

# Case Assignment

Brand Management  
Course Code: MKT416

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**Case Question 1**

Comment on the selection of IMC option in this Case.

**Answer**

They selected the right option according to their target markets; they targeted Mothers with babies aged four to 12 months, Mothers with at least one third fewer than 12 months, Child and family health care professionals. They found the IMC options for their selected market which was right. They used TV commercial for reach the target market with emotional appeal to the mothers who spend time for watching TV. They also targeted to the influencer group who are also regular TV viewers, such as: partner, siblings, grandmothers and friends. They used magazine for deliver the detail information as the researchers found that the mothers are information hungry. To increase visibility and information reach-ness a fridge magnet, bounty bag insert, change room posters and nutrition brochure introduced. For providing more detail information they introduced web site with a email address that allows to send messages regarding to the product to the company.

**Case Question 2**

Identify the single minded message from the case.

**Answer**

"The Australian Choice" – was their single minded message for the campaign.

**Case Question 3**

Your point of view regarding the case.

**Answer**

In the highly competitive market the food brand Golden Circle Baby Food launched their product which was not so easy. Interestingly the IMC option they chosen ATL & BTL were very effective along with their efficient planning. The appeal of their advertisements those were emotional and informative. In TV commercial they used emotional appeal as its best option to convey the emotional appeals. As their target market is information hungry that's why they used those options by which they can easily provide information to the target audience. In a nutshell, it was a very successful campaign along with effective IMC option choosing regarding to the target market.