D. Video Ads

**Q.3**

**Long Questions**

- (a) Influencers play a major role in social media campaign success. Critically evaluate this statement. **07**
- (b) Imagine you are working for the Income Tax Department, Ministry of Finance, Government of India. You have been allotted a task of raising awareness among the citizens of the country about the need for pay taxes. Design a social media plan for the same. **07**

**OR**

- (a) Analyze the social media practices of- **07**
- i. Two IT Companies
  - ii. Two FMCG Companies
- (b) Imagine you are the CMO of a big company; your company has started marketing on Facebook and now you want to assign specific marketing roles to specific employees while keeping the data safe. How would you go about it? **07**

**Q.4**

**CASE STUDY:**

Mercedes-Benz is a widely recognised automobile manufacturer known for its luxury vehicles all over the globe. It is headquartered in Stuttgart city of Germany.

Objective: The campaign was aimed at increasing brand awareness amongst the younger generation. **10**

Implementation: The company runs multiple Twitter accounts-the German (MercedesBenz) and the American (@ MBUSA) handle take the lead with 1.6 million and 582.000 followers respectively. Regular tweeting of an average six to eight times per day helped the brand keep its followers engaged.

The brand shared news about car races, images of its historical cars, and evolution of its vehicles It used popular hashtags like #Midweek- Motivation to make its messages more impactful and expand the reach of its content.

The company launched a campaign called Mercedes-Benz Tweet Race: The campaign's tagline was 'Get 4 Tweets, Drive 1 Mile: The Mercedes-Benz Tweet Race to the Super Bowl' This competition was held for 3 days with four teams and 1,400 miles. They called tweets as car's fuel. Four two-person driving teams enlisted on Fat ook embarked on the challenge, powered only by their online followers' tweets. Teams were in charge of generating engagement to indeed drive them forward in real Mercedes-Benz cars. The teams competed for a pair of new C-Class Coupes. The teams had Twitter celebrities as coach who rallied online support for their teams. The four drivers, each paired with a co-driver, were chosen from about 2,000 applicants, on the basis of their social media authority. On a random basis, each team was assigned a city from where they had to start the race-Chicago, Los Angeles, New York, and Tampa. The teams had to arrive at the Super Bowl XLV in Dallas, Texas Members of the team prepared for the race over 3 weeks mobilising their Twitter followers and urging them to join the team. Supporters who joined the team before the race starts were eligible to win a trip to the events sponsored by Mercedes Benz such as the US Open, Fashion Week, and PGA Champion ship, A virtual race was organised on Twitter and recorded a series of events LIVE on the website- [www.mbtweetrace.com](http://www.mbtweetrace.com). It generated a huge number of unfiltered content from teams and their supporters. The race continued for a period of 3 days and teams earned points based on tweet activity and performance on social media challenges they faced along the way. The team that scored the highest points won the race and the driver and co-driver won the C-Class Coupe each

Results: The Mercedes-Benz Tweet Race reached millions of people and allied the brand with a new set of young audience. More than 27,000 active participants generated more than 150,000+ tweets. reaching close to 25 million people worldwide.

Source: (*Razorfish 2012*)

Courtesy: Mercedes-Benz and Mercedes-Benz logo are registered trademarks of Daimler AG, used with permission.

#### Case Questions

- (a) Critique the tweet race campaign. Do you think Mercedes-Benz succeeded in achieving its objective?
- (b) How can you improve the campaign? Which tool will help you the most and why?

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