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8391

Your Roll No.

BBS / II Sem. – 2011

BUSINESS STUDIES – Paper 202 (NS)

(Public Relations and Corporate Image)

Time : 3 hours

Maximum Marks : 75

*(Write your Roll No. on the top immediately
on receipt of this question paper.)*

Attempt all questions.

1. Case Study

In 1984, the Chinese Women's Volleyball Team (CWVT) was the toast of the nation following its triumph at the Olympics. But in the following 20+ years, the team's image had suffered from a series of lackluster performances. And volleyball itself, once enormously popular among Chinese youth, was now seen by as a game primarily for "older people." Ogilvy's client, Adidas was both a CWVT sponsor and a partner with the 2008 Beijing Olympics. The goal for Ogilvy PR was to make Chinese ages 14 through 24 once again see women's volleyball as an entertaining and exciting game.

The company began by reviewing the qualitative findings of All China Strategic Research, which

P.T.O.

revealed key points. Company needed to create star power for the team, because China's youth culture is heavily influenced by star players and sports icons. Also it was needed to showcase the power of the game—its speed and ferocity—to boost its coolness factor. And because youth target audience is driven by a desire for ownership and participation, there was need to drive youth involvement.

With 18 million Chinese high school students using the Internet—and with the overall rate of Internet use among Chinese young people growing daily—digital media were seen as key to boosting the profile of the CWVT.

Blogging plus makeovers equaled a major media play. There was little general knowledge of individual team members, so company sought to open a dialogue and bring fans closer to the players by creating the first-ever Chinese Olympic team blog. Each player was also given a professional makeover, captured in glamour shots. Company debuted their photos on the blog, which not only drove traffic, but also resulted in instant pick up by major print media. Viral films showed the power of the game. Company wanted to make volleyball edgy, dangerous and exciting to a young audience increasingly in love with basketball. So they promoted six viral films that used creative stunts to show the games' speed and power. For example, a volleyball spike reaching a speed of 92

kilometers per hour was shown alongside water gushing from a fire hydrant at the same speed and hitting a passerby. The volleyball chant competition spiked youthful involvement. Adidas became the sponsor of China's first chant competition, which invited the public to create a national chant, cheer, or jingle that volleyball can own. The forms a "cheer" could take were very wide ranging—including hand motions and dance moves related to volleyball moves. Participants uploaded their chants to the CWVT minisite and could vote on the entries of others.

Results-Post-launch research showed that the target audience who defined CWVT as "cool" increased by as much as 16 percent within several months. The Shanghai Times noted that fans were impressed with the team's "never-before-seen personality." CWVT members were even featured in youth lifestyle magazines, such as Easy and Touch. The blog attracted nearly 161,000 unique visits in the first three months, while the chant competition site logged nearly 400,000 unique visits in the same time period. More than 5.5 million visitors clicked through and viewed the viral films within the first three months of release. 73 percent of viewers said the films were "innovative" and stimulating, while 78 percent of viewers forwarded them to friends. The impact of the campaign on the team itself was summed up by Chief Coach Chen Zhonghe, who said, "Adidas" brought the girls closer

to their fans, which is helping to boost the team's morale and their performance ..."

- (i) Critically evaluate the campaign organized by Ogilvy PR for Adidas in China. (12)

2. Case Study

AMCOR, a world leader in innovative packaging, wanted to lead the way in showing businesses that there's more than one approach to reducing energy consumption in the workplace. At their Smithfield packaging site, they knew that simple actions such as turning machinery off at the end of a shift could have a profound effect on the conservation of energy without impacting productivity. There was just one problem – their employees weren't implementing them. The technical programs they had created to date were not proving to be effective. One of the first steps of the program was to explore the way employee behaviors influenced energy consumption. It turned out that the majority of employees did not understand the environmental consequences of their behaviors and were concerned about safety and productivity failures if they switched off the wrong machine at the wrong time. Language barriers posed an additional challenge, as 75% of Smithfield employees are from non-English speak in (Vietnamese, Mandarin, Samoan) backgrounds. The team looked at how to engage and

involve employees in the identification and implementation of energy saving ideas. The initiative had to be an AMCOR-owned and driven to be a success. It was important that employees felt confident that they were part of the process, rather than doing something that was imposed on them by management.

It was decided to launch a campaign "*Project Green Light – Bright Ideas for a Green Future*", providing training and specific guidelines around the desired behaviors.

Prepare the planning and action and communication phase to solve the problem ? (12)

3. Describe the role to be played by PR Professionals in the case of following changes in the environment: (attempt any three) (15)

- (i) Two-month long strike by workers in automobile company to settle compensation issues.
- (ii) Addition of new product in product line of a FMCG company.
- (iii) Merging the medium enterprise with another large enterprise.
- (iv) Upgrading a software version from 2.0 to 3.0 in I.T. company.

4. In March 2011, Japan went through a major crisis situation which affected the whole country. As workers braved radiation and fire to prevent the radioactive cores of the damaged Fukushima reactors from melting and with temperatures rising in the pools in reactors 4, 5 and 6 there were concerns that the rods might catch fire, spreading radioactive material. Radiation levels at the plant had increased to levels that can impact human health. It was also reported that burying the quake-ravaged nuclear plant in sand and concrete may be a last resort to prevent a catastrophic radiation release, the method used to seal huge leakages from Chernobyl in 1986 after a fire and explosion in the Ukrainian plant. List down the steps for managing crisis situation in the Japan. (12)

OR

Recently the ghost of controversial no-confidence vote of July 22, 2008 returned to haunt the ruling government with fresh WikiLeaks revelations that a US embassy staffer was shown with two chests of cash meant to bribe MPs days before the vote. How will the ruling government handle this issue to save its image? (12)

5. Case Study

In 2003, the economy was in recovery-mode, but an air of caution still existed. When it came to technology expenditures, businesses were focused on mission

critical spending. Color printing was still considered more expensive than black and white and was a cost that small businesses were only willing to incur for a limited number of marketing purposes. Without introducing a new product, Xerox wanted to reignite interest in color printing and capture the attention of the large and growing small business market. While office printing marketers were largely focusing on the affordability of color printing as compared to monochrome – in some cases giving away color laser class printers in exchange for guarantees of ink volume purchases. It was proposed that the real opportunity was to demonstrate how color could be a business builder that drives small business. However, research on the cost and value rationale for color printing at work was dated at best, and the validation to support approach would require evidence that put a higher value on the use of color in business documents – beyond affordability and aesthetics.

The result was a campaign called *Color Works*, which was designed to supply Xerox with the needed research and validation, as well as give their sales channel a compelling story to wrap around its product strength. It was decided to conduct a national survey of more than 1,000 small businesses with less than 100 employees. The survey unearthed that the majority of small businesses associated the use of color in documents with successful business practices and a

competitive advantage. Whether it was enhancing creativity, impressing clients, or making documents more memorable, evidence echoed the theory that "color works".

To promote the story, Xerox customers in each geographic market were selected to serve as examples of small businesses realizing the benefit of incorporating color documents in the workplace. A satellite media tour was conducted with a third party spokesperson to promote the research results. The interviews featured a Xerox printer in the background and included B-Roll footage. Conducting such research, and having a broadcast-worthy story, was a real first for this product group. In clients' words, "The success of the program was in its ability to get people to consider color as a business need rather than a luxury item." And it worked. Visibility-wise, the campaign generated over 300 stories delivering over 36 million impressions across print, broadcast and online media. Xerox was mentioned in conjunction with the survey results in 99 percent of the coverage, thus achieving objective to build brand visibility and show the value Xerox color brings to small business.

- (i) Explain the generators and governors of opinion in above case ? (12)
- (ii) Which principles of public opinion can we apply in the case ? (12)