

CIMG Programme Pathway 5 Professional Postgraduate Diploma in Marketing

Integrated Marketing Communications (PGM 501)

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

Ketewa Insurance – Small Giant Leaps

Ketewa Insurance, a subsidiary of Giant Insurance, a leading insurance company in South Africa with an impressive track record, has been granted a license by the National Insurance Commission (NIC) to enter Ghana's motor insurance market.

Ketewa, an Akan word for "small," is a crucial element of the company's competitive strategy and brand positioning.

Ketewa's Proposition

Ketewa aims to simplify the payment of insurance premiums for its clients, making it seamless and painless by offering the option to pay premiums monthly.

"We understand that sometimes customers cannot pay premiums upfront. We also recognize that the modern Ghanaian is always on the move. Therefore, our goal is to use technology to make premium payments simple, seamless, and painless." – Kwame Asante, CEO of Ketewa Insurance.

Ketewa's proposition allows customers to instantly pay their motor vehicle premiums on monthly basis through four primary payment options:

- Ketewa's insurance mobile application
- USSD Short code (*777#)
- Secured payment link sent via Ketewa's WhatsApp platform
- Website

Customers also have the option of setting up direct debits on their bank accounts.

Ketewa's parent company has built a reputation for trust, innovation, simplicity through a straightforward onboarding process, simple claims processes, and swift claims payments. Ketewa aims to replicate this model in the Ghanaian market.

Social Cause with Strategic Benefits

Ketewa is also dedicated to reducing road accidents by rewarding clients with even lower premiums through its Eagle Eye application. The Eagle Eye app consists of two parts – a mobile application linked to a camera mounted on the vehicle's dashboard to monitor driving behaviour and encourage drivers to exercise caution.

The app utilizes GPS technology to track the vehicle's location, speed, route, acceleration, deceleration, braking, cornering, adherence to speed limits, and overall smoothness of driving. It also collects important data such as average driving speed and travel distance. The collected data is analysed and compared against predefined thresholds or benchmarks for safe driving. Clients not only benefit from reduced premiums but also receive other rewards such as gift cards and fuel coupons. While this approach aims to promote safe driving and reduce accidents on the roads, it also strategically benefits Ketewa Insurance's bottom line – fewer accidents lead to reduced claims.

Strategic Partnerships

To further reduce road accidents and improve road safety, Ketewa Insurance intends to partner with the National Road Safety Commission (NRSC) to run various road safety campaigns. This approach not only contributes to building strong brand affection and recognition but also positions Ketewa as a responsible and proactive insurance company genuinely interested in the safety of road users.

Summary of Ghana's Motor Insurance Industry

Ghana's motor insurance industry provides crucial financial protection to vehicle owners and drivers. It has grown steadily due to awareness, higher incomes, and improved regulations. However, insurance penetration remains low, with efforts to expand coverage through microinsurance and rural initiatives.

Vehicle insurance is mandatory in Ghana and there are basically two types - third-party insurance covers third-party property damage, while comprehensive insurance extends beyond third-party liability to include damage to the insured vehicle due to accidents, theft, fire, natural disasters, and other specified perils. Apart from competing insurance firms, motor insurance brokers act as intermediaries, helping vehicle owners find suitable coverage, compare quotes, and manage claims.

Challenges and opportunities include fraud, rising claims costs, low awareness and trust, limited infrastructure, and the need for technology adoption. The adoption of digital technologies presents opportunities for insurance companies to reach a wider customer base and improve operational efficiency. The implementation of the Motor Insurance Database (MID) enhances transparency and combats fraudulent activities in the sector.

Conclusion

Ketewa has set ambitious goals. Within the next three years, the company aims to become the most loved vehicle insurance brand and one of the top five in terms of profitability. It believes that key to the achievement of its goals is the development and execution of a strong integrated marketing communications strategy.

Question 1 - Compulsory

Design a comprehensive THREE-YEAR marketing communications plan aimed at helping Ketewa to achieve its goals. - **(40 marks)**

PART B

ANSWER ANY THREE (3) QUESTIONS ONLY FROM THIS SECTION

Question 2

You work as a Consultant for Ashanti Cocoa, a Ghanaian company that produces natural cocoa powder. The company is considering expanding its operations to Nigeria.

Write a report to the CEO that:

- a.** Uses a framework made up of five (5) variables to discuss considerations that should drive adaptation or standardization of the company's marketing Communications **(15 marks)**
- b.** Recommend and justify the international communication approach Ashanti Cocoa should adopt. **(5 marks)**

Question 3

As the PR Manager at XYZ Bank, you're faced with a crisis where hackers have used social engineering techniques to breach the bank's security and stolen substantial funds, resulting in negative media coverage.

In response to the CEO's request, write a memo that:

- a.** Recommends PR strategies that can be employed to restore the company's tarnished image. **(12 marks)**
- b.** Describe the methods for assessing the effectiveness of the PR strategies you have outlined. **(8 marks)**

Question 4

As a marketing professional, you have received an invitation to join WOOT, a startup e-commerce firm that recently secured a significant grant. The founders, childhood friends of yours and adept software engineers, have entrusted you as the ideal candidate to spearhead the company's marketing communications endeavours.

In the first meeting you have been tasked to review the market research conducted by the team as you prepare to develop a detailed marketing communications plan.

Write a report explaining:

- a. The importance of competitor analysis in the development of a marketing communications strategy **(10 marks)**
- b. The importance of customer research in the development of the marketing communications plan **(10 marks)**

Question 5

You've been appointed as a marketing communications consultant for a beverage manufacturing company. During a briefing session, you found that the marketing department formulates the communications budget based on the previous year's budget, adjusted for inflation.

Write a Memo to the Managing Director that:

- a. Explains two (2) key advantages and disadvantages of such an approach. **(5 marks)**
- b. Explains pros and cons of 4 other methods that can be used to set the marketing communications budget **(10 marks)**
- c. Recommend and justify your choice of budgeting method **(5 marks)**

Question 6

You are the Marketing Communications Manager for Cash Wallet, a new mobile money operator. You intend to hire an agency to run your maiden campaign.

- a. Explain the key elements that will be used to develop an agency brief for the advertising agency **(10 marks)**

- a. Explain the key criteria that will be used in selecting an agency **(10 marks)**