

# The Buddy Project



**Brand:** Mehta Solutions

**Product Code:** case283

**Weight:** 0.00kg

**Price:** Rs500

**Short Description**

**The Buddy Project**

**Description**

# The Buddy Project CAST STUDY solution

## CASE STUDY - 2

On 1<sup>st</sup>

The company is now focusing its original content programming line up. In an effort to increase weekly hours of original content, the channel will be introducing two new shows which include 'The Buddy Project.' Besides it will convert its teen crime show July 2012, the Channel V viewers were confused as the channel was not there in the list of Music channels. The channel, which was first introduced nearly 15 years ago in the country, was relaunched in 2009 with the 'bloody cool' tagline and focused on playing Bollywood music. However from first July it shifted from a music channel category to General entertainment channel category. Music now is just part of an overall strategy to engage with the youth in today's world for channel V. Its original content garnered higher television ratings compared to its music slot. The broadcaster was playing three hours of music content in a day in the morning slot so far. Some of its rivals play 16-19 hours of music throughout the day.

Gumrah-End of Innocence into a daily show. Its other shows which are directed towards youth are already well entrenched. The company also forayed into Channel V spot coffee parlors and have launched channel V apparels and phone range to attract youth which is their core target market. Moving away from music content and entering into GEC space has been a strategic decision for the firm which is yet to deliver results.

Question 1: What benefit do you see for the firm in the new segment to improve its marketing

Question 2: Suggest firm a positioning migration plan for smooth acceptance

## **Details**

**1. Case study solved answers**

**2. pdf/word in 24-48 hrs**

**3. Fully Solved with answers**