**Digital Marketing**

**NMIMS Solved Assignments for December 2024**

**DunX Perfumes: Luxury Perfume Makers for Men**

***The Company***

**DunX is a burgeoning luxury perfume brand based in India, focusing on creating exclusive, high-end fragrances for men. With a commitment to quality and sophistication, DunX aims to redefine the luxury perfume market by offering products that resonate with the refined tastes of its discerning customers.**

***The Context***

**In a rapidly evolving market, DunX has chosen to forgo traditional media channels such as television, radio, and print. Instead, the company plans to focus exclusively on digital marketing to reach and engage its target audience. This strategic decision is rooted in the belief that the digital landscape offers a more direct and personalized way to connect with potential customers.**

**However, not everyone in the management team is aligned with this decision. Some members, with a more traditional mindset, believe in the effectiveness of offline marketing methods such as billboards, print ads, and in-store promotions. They argue that these channels offer tangible benefits that should not be overlooked, especially for a luxury brand like DunX.**

***The Brand***

**DunX positions itself as a brand that embodies sophistication, style, and exclusivity. The company’s fragrances are crafted for men who appreciate the finer things in life and seek to express their individuality through their choice of scent. DunX’s brand identity is built around the idea of luxury and elegance, with a commitment to providing a premium experience in every aspect of the customer journey.**

***The USP of the Brand***

**DunX’s unique selling proposition (USP) lies in its ability to blend tradition with modernity. The brand’s perfumes are crafted using the finest ingredients, combining timeless elegance with contemporary appeal. By leveraging digital marketing, DunX aims to create an immersive online experience that mirrors the luxury and exclusivity of its products.**

***The Target Audience***

**DunX’s target audience comprises fashion-forward, classy men who belong to the upper- middle class and above. These individuals live in metro cities like Mumbai, Delhi, Bangalore, and Hyderabad, and they have a keen appreciation for luxury products. The target audience is tech-savvy, active on social media, and seeks brands that align with their sophisticated lifestyle.**

***The Challenges***

**As a new entrant in the luxury market, DunX faces the challenge of standing out in a crowded space. The brand must craft a digital marketing strategy that not only resonates with its target audience but also sets it apart from competitors.**

**In addition to external market challenges, the internal alignment on marketing strategy poses a significant hurdle. You must navigate differing opinions within the management team, some of whom are skeptical about relying solely on digital marketing. Balancing these perspectives while driving an effective marketing strategy will be crucial to DunX’s success.**

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***Your Role***

**You have just completed your MBA from a top-tier business school and have been hired by DunX to help kickstart their digital marketing efforts. Your task is to develop a comprehensive digital marketing strategy that will not only introduce the brand to the market but also establish DunX as a leader in the luxury perfume segment. Your insights and strategies will play a crucial role in shaping the brand’s future in the competitive luxury market.**

**1. Describe the strategies you would use to promote DunX perfumes through digital channels. Specifically, outline all the online platforms you can use to sell the products and the methods you would employ to drive traffic to the brand's online store or website. In your response, consider how you would leverage different types of media to achieve your goals. You can use the PESO framework.**

**Answer:**

**Introduction:**

In the competitive landscape of luxury perfumes, DunX must effectively harness digital marketing strategies to carve out its niche and connect with its discerning target audience. With a strong brand identity centered around sophistication and exclusivity, the company is poised to leverage the advantages of digital channels over traditional media. This approach not only aligns with the preferences of its tech-savvy clientele but also enables a more personalized customer experience. By utilizing the PESO framework—Paid, Earned, Shared, and Owned media—DunX can create a comprehensive strategy that integrates various online platforms. This plan will focus on driving traffic to the brand’s online store and enhancing its visibility in the luxury fragrance market, establishing DunX as a leader in its category while engaging potential customers effectively.

**This is partially solved sample answer**

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**2. One of the co-founders is of the view that rather than building their own online store, they should list the DunX perfumes in marketplaces such as Amazon and Flipkart. What advice would you give them and why? Substantiate your answers in the light of the pros and cons of creating a dedicated online store (primary digital property) vis-à-vis listing products on marketplaces (secondary digital properties).**

**Answer:**

**Introduction:**

As DunX Perfumes embarks on its digital marketing journey, a critical decision arises regarding its online sales strategy. One co-founder advocates for listing DunX fragrances on established marketplaces like Amazon and Flipkart, while others may consider creating a dedicated online store. This choice significantly impacts the brand's positioning, customer experience, and long-term growth. Establishing a primary digital property allows DunX to maintain control over its brand narrative, customer interactions, and overall shopping experience, fostering a deeper connection with its audience. Conversely, leveraging secondary digital properties such as marketplaces offers immediate visibility and access to a vast customer base but may dilute brand identity. Evaluating the pros and cons of each approach is essential to align DunX's online strategy with its luxury branding objectives and target market preferences.

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**3. a. Considering the differing opinions within the management team, how would you persuade them to prioritize digital marketing for DunX Perfumes?**

**Answer:**

**Introduction:**

As DunX Perfumes navigates its entry into the luxury market, a crucial discussion arises regarding the prioritization of digital marketing over traditional channels. With differing opinions among the management team, it is essential to present compelling arguments for embracing a digital-first strategy. By highlighting the unique benefits of digital marketing—such as targeted reach, measurable results, and enhanced customer engagement—DunX can align its vision and effectively position itself within the competitive fragrance landscape.

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**3. b. Now that you have persuaded the management to take the digital-first approach, what are some of the challenges that you anticipate you will face when attempting to implement and introduce online marketing for DunX Perfumes at the organizational level?**

**Make necessary assumptions wherever required.**

**Answer:**

**Introduction:**

Having successfully convinced the management of DunX Perfumes to adopt a digital-first approach, it is crucial to recognize the challenges that may arise during implementation. Transitioning to online marketing involves navigating various hurdles, including internal resistance to change, the need for upskilling staff, establishing effective digital channels, and managing brand perception in a digital space. Anticipating these challenges will be vital for developing a robust strategy that ensures a seamless integration of digital marketing initiatives.

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