



**UNIVERSITI KUALA LUMPUR
BUSINESS SCHOOL**

**FINAL EXAMINATION
OCTOBER 2024 SEMESTER**

COURSE CODE	: EEB20803
COURSE NAME	: INTERNATIONAL ADVERTISING AND PROMOTIONS
PROGRAMME NAME	: BACHELOR OF BUSINESS ADMINISTRATION IN INTERNATIONAL BUSINESS (HONS)
DATE	: 14 FEBRUARY 2025
TIME	: 9.00 AM – 12.00 PM
DURATION	: 3 HOURS

INSTRUCTIONS TO CANDIDATES

1. Please **CAREFULLY** read the instructions given in the question paper.
2. This question paper has information printed on both sides of the paper.
3. This question paper consists of **TWO (2) Sections; Section A and Section B.**
4. Answer **ALL** questions in **Section A and Section B.**
5. Please write your answers on the answer booklet provided.
6. All questions must be answered in **English** (any other language is not allowed).
7. **This question paper must not be removed from the examination hall.**

THERE ARE FOUR (4) PAGES OF QUESTIONS, EXCLUDING THIS PAGE.

SECTION A (Total: 60 marks)

INSTRUCTION: Answer ALL Questions.
Please use the answer booklet provided.

QUESTION 1

Choosing the right celebrity endorsement significantly enhances a company's marketing and promotional success by aligning the celebrity's image with the brand's values, increasing visibility, building trust, and influencing consumer purchasing decisions through their established credibility and appeal. Identify and discuss with example **FIVE (5)** key factors that can lead to a successful endorsement, helping the brand achieve its desired image.

(20 marks)

QUESTION 2

Outdoor advertising effectively promotes a product within targeted geographic areas by strategically placing eye-catching and impactful advertisements in high-traffic locations, ensuring visibility to the intended audience and reinforcing brand presence in specific regions. Discuss with example **FIVE (5)** advantages of using outdoor advertising, including options like billboards, bus benches, transit ads, and effective signage at your own location.

(20 marks)

QUESTION 3

Digital marketing leverages electronic devices and the internet to reach customers through various strategies. Businesses engage with current and potential customers by utilizing digital channels media. Discuss with example **FIVE (5)** types of digital marketing media.

(20 marks)

SECTION B (TOTAL: 40 marks)

INSTRUCTION: Answer ALL Questions
Please use the answer booklet provided.

COCA-COLA

In the year 2012, Coca-Cola had teamed with Oligvy and Mather Australia who were advertising agency partner, to launch their ambitious digital media campaign named 'Share a Coke'. The campaign was first launched in Australia in 2012 and the later in Britain in 2013. The campaign had a variety of Marketing contained ATL marketing strategies like TV Commercials, BTL strategies like billboards as well as an element of experimental marketing where customers could custom make their own bottles. The main success was attributed through the digital platform, wherein each bottle mentioned the hashtag #shareacoke, in order to pursue users to share bottles with their names on social media.

Coca-Cola had two objectives they wanted to achieve out of the 'Share a Coke' campaign. The first and primary objective was to increase their sales as it was the summer period in Australia. The second objective was engaging with its customers by talking to them. They wanted this campaign to create a platform where people won't just consume the product but moreover love the brand.

Coke rolled out the 'Share a Coke' campaign through various channels like newspapers and TV commercials. But it was social media channels, particularly Facebook that the campaign really started picking up steam. Through Facebook, users participated in a large scale. Moreover, the campaign had achieved mass sharing, through customers could connect with each other. Basically, consumers had to SMS their friend's name which would be displayed live on the iconic Coca-Cola sign located at Sydney's King's Cross. The user then would receive an MMS via which they could share their chosen friend's name lit up in lights through Facebook or send him/her mail. A huge amount of social media content was created by encouraging many consumers to participate. This was established by specifically targeting those consumers who very active on social media who engage with their friends by sharing photo and posts on Facebook, Twitter etc. What's more, is that Coca-Cola made these consumers as creative directors of the brand inducing them to promote the brand.

This lead to many users engaging themselves on various social media platforms like Facebook, Twitter, and Instagram. Connecting with the consumers at a personal level. Coca-Cola as a brand was emotionally connecting with its customer through personalization.

Coca-Cola felt the new way to engage with its customers was through personalization and, therefore, designed the campaign in such a way that it encourages personalization in a prospective way. Consumers like to self-express themselves creatively through storytelling and staying in touch with its friends and as a result, the campaign leveraged on this kind of consumer behaviour. Moreover, Coca-Cola wanted to engage with its customers and at the same time promote its own brand name. For instance, when a consumer shares a name-branded Coke bottle with his father, he feels as he is honouring his father rather than promoting the Coca-Cola brand itself. Moreover, by taking and sharing photos with the #shareacoke hashtag on social media, it drives more personal online media content which

leads to many shares across. Coca-Cola created a powerful Call to Action in the campaign. The campaign name 'Share a Coke' was a Call to Action. It made people purchase Coca-Cola and share their memorable moments with their friends and family on social media. Coca-Cola had ensured that the campaign slogan should be something that is very catchy and easy to recall such that the call should action should immediately come to mind when the customer purchases the brand.

Consumers are attracted to goods and services that give them a personal experience. They consider personalization as a crucial aspect of their daily routine. By offering the much needed personal experience, 'Share a Coke' campaign initiated the consumers to promote the brand while taking care of their personal aspects. For example, when a consumer shares a name-branded coke bottle their friends, they feel that they are creating better memories rather than promoting the Coke brand itself.

Coca Cola's 'Share a Coke' Campaign has a great CTA which is 'Share a Coke' itself. The slogan is powerful enough to convince the product and share their Coca-Cola stories online. Another feature of the slogan is that it is easy to remember and catchy which acts as a constant reminder to the consumers. The slogan 'Share a Coke' not only initiates the consumers to buy a coke but also convinces them to share it.

A marketing campaign is successful if it is constantly updated to maintain the interest of the consumers. 'Share a Coke' campaign has successfully done that. In the year 2015, they opened an ecommerce shop where the consumers could order bottles with their names. Also, the lyrics of the songs were added so as to increase the sale. In 2017, the company started shareacoke.com where the consumers could hear a short song with their name in it. Later in 2018, the company added name labels that could be removed and stuck anywhere else like clothes, phones, books etc.

Coca Cola 'Share A Coke' Campaign was one of the best campaigns Coca-Cola has ever designed. It just shows how a brand like Coke which is such a reputed brand can engage with its consumers by allowing them to change the logo with their name. Share a Coke Campaign success taught us that personalization can only be highly engaging and effective if it can be shared with a wide audience. It just doesn't motivate the customer to share but also provides them with the platform to explore their creative side through customization. Moreover, this campaign taught us that social media can play a huge role to make an impact and can be utilized in a customized manner to suit the needs of the consumers as well as the company itself. The untold secret of this campaign was that Coke connected it with its consumers at a personal level.

Reference: BrandVM. (n.d.). *Coca-Cola marketing strategy: A 2024 comprehensive case study*.

Question 1

Explain how Coca-Cola's 'Share a Coke' campaign effectively utilized social media to engage with consumers. Provide examples from the campaign to support your answer.

(10 marks)

Question 2

Discuss the role of personalization in the success of the 'Share a Coke' campaign. How did Coca-Cola use personalization to build a stronger connection with its consumers?

(10 marks)

Question 3

Identify and discuss **THREE (3)** marketing strategies Coca-Cola used in the 'Share a Coke' campaign. How did each strategy contribute to the campaign's success?

(12 marks)

Question 4

What lessons can marketers learn from the 'Share a Coke' campaign about using Call-to-Action (CTA) effectively? Analyze the CTA used in the campaign and its impact on consumer behavior.

(8 marks)

END OF EXAMINATION QUESTIONS