**Integrated Marketing Communications**

**NMIMS Centre for Distance and Online Education (NCDOE)**

**Internal Assignment Applicable for April 2025 Examination**

**1. Citing from your own practical experience which marketing communication has influenced you to purchase your favorite product and what was your experience after you used the product?**

**Answer:**

**Introduction:**

Marketing communication plays a crucial role in shaping consumer perceptions and purchase decisions. One of the most influential marketing strategies that impacted my purchasing choice was a combination of digital advertising, influencer endorsements, and personalized email campaigns. A particular campaign for a premium smartwatch caught my attention through targeted social media ads, which highlighted its advanced health-tracking features and sleek design. Additionally, positive reviews from tech influencers reinforced my confidence in the product. The email campaign further personalized the experience, offering a limited-time discount, prompting me to make the purchase. After using the smartwatch, my experience exceeded expectations—it provided accurate fitness tracking, seamless smartphone integration, and an elegant design. This instance demonstrated the effectiveness of multi-channel marketing communication in creating awareness, building trust, and ultimately influencing consumer behavior.

**This is partially solved sample answer**

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**2. What is the role of integrated marketing communication in various mediums and how does it influence the consumer? What is the strategy for the launch of a new brand extension product and how will you ensure that the product will be a big success?**

**Answer:**

**Introduction:**

Integrated Marketing Communication (IMC) plays a vital role in delivering a consistent and compelling brand message across multiple channels, ensuring maximum reach and consumer engagement. It strategically combines traditional advertising, digital marketing, public relations, social media, and direct marketing to create a seamless brand experience. By reinforcing the brand’s value proposition across various touchpoints, IMC builds trust, enhances brand recall, and influences consumer behavior.

For launching a new brand extension, a well-planned strategy is essential, including market research, targeted messaging, and multi-channel promotions. Leveraging influencer collaborations, experiential marketing, and consumer engagement campaigns can drive awareness and adoption. Success is ensured by tracking key performance metrics, gathering consumer feedback, and refining the strategy accordingly. A well-executed IMC plan guarantees that the new product gains traction and achieves long-term success in the market.

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**3. Case Study**

**Brand Maggi stronger than ever as Nestlé India gears up for new leader**

**Nothing has presented “two minutes” as tastefully as Maggi since its entry into India over four decades ago. When it first arrived in the country in 1983, Nestlé’s “two-minute noodles” faced a daunting task: Cracking the traditional roti-sabzi market. But with an instantly catchy Doordarshan campaign, Maggi not only created a new category of snacking but also came to dominate it. Today, Maggi remains the undisputed champion of the instant noodle segment, Notwithstanding a near existential crisis a few years ago and intense competition. Nestlé India is poised for a leadership change as Suresh Narayanan, who became chairman and managing director in 2015 when the Food Safety and Standards Authority of India (FSSAI) had ordered a nationwide recall of Maggi noodles due to high levels of lead found in the product, prepares to retire in July 2025. His tenure and departure offer a moment to reflect on the resilience and committed following of the brand Maggi. For an insight, look no further than the popular “Tom Uncle’s Maggi Point” at Delhi University’s North Campus.**

**Run by Sandeep Kataria, affectionately known as “Tom Uncle,” this kiosk has served Maggi since 1993. “We started selling Maggi back then and never stopped,” he recalls, reflecting the brand’s place in the hearts — and stomachs — of generations of students. Brand consultants agree that Maggi has transcended its product category. Samit Sinha, founder of Alchemist brand consulting, notes: “Maggi wasn’t the first instant noodle in India, but it became synonymous with the category. Originally aimed at children, it quickly spread and became a staple at the remotest households of the country.” This reach proved vital in 2015 when Maggi faced its most turbulent period with FSSAI banning the instant noodles sales for five-month sales. Around 35,000 tonnes of noodles were pulled off shelves and destroyed. Yet, despite the turmoil, Maggi emerged unscathed, with even more dedicated fans, because of “traction and momentum” it had established long before the crisis. Nestlé responded by doubling down on its distribution network, expanding its reach to 205,000 villages under the Rurban strategy.**

**“The spread and reach of the brand have made it ubiquitous and an important part of the country’s fabric today.” At the height of the 2015 crisis, Kataria aka "Tom Uncle”, recalls “students who visited the stall during those days would ask if there was a packet still lying somewhere. Once the brand was back on shelves, it started selling more than ever before.” Santosh Desai, a noted brand expert and CEO and MD of Future Brands, suggests that Maggi found a perfect niche within Indian consumer preferences, positioning itself as an accessible and adaptable staple. “There was an inherent fondness and affection for the brand, which enabled its quick revival in 2015.It is also a brand that continued to evolve itself as the years flew by.” While Nestlé India’s net sales tumbled 17.2 per cent in 2015 owing to the crisis, Maggi quickly regained its position as the market leader in 2016 with over 60 per cent market share. Today India is the brand’s biggest market globally, with more than six billion serves in the last year. The brand is part of the prepared dishes and cooking aids portfolio, which contributed to 30.4 per cent of total sales in 2023.**

**The Maggi product-line has also evolved over time. The company launched vegetable atta noodles in 2005, an oats variant in 2014, and more recently, a Korean-flavoured noodle in 2023 to tap into India’s Hallyu wave. This product diversification has kept the brand fresh and responsive to changing consumer tastes.**

**Questions:**

**a. How has Maggi done in the Indian Market and how has its marketing communication helped it relate to the entire set of customers from young to old?**

**Answer:**

**Introduction:**

Maggi has established itself as an iconic brand in the Indian market, evolving from a simple instant noodle product to a household staple. Since its launch in 1983, its effective marketing communication, including memorable advertisements and strategic positioning, has enabled it to resonate with consumers of all ages. Despite facing challenges, including the 2015 ban, Maggi’s strong brand loyalty and continuous innovation have ensured its dominance. Through emotional storytelling, product diversification, and a vast distribution network, Maggi has successfully connected with both young and old, reinforcing its position as India’s favorite instant noodle brand.

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**b. What Integrated communication strategy did Maggi adopt to regain its top position and how has it managed the same by regaining the customers trust and its market share after its debacle in 2015 where it lost a big chunk of market share?**

**Answer:**

**Introduction:**

After the 2015 crisis, Maggi adopted a well-structured Integrated Communication Strategy to regain customer trust and reclaim its market dominance. Nestlé India focused on transparent communication, leveraging digital media, PR campaigns, and direct consumer engagement to address safety concerns. The brand also reinforced its presence through extensive advertising, emotional storytelling, and influencer marketing. By expanding its distribution network and launching innovative product variants, Maggi re-established itself as the market leader. This strategic approach enabled Maggi to reconnect with consumers, rebuild trust, and regain its lost market share swiftly.

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