



Case Map for
Andrews and Shimp
Advertising, Promotion, and Other Aspects of
Integrated Marketing Communications, 10th Edition
Cengage Learning, 2017

Part 1 Chapter 1: An Overview of Integrated Marketing Communications	Abstract
<p>Revision Date: Jan 17, 2013</p>	<p>For the upcoming World Cup in South Africa, Nike has decided to change its target market focus and to use digital and social media platforms to connect more extensively with consumers. In addition, Nike plans to launch innovative new boots and engage in corporate social responsibility and sustainability initiatives. The company has to do so in light of competition from archrival Adidas and the pressure of succeeding on the biggest stage in football, with billions of people around the world watching. The case allows students to analyze how a company can best integrate several value propositions into a cohesive plan and how it can best communicate with its chosen target market. It also allows for a rich discussion of the brand image the company needs to portray to leverage success beyond the World Cup event.</p>
<p> Name: Lowe’s Companies, Inc.: Optimizing the Marketing Communications Mix Product number KEL563-PDF-ENG Length: 26p Authors: Mohanbir Sawhney </p> <p style="text-align: center;"> Kellogg School of Management </p>	<p>Lowe's, the second largest home improvement retailer in the world, had launched an ambitious new program in early 2009 and entered the arena of kitchen remodeling service providers. With this decision, Lowe's was making a concerted effort to move beyond its traditional DIY customer base and capture the attention of the do-it for-me customer. Lowe's chief competitors were the market leader Home Depot, Sears, Menards, and IKEA along with an assortment of smaller independent service contractors. The case describes the challenges Lowe's faced as it embarked on this transition to the services sector. It illustrates how consumer insights lead to customer experience mapping which then forms the basis of an integrated marketing communications program. It also illustrates how to build a quantitative framework for allocating marketing investments across the marcom mix. The Lowe's marketing team had the task of creating the optimal marketing communication mix and successfully engaging those consumers interested in kitchen remodeling.</p>

Name: Procter & Gamble: Marketing Capabilities

Product number: 311117-PDF-ENG

Length: 17p

Authors: Rebecca Henderson, Ryan Johnson

Publication Date: Jun 10, 2011

Revision Date: May 16, 2012

Source: Harvard Business School

P&G had become known and recognized as a marketing machine. It was the largest advertiser in the world, with 2010 spending of \$8.68 billion. From the company's early exploitation of broadcast media (radio and television) for its soap products to more recent experiments in digital media for its men's hygiene brand Old Spice, P&G was a seasoned marketer with strong consumer research, a powerful innovation network, and the world's largest financial commitment to advertising. The case objectives are to learn from and analyze the best practices of P&G the world's largest advertising spender and a renowned marketer of consumer products. The case also illustrates understanding P&G's marketing strategies, where marketing innovation is developed, how it is applied across different categories and how marketing shifts with changes in structure and culture.

Chapter 2: Enhancing Brand Equity and Accountability

Abstract

Name: Chesebrough-Pond's, Inc.: Vaseline Petroleum Jelly

Product number:

	<p>of the micro-blogging service. She knows that the debate on Twitter will be a significant indicator of whether her social media strategy has been successful. How can FNB continue to differentiate itself and alleviate the pressure on non-interest revenues?</p>
<p>Chapter 3: Brand Adoption, Brand Naming and Intellectual Property Rights</p>	<p>Abstract</p>
<p>Name: Selecting a New Name for Security Capital Pacific Trust Product number 500054-PDF-ENG Length: 13p Authors: Susan Fournier, Andrea Wojnicki Publication Date: Jan 14, 2000 Source: Harvard Business School</p>	<p>A methodology for selecting a new corporate brand name is explored, highlighting different types of names, criteria and hurdles in securing new names, and legal implications. Brand identity consultancy Lippincott & Margulies guided a real estate investment trust company through the process of selecting a new corporate brand name.</p>
<p>Name: Renaming Computer Power Group Product number 501007-PDF-ENG Length: 13p Authors: Susan Fournier, Andrea Wojnicki Publication Date: Sep 13, 2000 Source: Harvard Business School</p>	<p>Presents results of a consumer survey used to guide selection of a new corporate brand name. Four alternative names are tested for their ability to communicate desired company attributes to consumers. The pros and cons of developing brand names at corporate versus subunit levels are also considered. Strategic recommendations for the company's brand architecture and its unifying corporate values provide background for the naming decision at hand.</p>
<p>Chapter 4: Environmental, Regulatory</p>	

Product number 512009-PDF-ENG

Length: 27p

Authors: Elle Ofek, Lauren Barley

Revision Date: Apr 03, 2012

Publication Date: Jul 27, 2011

Source: Harvard Business School

Works. These brands had fared differently over the past 3 years and each presents multiple courses of action heading into 2011. Management also needs to assess the role the sustainable brands play in Clorox's overall

Publication Date: Jun 01, 2007
Source: HBS Brief Cases

intensifying competitive environment for TFC, and it needs to strengthen the company's brand and positioning with viewers and advertisers. At the same time, the program must maintain consumer and distributor satisfaction with the network. Several segmentation options are being considered, each with pros and cons. Consumer research provides insights but does not give a simple answer regarding the best path to take. The reader must evaluate the research results, calculate financial scenarios, and make a recommendation. Also looks at change management issues. TFC has never done a program like this before, and the Senior Vice

<p>Publication Date: Jun 20, 2012 Source: Kellogg School of Management</p>	<p>creating great-looking schoolwork, preparing for the workplace, and collaborating with friends and classmates. It also provides competitive information, chiefly Google's increasing presence in universities and its focus on the higher education market and the growing influence of Facebook among students and its evolution into a productivity tool. The (B) case describes the qualitative research tools that Microsoft used to get a better understanding of college students: day diaries using Twitter, technology diaries using the Internet and smartphones, focus groups, and one-on-one interviews with students. The case helps students understand the value of ethnographic and qualitative research techniques, draw inferences from the data, and subsequently make recommendations. It illustrates how ethnographic and observational studies enrich research by generating deeper consumer insight than traditional methods.</p>
<p>Name: Metabical: Positioning and Communications Strategy for a New Weight Loss Drug Product number 4240-PDF-ENG Length: 12p Authors: John A. Quelch, Heather Beckham Publication Date: Jul 22, 2010 Source: HBS Brief Cases</p>	<p>Cambridge Sciences Pharmaceuticals (CSP) expects final approval for its revolutionary weight loss drug, Metabical. Metabical will be the only weight loss drug with FDA approval that is also clinically proven to be effective for moderately overweight people. Barbara Printup, Senior Marketing Director for CSP, must develop the positioning strategy and marketing communications plan in preparation for the launch of the new drug. Printup must consider the consumer decision-making process and the interaction between the consumer who purchases the drug and the health care provider who prescribes the medication. Despite promising medical studies and consumer research, poor positioning of the drug in the highly competitive market for weight-loss solutions could spell disaster. Students analyze market research data and consider the optimal positioning strategy and marketing communications program.</p>
<p>Name: Building Brand Community on the Harley-Davidson Posse Ride Product number 501015-PDF-ENG Length: 37p Author: Susan Fournier Revision Date: Nov 01, 2000 Publication Date: Aug 23, 2000 Source: Harvard Business School</p>	<p>The second Harley-Davidson Posse Ride, a grueling 2,300 mile, 10-day trek from South Padre Island, Tex., to the Canadian Border is billed "for serious riders only." Harley Owner's Group (H.O.G.) Director Mike Keefe must decide whether this rolling rally deserves a place in the H.O.G. product line, and if so, what philosophy and tactics to adopt in future design. This case helps students get inside one of the world's strongest brands to consider issues of brand loyalty, close-to-the-customer philosophy, the cultivation of brand community, and the day-to-day execution of relationship marketing programs. What benefits accrue from relationship programs such as this? Can brand community be built? How? What is the role of the marketer in this process? Is it better to develop customer intimacy or empathy when executing close-to-the-customer goals? Can management really balance apparently disparate subcultures such as the retired bikers, Yuppie Weekend Warriors, and serious outlaws within one community? Includes color exhibits.</p>
<p>Name: Malaysia Airlines: The Marketing Challenge After MH370 and MH17 Product number W15214-PDF-ENG Length: 14p Author: Neeraj Pandey; Gaganpreet Singh Publication Date: Jun 1, 2015 Source: Ivey Publishing</p>	<p>The chief executive officer of Malaysia Airlines (MAS) had the daunting task of sustaining a business that had suffered the tragic loss of two of its airliners in a span of just four months. Prior to this, a US\$392 million loss, as well as the inability to compete with lower-cost carriers, had posed a great challenge to MAS. Management was planning to initiate a cost-cutting strategy to manage pricing and the competitive challenges of the aviation industry when these incidents shocked the world. The disasters greatly impacted customer confidence, as reflected in the company's declining booking rates and stock prices. With its reputation severely damaged, MAS was faced with many hard-hitting questions</p>

	<p>from various stakeholders about the airline's prospects. Many felt there was a need to transform the entire business model. The top executives pondered various options, including a rebrand of the airline, a new discounted pricing structure to build volume, a private equity infusion, a merger and filing for bankruptcy. Each option would have to be considered very carefully, as the changes made to the business would decide the future of MAS.</p>
Chapter 7: The Role of Persuasion in Integrated Marketing Communications	

Messages

Source: **Structure:** **Length:** **Keywords:**
Sarnoville Sausage, a \$1.5 billion manufacturer of pork sausage products, has experienced financial stress because its leading product lines have produced declining revenues in product categories. However, one product line, an Italian sausage brand named

Source: **Structure:**
Italian sausage category nationwide. Unfortunately, Vivio represents only 5% of revenues. Ann Banks, a seasoned marketing director, has been hired to expand Vivio, currently distributed in a few cities, especially in the northeastern U.S, into a powerful national brand. Depicts the sequence of steps Ann takes to determine the best positioning for the brand. These steps include analyzing and employing specific techniques for researching customers' needs, preferences, and values; using the learning from research to develop a characterization of the product; identifying the key elements for product "alterations," packaging, and other contributory elements in the branding program; and finally, choosing between two positionings that seem equally valid.

Source: **Structure:** **Length:** **Keywords:**
Evangelical marketing campaign on its mobile phones. The idea for consumer brand building, new to an emerging technology. The ad has key elements in the phone: fast new consumer segments, declining product prices, and the growing pressure on prices and margins. The campaign, aiming to cement a relationship with consumers, is a notable example of product. Under the slogan "Make yourself heard," the ads feature a gallery of faces Qww-5(1)6(er)-(o)TJETQwq5239. lero

Source: **Structure:** **Length:** **Keywords:**
Nokia, the Finnish telecommunications products and

<p>Authors: Anita Elberse, Jeff McCall Revision Date: Mar 09, 2010 Publication Date: Jan 31, 2009 Source: Harvard Business School</p>	<p>activities and named his childhood friend Maverick Carter as the CEO. LRMR is tasked with turning James into a global icon as well as help him reach his personal goal of becoming basketball's first billionaire. In late 2008, James has entered various lucrative endorsement deals, and is considering three exclusive videogame endorsement opportunities from Electronic Arts, 2K Games, and Xbox Live to add to his portfolio. Allows for a rich discussion about how superstar athletes and other celebrities can create and capture value from their brands as well as what role talent agencies and other intermediaries play in that process. Provides in-depth information on three endorsement opportunities that each represent a common way in which talent can (choose to) get compensated: through a fixed-fee payment, a bonus payment structure, or a revenue-sharing agreement.</p>
<p>Name: Nike and Liu Xiang: Crisis Management in Celebrity Endorsement Product number HKU829-PDF-ENG Length: 21p Authors: Kineta Hung, Isabella Chan, Penelope Chan Publication Date: Mar 25, 2009 Source: University of Hong Kong</p>	<p>On 18 August 2008, Liu Xiang, China's biggest celebrity sports icon, withdrew from the 110-meter hurdles event at the 2008 Beijing Summer Olympic Games due to an Achilles injury. Liu was China's first-ever Olympic gold medalist in men's track and field; his victory at the 2004 Athens Olympics had made him an instant national hero. Since then, he had become the most marketed individual in China. Liu's withdrawal from the Beijing Olympics not only caused disappointment among Chinese people who had high expectations for him defending his title on their home soil, but was also a blow to his sponsors, including Nike, who had invested millions of dollars in his celebrity. As soon as the news broke, Nike tweaked its advertising campaign and launched a new tagline: "Love competition. Love risking your pride. Love winning it back. Love giving it everything you've got. Love the glory. Love the pain. Love sport even when it breaks your heart." Would Nike be able to turn Liu's withdrawal from the Beijing Olympics into an opportunity to further boost its brand image? Against the backdrop of increasing nationalist sentiment in China, what were the implications of Liu's withdrawal? How could Nike avoid or minimize the losses that might result from Chinese consumers' disappointment?</p>

Name: Callaway Golf Co.
Product number: 501019-PDF

	<p>timeline would she need to achieve her aim? Should Ferragni's shoe line, a separate company with a different ownership structure, be merged with The Blonde Salad or was it desirable to keep the two apart?</p>
<p>Chapter 12: Traditional Advertising Media</p>	<p>Abstract</p>
<p>Name: Charles Schwab & Co., Inc.: The "Talk to Chuck" Advertising Campaign Product number 507005-PDF-ENG Length: 18p Authors: John A. Quelch, Laura Winig Revision Date: Jan 11, 2008 Publication Date: Jan 16, 2007 Source: HBS Premier Case Collection</p>	<p>Schwab management is evaluating the success of the recently launched "Talk to Chuck" advertising campaign. This campaign aims to differentiate Schwab in the cluttered financial services marketplace. Test market results facilitate discussion of advertising objectives, message strategy, media selection, and performance measures.</p>
<p>Name: U.S. Army Product number 504038-PDF-ENG Length: 24p Author: Rajiv Lal Revision Date: Apr 14, 2005 Publication Date: May 05, 2004 Source: Harvard Business School</p>	<p>After three months of close collaboration, the Leo Burnett USA/Worldwide agency and partner Cartel and Images advertising/creative team were poised to unveil to senior Army officials at the Pentagon their replacement to the "Be All You Can Be" campaign to help increase lagging recruitment.</p>
<p>Name: Shonda Rhimes' Shondaland Product number 516026-PDF-ENG Length: 28p Author: Anita Elberse; Henry McGee</p>	

	to complete a transaction, etc.) In the face of fierce advertising competition, MedNet is forced to defend key elements of its business model vis-a-vis a large search engine. However, in defending the advertising value MedNet delivers, MedNet executives may be building the case for why niche sites may be a better investment for the advertiser's budget.
<p>Name: BMW Films Product number: 502046-PDF-ENG Length: 26p Authors: Youngme Moon, Kerry Herman Revision Date: Oct 12, 2005 Publication Date: Feb 11, 2002 Source: HBS Premier Case Collection</p>	<p>Jim McDowell, VP of marketing at BMW North America, is debating how to follow up the success of his latest marketing campaign, "BMWFilms." This campaign features five short films for the Internet, directed by some of the hottest young directors in Hollywood. By all indications, the nontraditional campaign has been a huge success. Now the question is, what to do for an encore?</p>

Name: UnME Jeans: Branding in Web 2.0

Product number: 509035-PDF-ENG

Length: 27p

Authors: Thomas Steenburgh, Jill Avery

Revision Date: Aug 12, 2011

Publication Date: Nov 12, 2008

Source: HBS Premier Case Collection ..

	<p>necessary, but he and his team had to figure out how and to what extent they should do so while still protecting one of the world's most valuable brands.</p>
<p>Name: Dove: Evolution of a Brand Product number: 508047-PDF-ENG Length: 13p Author: John Deighton Revision Date: Mar 25, 2008 Publication Date: Oct 10, 2007 Source: HBS Premier Case Collection</p>	<p>Examines the evolution of Dove from functional brand to a brand with a point of view after Unilever designated it as a masterbrand, and expanded its portfolio to cover entries into a number of sectors beyond the original bath soap category. The development causes the brand team to take a fresh look at the clichés of the beauty industry. The result is the controversial Real Beauty campaign. As the campaign unfolds, Unilever learns to use the Internet, and particularly social network media like YouTube, to manage controversy.</p>

Name: The Pepsi Ultimate Taste Challenge 2012: Social Enough?
Product number W12437-PDF-ENG
Length: 6p
Authors: June Cotte, Jawwad Khurshid, Jill Campbell

	has been facing declining market share and profitability in the face of ever-increasing competition.
Chapter 16: Media Planning and Analysis	Abstract
Name: Suave (C) Product number: 585019-PDF-ENG Length: 21p Author: Mark Albion Revision Date: Oct 19, 1994 Publication Date: Aug 13, 1984 Source: Harvard Business School	Promotes discussion on advertising budgeting and media mix decisions in the shampoo market for low-priced, high-volume Suave. Provides various types of market research into consumer behavior and the competition context. The importance of retailers and shelf space is emphasized, and the entire marketing budget is examined.
Name: Media Planning for Pfeifer's Fine Olive Oil Product number: UV5776-PDF-ENG Length: 17p Authors: Paul W. Farris, Phillip E. Pfeifer Revision Date: Nov 21, 2011 Publication Date: Jul 12, 2011 Source: Darden School of Business	Pfeifer's Fine Olive Oil was formulated and positioned to serve as a heart-healthy, but slightly more expensive substitute for butter and margarine in cooking. With a narrow target market and growing product offerings and market potential, it was particularly important for Pfeifer's Fine Olive Oil to get the most for its limited advertising budget. The range of possible media for advertising its line of products was daunting. Would a media planning model (optimizer) that required executive judgments on several key inputs be helpful?
Name: Benecol Spread and Media Planning Product number: UV2930-PDF-ENG Length: 21p Authors: Richard Johnson, Robert I Carraway, Ervin R. Shames, Paul W. Farris Publication Date: Dec 03, 2010 Source: Darden School of Business	Benecol Spread, a cholesterol-lowering margarine, was a product with unusual media-planning challenges. With a narrow target group and unproven market potential, Johnson & Johnson needed to get the most "bang for the buck" from its Benecol advertising. Would a media-planning model (optimizer) requiring executives to quantify their judgment on several key inputs be helpful in this process? A spreadsheet accompanying the case allows students to weight the target groups and to choose among different advertising vehicles to form the best possible media plan.
Name: NBCUniversal Product number: 515039-PDF-ENG Length: 23p Authors: Anita Elberse Publication Date: Oct 1, 2014 Source: Harvard Business School	In September 2014, Stephen Burke, chief executive officer at Imedia and entertainment company NBCUniversal, has to decide between possible priorities for the company's 'Project Symphony,' guaranteeing the winners a high level of visibility and support across the media conglomerate's broadcast and cable television, film, and theme park divisions. Past "Gold" priorities for Symphony, an initiative introduced shortly after Comcast made steps to acquire NBCUniversal in 2010, saw subsequent success in the marketplace. Symphony is so powerful, in fact, that competing conglomerates are keen to buy some of NBCUniversal's cross-promotional strength, as Disney did with its megahit Frozen in 2014. For 2015, the choice is between five films-Fast & Furious 7, Fifty Shades of Grey, Jurassic World, Minions, and Pitch Perfect 2-as well as two choices in television. Which are most deserving of Gold status?
Chapter 17: Measuring Ad Message Effectiveness	Abstract

Name: Advertising Experiments at the Ohio Art Company
Product number

Length: 12p

Authors: Rajkumar Venkatesan, Paul
W. Farris

Revision Date: Feb 07, 2011

Publication Date: Feb 13, 2008

Source: Darden School of Business

<p>Name: Cullinarian Cookware: Pondering Price Promotion Product number 4057-PDF-ENG Length: 10p Authors: John A. Quelch, Heather Beckham Publication Date: Sep 22, 2009 Source: HBS Brief Cases</p>	<p>In November of 2006, senior executives at Culinarian Cookware were debating the merits of price promotions for the company's premium cookware products. The VP of Marketing, Donald Janus, and Senior Sales Manager, Victoria Brown, had different views. Janus felt price promotions were unnecessary, potentially damaging to the brand image, and possibly encouraged retailer hoarding; Brown believed the promotions strengthened trade support, improved brand awareness, and stimulated sales from both new and existing customers. The issue was complicated by a consultant's study of the firm's 2004 price promotions which concluded that these promotions had a negative impact on profits. Janus trusted the results, but Brown, believing the study assumptions were flawed and required further analysis, suspected the promotions had actually produced positive results. The pressing decision is whether to run a price promotion in 2007 and, if so, to determine what merchandise to promote and on what terms. The broader issue is what strategy Culinarian should pursue to achieve sales growth goals, and what role, if any, price promotion should play.</p>
<p>Name: J.C. Penney's "Fair and Square" Strategy (Abridged) Product number 514063-PDF-ENG Length: 17p Authors: Elie Ofek; Jill Avery Revision Date: Jan 4, 2016 Publication Date: Oct 31, 2013 Source: Harvard Business School</p>	<p>As he gets ready to release 2nd quarter 2012 results, Ron Johnson, the new CEO of department store J.C. Penney, is reconsidering the dramatic changes he initiated for the business model and brand image of his company. A new pricing scheme he put in place in February, dubbed "Fair and square", was a central component of the new strategy. The scheme initially had three pricing tiers and eliminated typical sales promotions in an attempt to simplify the shopping experience for consumers; thus moving J.C. Penney off its previous high-low pricing practice. Other components of the new strategy included a new store layout, the inclusion of several well-known brands, and having special lines designed by well-known designers. However, troubling first quarter results that continued into the summer months seemed to indicate that J.C. Penney shoppers, accustomed to receiving JCP Cash coupons and circulars advertising the week's specials, were slow to embrace the new pricing format and began leaving the retailer in droves. Under enormous pressure to turn things around as the all-important back-to-school and holiday shopping seasons were imminent, Johnson decided to make adjustments to the initial pricing scheme that were set to go into effect August 1st. Were these changes enough to turn things around? Should Johnson stay the course on the other elements of his repositioning efforts? Is Johnson's experience in setting up Apple stores helping or hurting him as he tries to achieve his goal of making J.C. Penney "America's favorite store?" (This is an abridged version of the original case, "J.C. Penney's "Fair and Square" Pricing Strategy", 513-036.)</p>
<p>Chapter 19: Consumer Sales Promotion: Sampling and Couponing</p>	

Source: IMD

Name: Boots: Hair-Care Sales Promotion

Product number: 905A22-PDF-ENG

Length: 13p

Authors: Murray Bryant, Pankaj Shandilya, Robert J. Fisher

Revision Date: Mar 20, 2008

Publication Date: Aug 23, 2005

Source: Richard Ivey School of Business Foundation

Boots Group PLC, one of the best known and respected retail names in the United Kingdom, provided health and beauty products and advice that enhanced personal well-being. The marketing manager at Boots was planning a sales promotion strategy for a line of professional hair care products. The professional hair care line consisted primarily of shampoos, conditioners, and styling products (gels, wax, mousse, etc.) developed in collaboration with United Kingdom's top celebrity hairdressers. The marketing manager's challenge was to select one of three promotional alternatives--get three for the price of two, receive a gift with purchase, or an on-pawic /P /MCID 15BDC 58 Tm11-3(s. 9MCI 516.557.177.1d35.95

Chapter 20: Consumer Sales Promotion: Premiums and Other Promotions	Abstract
<p>Name: Cabo San Viejo: Rewarding Loyalty Product number: 506060-PDF-ENG Length: 19p Authors: Youngme Moon, Seth Schulman, Gail McGovern Publication Date: Mar 10, 2006 Source: Harvard Business School</p>	<p>In 2005, Cabo San Viejo, a premier health and fitness spa resort located in Palm Springs, California, is debating whether to introduce a Customer Rewards Program. Describes the customer management challenges the firm is facing and outlines the various ways in which a rewards program might be structured to help address those challenges.</p>
<p>Name: British Airways: "Go for it, America!" Promotion (A) Product number: 589089-PDF-ENG Length: 23p Authors: Stephen A. Greyser, John L. Teopaco Revision Date: Dec 05, 1991 Publication Date: Jan 31, 1989 Source: Harvard Business School</p>	<p>Senior marketing executives of a major international airline are deciding on a strategy to address a crisis situation precipitated by a series of terrorist acts. The company is experiencing the worst downturn ever in its U.S.-U.K. travel business due to media reports and resulting consumer perceptions that Europe is under a "reign of terror." Alternative strategies range from doing nothing to staging an ambitious sales promotion. Major issues include: the role of sales promotion in addressing consumer perceptions of a life-and-death issue (i.e., terrorism), and the implementation and integration of advertising, sales promotion, and public relations efforts within a compressed time frame.</p>
<p style="text-align: center;">Part 5</p> Chapter 21: Public Relations, Content Marketing, Viral Marketing, and Sponsorships	Abstract

<p>Length: 24p Authors: Kathleen E. Slaughter, Donna Everatt Revision Date: Jul 04, 2000 Publication Date: Jan 01, 1999 Source: Richard Ivey School of Business Foundation</p>	<p>verbally abusive managers. The article was the seed of a media campaign that created a public relations nightmare for the company. A financial crisis in Asia and intense competition in the domestic market contributed to a decline in Nike's revenue and market share after three years of record performance. Though no direct correlation could be proven between the consumer's negative perceptions of Nike and the company's decline in market share and stock, it certainly did not help in its efforts to establish itself as the global leader in a hotly competitive industry.</p>
<p>Name: Meteor Solutions: Measuring the Value of Social Media Marketing Product number: KEL548-PDF-ENG Length: 22p Authors: Mark Jeffery, Zev Kleinhaus, Twinkle Ling, Itaru Matsuyama, Thien Nguyen-Trung, Keita Suzuki Publication Date: Feb 01, 2011 Source: Kellogg School of Management</p>	<p>In March 2009, Steve Fowler, vice president of strategy and client service at full-service advertising agency Ayzenberg, had just completed what he considered to be one of the most innovative campaigns he had ever handled. Capcom, a leader in the video gaming industry, had just launched Resident Evil® 5 (RE5), the latest release of one of the industry's most valuable game franchises. RE5, a powerful asset with a passionate fan base, had warranted the use of an online viral, or word-of-mouth (WOM), campaign for its worldwide game launch. Although the creative work and appropriate media for the RE5 launch had been meticulously planned, Fowler was also interested in measuring the effectiveness of the campaign to better serve his client. In the past, measuring WOM was practically impossible. However, a software company named Meteor Solutions had found a way to do exactly that. Fowler and his team had worked with Meteor to execute several campaigns for other clients, but he had never applied Meteor tools on such a large scale. Fowler knew Capcom would want to hear specific WOM figures. What was the return on investment for the RE5 campaign and the implications for future campaigns? Had the Meteor tools provided comprehensive and actionable information, or was more work needed before these solutions could be widely used in advertising?</p>
<p>Name: Domino's Pizza Product number: W11159-PDF-ENG Length: 4p Authors: Jana Seijts, Paul Bigus Publication Date: Sep 09, 2011 Source: Richard Ivey School of Business Foundation</p>	<p>The vice-president of communications for Domino's Pizza International (Domino's), faced a significant threat to his company's reputation involving negative social media exposure. A video had been posted online two days earlier via YouTube by a Domino's employee, and showed two Domino's employees at a North Carolina franchise tampering with customers' pizza and sandwich orders. The employee stuck cheese up his nose, and sneezed on the food prior to boxing it up and could be overheard in the video gleefully admitting the orders would soon be delivered to unsuspecting customers. The video went viral; it had been</p>

Authors: David E. Bell, Walter J. Salmon, Dinny Starr

Revision Date: Sep 28, 1994

Publication Date: Oct 04, 1993

Source:

