

# CIMG Programme Pathway 3 Professional Diploma in Marketing

## Brands Management (PDM 301)

DECEMBER 2023

### **DURATION: 3 HOURS**

The examination comprises of two parts:

**Part A - a compulsory case study, worth 40 marks**

**Part B - answer any three questions, worth 60 marks in total**

## **PART A**

### **CASE STUDY - COMPULSORY**

#### **BRAND INTEGRATION- INTEGRATED MARCOMMS**

TROKADA ENERGY is an energy marketing company (EMC) set up with an ambitious vision to retail green energy to power commercial electric vehicles in Ghana. TROKADA targets its green energy products at commercial mobility operators in Ghana. Commercial mobility operators are made up of Taxis, Trotro, Ride-hailers and 2-wheel delivery service operators. With the right policy incentives and soaring costs of running Internal Combustion Engine (ICE) vehicles, the electric vehicle (EV) market is growing steadily especially in the commercial mobility segment where fuel cost constitutes significant input cost of operation. It is estimated that there are about 10,000 EVs operating in the commercial mobility segment in Ghana. Analysts forecast the commercial EVs market to grow at 10% annually for the next ten years. TROKADA plans to start operation with opening of its set of 7 EV charging stations in Ghana at key commercial hubs and trade areas where EV commercial mobility operators are densely populated.

TROKADA has invested in solar power capturing technologies which allows it to harvest solar power through solar panels installed at its stations. The company then converts solar power into electric energy for charging EV batteries. Many Energy Analysts commended TROKADA for its bold initiative to invest in renewable energy to power EVs in Ghana.

You are hired as the Brand Manager by TROKADA ENERGY, and your first task is to develop Integrated Marketing Communications plan to create TROKADA brand awareness as premier EV charging service provider among commercial mobility operators and to measure impact of the plan after execution.

#### **QUESTION ONE - COMPULSORY**

In a memorandum to the Marketing Manager of TROKADA ENERGY:

- a. outline a two-year integrated marketing communication plan to create brand awareness among the TROKADA target audience. The target is to reach 70% of commercial mobility operators who are seeking EV charging services. **(30 Marks)**
- b. Indicate the metrics you intend to use to measure the impact of the plan. **(10 Marks)**

## **PART B**

### **ANSWER ANY THREE (3) QUESTIONS FROM THIS SECTION**

#### **QUESTION TWO**

The Marketing Manager of KAZU ENERGY(KAZU) is considering introducing a new variant of petrol fuel to the market. The new variant will be sold along the regular KAZU PETROL at the company stations across Ghana. She is considering a Line Extension strategy where the new product will be branded as KAZU PETROL PRO. As the Brand Manager for KAZU ENERGY, write a memorandum to your boss, the Marketing Manager, on how to go about formulating brand elements to create a unique brand identity for the KAZU PETROL PRO to differentiate it from the regular KAZU PETROL. **(20 marks)**

#### **QUESTION THREE**

Your Marketing Manager is considering repositioning the soft drink brand that you currently manage. He is of the opinion that consumer preference for soft drinks is changing due to rising health concerns among the brand's target audience. In your role as Brand Manager write a report addressed to your boss on the need to conduct a Brand Health Check (Brand Audit) to assess its equity before going ahead to reposition the brand as a healthy choice in the soft-drink category. **(20 marks)**

#### **QUESTION FOUR**

As a Brand Manager reporting to the Marketing Manager of a soft drinks company, write a report that discusses 5 key roles brand elements play in building strong brands. **(20 Marks)**

#### **QUESTION FIVE**

You are the Brand Activations Manager of KAZU ENERGY, a top tier oil marketing and retailing brand that market and retail petroleum products at its fuel stations throughout Ghana. Your boss, the Marketing Manager, requested that you prepare a report on **“why it is**

**important to use Celebrity Endorsement to reinforce the KAZU brand".** The KAZU ENERGY brand has experienced intense competition in recent times from new players who have entered the market with aggressive pricing strategies aimed at switching customers from established brands like KAZU. **(20 Marks)**

### **QUESTION SIX**

In your role as the Brand Manager for an energy marketing company that is offering electric-charging services to owners and operators of electric vehicles in Ghana, write a report to the Marketing Manager on metrics you would use to measure the brand equity. **(20 Marks)**