

MTV – CONNECTING WITH THE CUSTOMER



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Short Description

MTV – CONNECTING WITH THE CUSTOMER case study

Description

MTV practiced a glocalized brand strategy in order to be the favorite music channel for its target market. It went in for local recruitment, customizing its program content to suit local needs, coming out with innovative programs, and at times following instinct rather than research. The caselet also describes the new challenges that MTV faced while airing programs based on psychographic segmentation.

Issues:

- » Challenges faced by a broadcasting company which caters to markets around the globe
- » Challenges faced by a broadcasting company while airing programs based on psychographic segmentation
- » Strategies followed by broadcasting companies to attract the target markets

MTV had been airing programs primarily devoted to music videos since its inception in 1981. In 1985, MTV became a part of Viacom when Viacom acquired Warner-Amex Satellite Entertainment, which owned MTV. A number of rock bands and artists like Bon Jovi, Duran Duran, Madonna, and Michael Jackson rose to prominence through MTV. As the brand matured through the two decades of its existence, MTV had to straddle the two generations of X and Y. The company still managed to be successful in maintaining the freshness in its program offerings while catering to the needs of both the generations...

Questions for Discussion:

How was MTV successful in increasing the level of involvement with the target market?

How did MTV try to maintain its relevance with the changing demographics?

Details

1. Case study solved answers

2. pdf/word

3. Fully Solved with answers