INSTRUCTIONS:

1. This examination paper consists of 6 pages.
2. Time allowed is 2 hours.
3. This paper consists of three parts.
   - Part A: Multiple Choice questions (20 marks)
   - Part B: Compulsory case study questions (50 marks)
   - Part C: Short questions (30 marks)
4. Give labeled diagram where it will make the answer clearer.
5. Marks for part of each question are indicated in brackets.
6. You are required to return this question paper together with all answer book(s) at the end of the examination.
PART A: Multiple Choice (1 mark for each correct answer)

Please circle the correct answer. There is only ONE best choice for each question.

PART B: Case Study (Compulsory: 50 marks)

Skin care and cosmetic products are necessities for ladies nowadays. People are more than willing to invest in these items of increasing their charm. In the meantime, cosmetic companies strive for better ways to deliver product information to potential customers and arouse their interest in purchasing. Besides offering discounts there are many other ways to trigger sales.

Evelyn Lauder, an executive at Estée Lauder and member of the Lauder family, created the Clinique brand name and developed its line of products. Lauder worked as the training director for Clinique. She was the first person to wear the trademark white lab coat, now worn by Clinique salespeople at cosmetic departments worldwide.

Here is an example of how Clinique, one of the cosmetics and skin care companies, promotes its mascara (睫毛液) through various channels.

With the key objectives to acquire new consumers and further grow the mascara franchise, Clinique adopted a series of promotion activities to achieve them.

**Aggressive Print-Ad Campaign**
Targeting the right group of female consumers, Clinique in Hong Kong advertised intensively on several selected magazines such as JCODE, Elle, and CosmoGirl so as to create awareness among them.

**Mascara Exchange Online Campaign**
The purpose of this campaign was to invite customers to visit Clinique stores and get a mascara sample by returning used mascara. The exchange program was to encourage people to take the very first step to experience Clinique’s new mascara.

The main channel of promoting the campaign was via the Internet. Pop-up ads were used on popular search engines like Yahoo! HK. On top of that, electronic direct mail was also sent out to subscribers of Beauty Exchange, Jessica.com, Elle.com, and She.com, so as to reach a larger group of target consumers.

Various activities were launched by Clinique, aimed at encouraging trials from potential female customers.

Campaigns like the Mascara Preview Party at Clinique counters and the Mascara Makeup Demo at road shows generated customers keen on trying out the new mascara.

**“Big Eyes Competition”**
Another promotion activity adopted by Clinique was the “Big Eyes Competition,” meant to create launch excitement.
This competition took place in road shows, with the use of Clinique counters in shopping malls. Clinique makeup artists helped customers put on the new mascara. Photos were taken later, and those with the biggest and brightest eyes as judged by Clinique were awarded prizes of HK$1,000 worth of Clinique coupons.

With such marketing campaigns, Clinique’s efforts paid off. According to Beaute Research in 2010, the ranking of Clinique mascara went up, from sixth to second.

**Question 1**

a. Discuss the various elements of the communications process used by Clinique in different promotion programs. (10 marks)

b. Analyze this campaign in terms of the following key elements.
   a. Identification of target audience (10 marks)
   b. Design of the campaign message (10 marks)
   c. Choice of media through which to send the message (10 marks)

c. Do you agree that the Clinique’s Integrated Promotion Program is effective? Why or why not? (10 marks)

(Total 50 marks)

**PART C: Short Questions (Attempt any two questions, each carry 15 marks)**

**Question 2**

How does a creative brief facilitate effective advertising?

(Total 15 marks)

**Question 3**

Discuss the following key aspects of the communication program that advertisers may wish to test in order to facilitate their understanding of the effectiveness of the advertisement:

a. Source factors
b. Message variables
c. Media strategies
d. Budget decision

(Total 15 marks)

**Question 4**

What is meant by customer contact points? Discuss the various contact points which marketers can use to reach consumers for communication which may form an integral part of an effective IMC program.

(Total 15 marks)

- End of paper -