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**GARISSA UNIVERSITY**

**UNIVERSITY EXAMINATION 2020/2021 ACADEMIC YEAR FOUR**

**SECOND SEMESTER EXAMINATION**

**SCHOOL OF BUSINESS AND ECONOMICS**

**FOR THE DEGREE OF BACHELOR OF BUSINESS MANAGEMENT**

**COURSE CODE: BBM 434**

**COURSE TITLE: ADVERTISING AND BRAND MANAGEMENT**

**EXAMINATION DURATION: 2 HOURS**

**DATE: 17/08/2021 TIME: 3.00-5.00 PM**

**INSTRUCTION TO CANDIDATES**

* **The examination has FIVE (5) questions**
* **Question ONE (1) is COMPULSORY**
* **Choose any other TWO (2) questions from the remaining FOUR (4) questions**
* **Use sketch diagrams to illustrate your answer whenever necessary**
* **Do not carry mobile phones or any other written materials in examination room**
* **Do not write on this paper**

**This paper consists of FOUR (4) printed pages *please turn over***

**QUESTION ONE (COMPULSORY)**

**Coca-Cola didn't become a global brand overnight and it has had its share of marketing mistakes. However, its success offers a lot of insight to businesses looking to build a solid and successful brand.**

When it comes to big brands that seem to get marketing spot on, Coca-Cola is one of the best. Considering Coke has been established for just over 130 years, it shows that it is doing something right with its branding, giving businesses plenty to learn from.

Coke's marketing is always noteworthy, exciting and fresh while still building on the brand's core values, ensuring that consumers know that an advert or piece of content is from Coca-Cola. Its take on branding has guaranteed that it has remained consistently popular for decades, even when it experienced a few slip-ups.

Companies looking for the best branding practices need to not look much further than Coca-Cola and here's why:

Consistency is kingWhile coming up with a fresh marketing campaign that will catch the eye is of vital importance to all businesses, this cannot override the need for consistent branding. Customers and prospects need to know that marketing is for a company, which requires certain aspects to remain the same, or at least very similar.

As [Forbes](https://www.forbes.com/sites/jimstengel/2013/12/12/10-things-every-brand-can-learn-from-coke/#150441b0493e) explains, creating a "lasting imprint" on the consciousness of the consumer can take time, meaning that constantly changing branding approaches can have a detrimental effect. Not only has Coca-Cola maintained a similar script font for branding and its tell-tale red, all marketing features happy people smiling broadly and simple taglines.

Its brand is built on the idea of 'enjoying a coke' and this message is the one that is always hammered home, even as its product range changes and adapts to emerging trends.

Big changes can spell disasterAlthough Coke's branding is usually strong, it has made some mistakes, which can be equally as important to learn from. It released New Coke in 1985 in a bid to take market share away from rivals, discontinuing classic coke in the process. The aim was to make the product and the brand more relevant to the time, as [The Balance](https://www.thebalance.com/media-branding-lessons-to-remember-from-new-coke-2315003) explains, but the change didn't receive the intended attention.

Despite a huge marketing campaign heralding the new formula, a lot of testing among focus groups and celebrity endorsements, this rebrand of a classic company came under fire from loyal consumers. The backlash was so great that Classic Coke was made available once more within three months - New Coke went on to be discontinued in 2002.

However, Coca-Cola learned its lesson, putting the marketing attention primarily on its Classic version and rebuilding its brand based on the more popular product and image. This goes to show that even putting a lot of money into branding doesn't guarantee success and that sometimes it is better to cut your losses and revert to a former offering or brand image.

Brand over productOne of the most successful ways in which Coca-Cola has marketed itself is that it puts the focus on the brand rather than its product. Coke is described as something that brings family and friends together, encourages sharing and brings happiness, rather than a soda.

[Smartling](https://www.smartling.com/blog/what-can-we-learn-from-coca-colas-global-marketing-success/) highlights how beneficial this is for a global brand, which sells variations of its products and uses different packaging throughout many countries. Rather than a complicated marketing plan that focuses on the product, which would be difficult to implement, Coca-Cola sells the lifestyle that it strongly associates with its brand. This ensures that the brand is universal and understood across all cultures and languages.

While not all companies will operate on a global scale like Coke, they can still look at how to sell their brand as an experience rather than a product. Not only will this create an overarching idea of the business, it also ensures there is a core focus for future marketing, tying into the idea of consistency.

Remain relevantAlthough consistency is a huge part of Coca-Cola's brand identity, this wouldn't be enough to keep it on top for over 100 years. While Coke is built around the same positive experience as it was upon conception, it also remains modern and topical, making the most of popular culture to remain relevant.

However, the brand doesn't simply take a popular subject and replicate it, Coke's success comes from putting its own spin on a topic, while still maintaining the idea of it being all about sharing and happiness. Not only this, but it uses relevant trends from each of the countries it is present in, understanding that what is relevant for one culture may not be for others.

**QUESTION ONE**

1. From the case study above point out a mistake Coca-Cola has made in branding (1 Marks)
2. Explain how the company has established it has made a mistake in branding (2 Marks)
3. How has the company reacted once it established a mistake was made (3 Marks)
4. What is your understanding of branding from the above case study (2 Marks)
5. Explain the importance of maintaining consistent branding over time (6 Marks)
6. Highlight the benefits of focusing on brand over product in the case of Coca-Cola (3 Marks)
7. Explain ways that Coca-Cola remains relevant in the ever changing business environment (6 Marks)
8. Define brand awareness and explains ways it can be measured (7 Marks)

**QUESTION TWO**

1. Define advertising. (2 Marks)
2. Explain what Motivates organizations to set up their own advertising department. (8 Marks)
3. Discuss how brand extension can make acceptance of new products easy. (10 Marks)

**QUESTION THREE**

1. What is an Advertising Agency. (2 Marks)
2. Discuss the benefits a learning institution like Garissa University will get from working with an advertising agencies (10 Marks)
3. Discuss the common branding mistakes. (10 Marks)

**QUESTION FOUR**

1. Define differentiation. (2 Marks)
2. discuss the main common ways of product differentiation (10 Marks)
3. Discuss the advantage advertising to the society. (8 Marks)

**QUESTION FIVE**

1. Discuss the Ansoff Matrix as strategic growth planning tool. (10 Marks)
2. Advertising plan and decision making focus on three crucial areas, Discuss? (6 marks)
3. State the objectives of a brand. (4 Marks)