

Assume you are brand manager



Brand: Mehta Solutions
Product Code: case311
Weight: 0.00kg

Price: Rs500

Short Description

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Description

Case study 3

Assume you are brand manager of Mountain state bottled water. This new brand competes in a product category with several well known brands. Your marketing communication objective is to generate trial purchases among predominantly younger and better educated consumers. You have competitors from well established brands like Bisleri , Acquafine, etc. Assume that your promotion is purely experimental and that it will be undertaken in a small city of only 5,00,000 people. Also assume that 1) You cannot afford product sampling

2) You will not advertise the promotion

3) Your budget for this experimental promotion is Rs.100,000

Questions:

- 1. What sales promotion strategy you recommend in these situations? Give reasons to support.**
- 2. Whether you will follow push or pull oriented promotional strategy? Why?**
- 3. Do you think that promotion deals for such a brand would be unprofitable? If yes, or no, give reasons in support.**

Details

1. Case study solved answers

2. pdf/word

3. Fully Solved with answers