ZS Campus Beats 2021 Case Challenge

Impact where it matters.
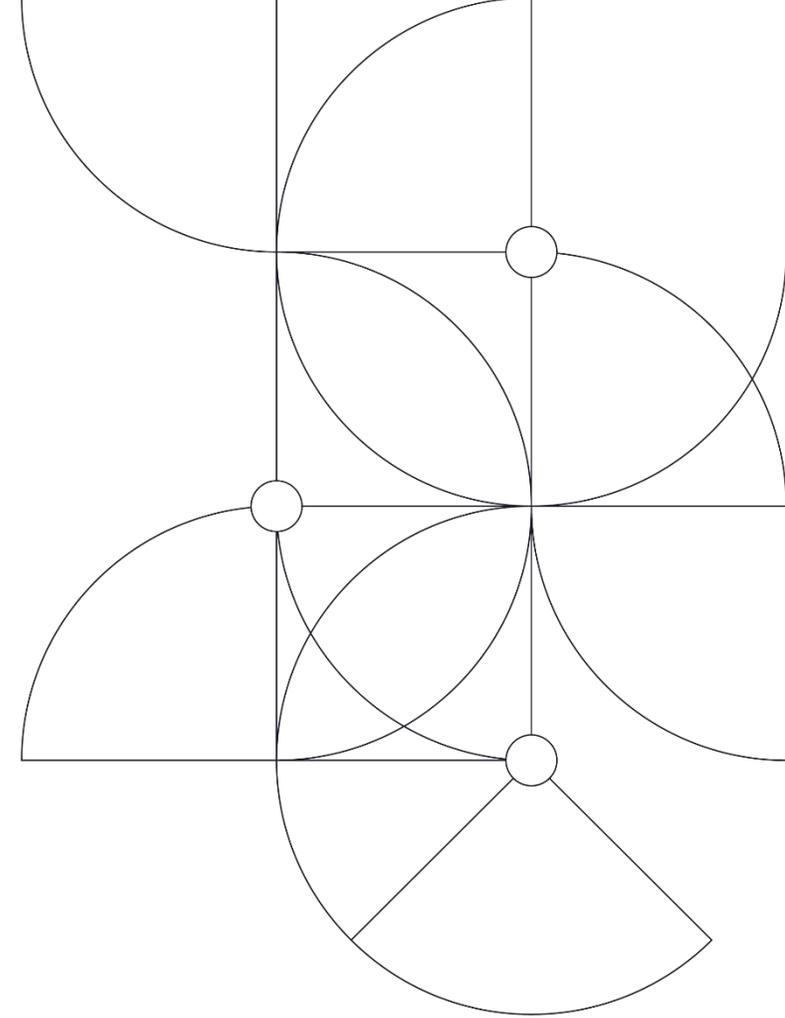
Instructions

- Create 3 separate files for each section i.e Business Consulting, Business Operations, and Business Technology, for your submission
- The slides shared in this presentation are sample slides, you can modify it as required
- We have provided you with sample solution slides, however, if required, you can add additional slides to each section
- Please mention any assumptions you may have made while solving the case study
- The link to upload your solutions will be accessible only once, hence please open it only when you are ready with your final solution files
- Please ensure you have a good internet connection when you upload the files to avoid any delays or tech glitches
- Only the team leader must upload the solution files
- To qualify your solutions and successfully complete the case challenge, it is mandatory to upload all your solution files and also complete the objective questions on the Talview platform using the link shared in the invitation email

Team details

| Team Name	Team A
College Name	IIT(BHU), Varanasi
Team Leader	Abhinash Daulaguphu
Team Member 2	Ajeya Krishna
Team Member 3	Abhijit Singh
Team Member 4	
Team Member 5	

SCENARIO ONE- Business Consulting

Part 1 - Effective Promotions and Channel Strategies

1.1 Historical Sales Data

Total sales	$ 20 billion
Promotion Impacted Sales	35% of $2 billion ($700 million)
Total Promotion Budget	$100 million

Distribution of total promotion sales impact by each channel

- TV ads — 35%
- Print Ads — 25%
- Website display — 17%
- Social Media — 15%
- Events — 8%
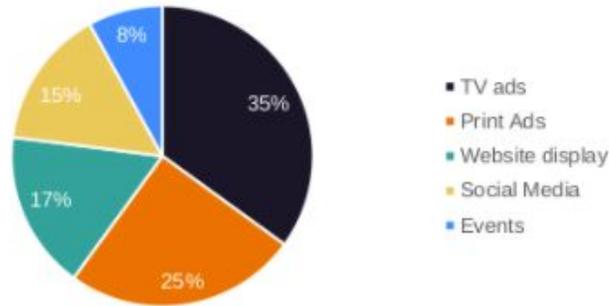
	Historical activity (#)	Cost per Unit activity
TV Ads	1,100	300 X
Print Ads	1,200	200 X
Website Display	100,000	1.5 X
Social Media	160,000	1 X
Events	100	1500 X

Calculations:
Total Promotion Budget = (Total channel activities) x (Cost per unit activity)

100 million = (1100 x 300**X**) **+** (1200 x 200**X**) + (100,000 x 1.5 **X**) + (160,000 + 1**X**) + (100 x 1500**X**)

X = 97

(approximating **X**=100)
Sales per unit budget spent

TV Ads	=	(0.35 x 700 million)/(300 x 100 x 1100)	= 7.42
Print Ads	=	(0.25 x 700 million)/(200 x 100 x 1200)	= 7.29
Website Display	=	(0.17 x 700 million)/(1.5 x 100 x 100,000)	= 7.93
Social Media	=	(0.15 x 700 million)/(1 x 100 x 160,000)	= 6.56
Events	=	(0.8 x 700 million)/(1500 x 100 x 100)	= 3.73

Q1.1 What priority of channels would you recommend for future promotions?

Based on the calculations done using the historical sales data, the priority channels for future promotion are

With Increasing Priority

For $ **X** spent

	Events	Social Media	Print Ads	TV Ads	Website Display
Sales	3.43 **X**	7.56 **X**	7.29 **X**	7.42 **X**	7.93 **X**
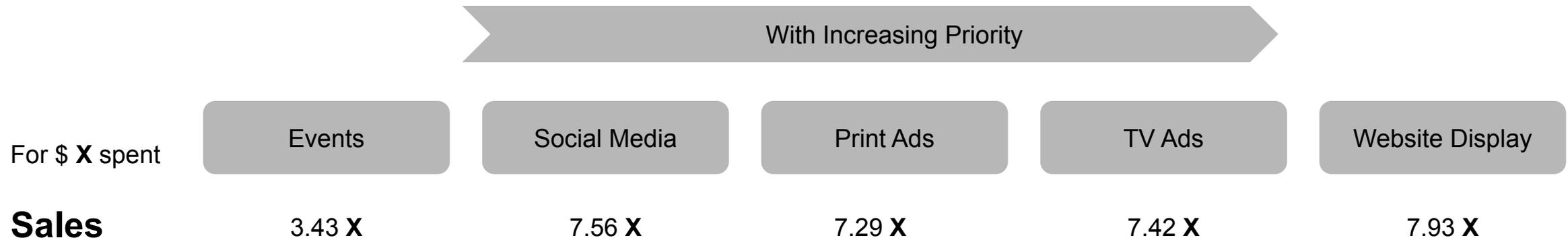
1.2 Post Covid: Channel Accessibility and Popularity Rating Data

Calculations:
Interaction Factor = (Access Rating) x (Popularity Rating)/10

Sales impact factor = (Sales per unit budget spent) x (Interaction Factor)

For each channels, we get

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TV Ads        = 7.42 x (56/10) = 41.55
Print Ads     = 7.29 x (30/10) = 21.87
Website Display = 7.93 x (36/10) = 28.55
Social Media  = 6.56 x (90/10) = 59.04
Events        = 3.73 x (12/10) = 4.47
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Access Rating

Popularity Rating

Q1.2(a) Which 3 channels would you pick considering outcomes from Q1.1 and Data(1.2)?

Top 3 Channels

| Social Media | TV Ads | Website Display |

Q1.2(b) What things will you keep in mind in designing the content for the chosen channels based on new normal post COVID scenario ?

The content should include the following:

- High emphasis on **immunity building**
- Promoting Aqua as the new way of **hydrating yourself** i.e. it contains the **benefits of water and added minerals.**
- The packaging being completely **recyclable** (as people have become more aware of environmental damages post Covid Scenario)
- Designing Ads that depict the **hygienic practices** that are involved during manufacturing.

Part 2 - Assessing TV campaign and Customer Preferences

Calculations:

Revenue(region wise) = (% of Sales) x (% Market Share)

Region 1= $ 504 Million

Region 2= $ 470.4 Million

Region 3= $ 384 Million

Opportunity = (Relevant Population) / (Current customer)

If **X** revenue is generated on the current customer then on **Y**%
Conversion of relevant population,

Revenue for relevant population=(0.**Y**) x (Opportunity x **X**)

Revenue for relevant population on 100% conversion:

Region 1   = (54,230) x (504) / (34,707) = 786 million

Region 2   = (92,800) x (470.4) / (36,192) = 1203 million

Region 3   = (86,400) x (384) / (29,376) = 1128 million

Revenue for relevant population on 60% conversion:
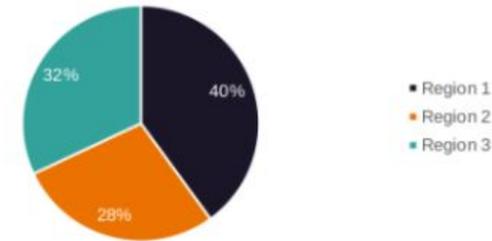
Region 1   = (0.6) x (54,230) x (504) / (34,707) = 471 million

Region 2   = (0.6) x (92,800) x (470.4) / (36,192) = 722 million

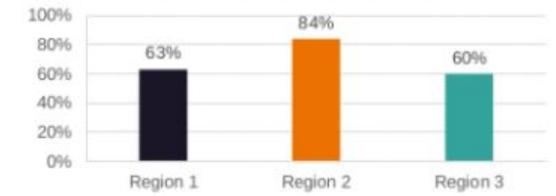Region 3   = (0.6) x (86,400) x (384) / (29,376) = 677 million

2.1 TV campaign Data

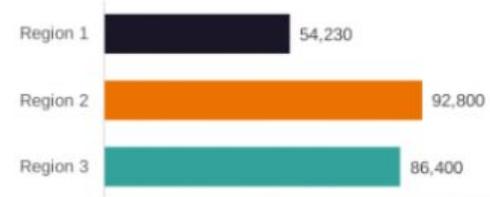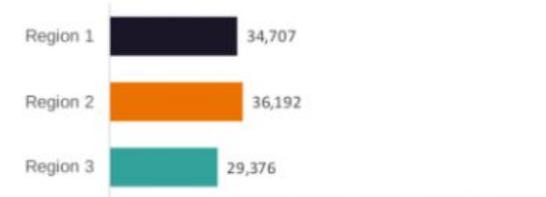**Q2.1 Based on current sales data, targeting relevant population of region 2 can help
in generating maximum revenue and has an opportunity of revenue growth of 2.56**

2.2 TV engagement Data

Ad #	Aired During	Time of Ad	Length of Ad	Upbeat Music	Spend ($)	S1	S2	S3	S4
1	Cartoons	10:00-11:59p	150	No	$600	0	0	0	1
2	Sports event	7:00-10:00p	180	Yes	$400	0	1	1	0
3	Cartoons	5:00-7:00p	300	No	$300	0	0	0	0
4	Movie	5:00-7:00p	150	Yes	$300	0	0	1	0
5	Sports event	5:00-7:00p	300	No	$400	0	1	0	0
6	TV series	5:00-7:00p	120	Yes	$450	1	0	1	0
7	TV series	7:00-10:00p	90	No	$200	1	0	1	0
8	Sports event	7:00-10:00p	150	No	$1,000	0	1	1	1
9	Sports event	7:00-10:00p	60	Yes	$800	1	1	1	1
10	Sports event	10:00-11:59p	90	No	$450	1	1	0	0
11	Movie	10:00-11:59p	60	No	$300	1	0	0	0
12	Cartoons	10:00-11:59p	90	Yes	$600	0	0	1	1
13	Movie	5:00-7:00p	120	No	$600	?	?	?	?
14	Sports event	5:00-7:00p	90	Yes	$800	?	?	?	?
15	Cartoons	10:00-11:59p	90	No	$500	?	?	?	?

Peak time of TV viewership, i.e. 7:00 - 10:00 PM   1 Engaged   0 Not engaged

Q2.2

Ad#	S1	S2	S3	S4
13	0	0	0	0
14	1	1	1	0
15	0	0	0	0

- The criterias taken into consideration were Aired During, Time of Ad, Length of Ad, Upbeat Music.
- The following tally table was used to draw up conclusion whether the given customer segment will engage in the Ad or not.
- **Ad # 14** has the most engagement rate among Ad #13,14,15.

Criteria		S1	S2	S3	S4
Aired During	TV Series (2)	2	0	2	0
	Sports (5)	2	5	3	2
	Movie (2)	1	0	0	0
	Cartoon (3)	0	0	1	2
Time of Ad	5-7 (4)	1	1	2	0
	7-10 (4)	2	3	4	2
	10-11.59 (4)	2	1	1	2
Length of Ad	>= 120 (7)	1	3	4	2
	<120 (5)	4	2	3	2
Upbeat Music	Yes (5)	2	2	5	2
	No (7)	3	3	2	2

Q2.3

Raj, 27 YO, Fitness Enthusiast

Raj is a fitness freak. He follows many athletes on social media and regularly follows sports events in TV

Vidya, 42 YO, Mother

Vidya is a mother of an 8 YO. In the post covid era, she is regularly worried about the health and wellness of her family.

Ajay, 21 YO, Student

Ajay is a college student and with no offline classes. He spends most of his times in Social Media and internet.

Content and Product Promotion Strategies should circle around Immunity Boosting

Promotional Strategies

- **Immunity Boosting TV ads** can help in reaching customer segment like Vidya.
- **Sports Events** are quite popular as customer segments like Raj are engaging more with the Tv Ads during the airing of these events. AquaLite should target for Ads during Sporting Events scheduled between 7-10pm(peak time of viewership)
- **Combo packs** with **free hand sanitisers** offers are a great way to promote sales and hygiene can lead to higher conversion rates of customers like Vidya.
- **Social Media** and **Website Display** are among the popular promotional channels.
  Digital Marketing campaigns like (#StayHydratedGoAqua, #BoostImmuneAquaLite) outreach the promotion activities to younger customer segments like Ajay.
- **Collaborating** with athletes and **famous influencers** in health and wellness industry will help in solidifying the brand value among the fitness enthusiast like Raj

Major Promotional Channels: Social Media, TV ads and Website Displays

Part 3 - Allocating the promotional budget optimally

3.1 Promotion Response Data

TV Ads		ROI tv	Print Ads		ROI print	Website		ROI websi	Social Media		ROI social	Events		ROI events
Total Ads	Sales		Total Ads	Sales		Total Ads	Sales		Total Ads	Sales		Total Ads	Sales	
40	0.5	5.0	125	1	4.0	100	0	0.0	10	0.25	2.5	20	0.25	0.8
80	1	5.0	150	1.5	5.0	125	1	0.4	20	0.75	3.8	40	0.5	0.8
120	1.5	5.0	200	2	5.0	150	8	2.7	30	1	3.3	60	1	1.1
160	2	5.0	250	2.5	5.0	175	15	4.3	40	1.5	3.8	80	2	1.7
200	2.25	4.5	300	3	5.0	200	20	5.0	50	2	4.0	100	2.5	1.7
240	3	5.0	350	3.5	5.0	225	27	6.0	60	2.5	4.2	120	2.75	1.5
280	3.25	4.6	400	4	5.0	250	30	6.0	70	2.75	3.9	140	3	1.4
320	4	5.0	450	4	4.4	275	32	5.8	80	3	3.8	160	3	1.3
360	4	4.4	500	4	4.0	300	32	5.3	90	3.25	3.6	180	3	1.1
400	4	4.0	550	4	3.6	325	32	4.9	100	3.5	3.5	200	3	1.0
MAX ROI		5.0			5.0			6.0			4.2			1.7

Total Promotional budget = $ 50 Million

- Price per beverage = $ 10
- ROI = (Price x Sales) / Cost

Q3.1 The optimal spend for promotional budget:

- TV Ads = 80 x 25,000 = $ 2 Million
- Print Ads = 150 x 20,000 = $ 3 Million
- Website = 225 x 1000 x 200 = $ 45 Million
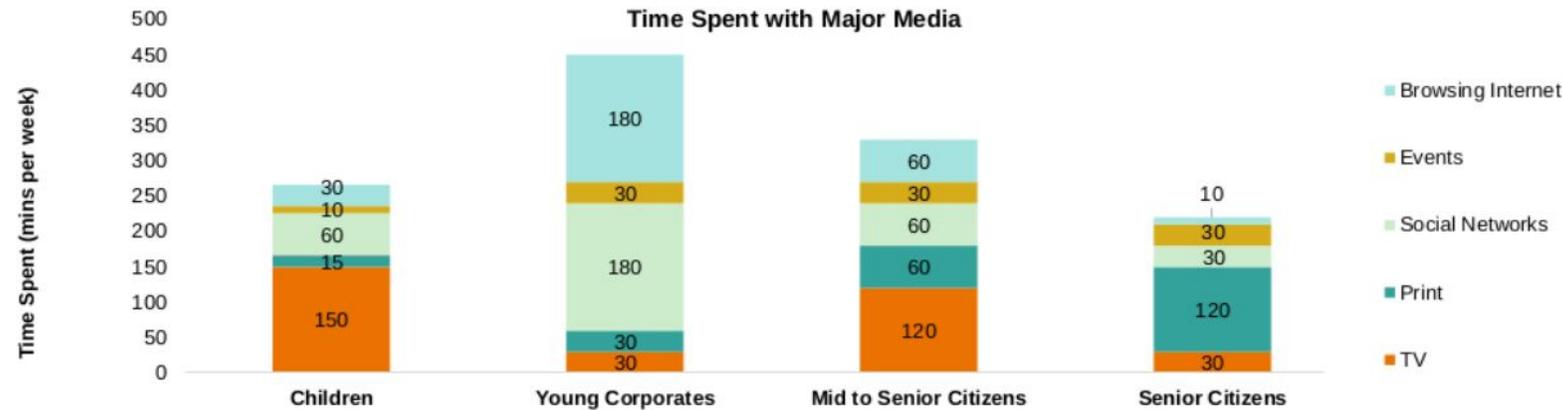
Average Cost per channel

TV Ads	Print Ads	Website	Social Media	Events
$25,000 per ad	$20,000 per ad	$200 per impression	$100 per impression	$150,000 per event

Q3.2 The max revenue can be generated if the total budget ($ 50 million) is spent on website with (250x1000) total ads

- Max Revenue = Sales x Price per unit = 30 x 10 Million= $ 300 Million

Q3.3

1. ARPU stands for Average revenue per user

Time Spent with Major Media

Y-axis: Time Spent (mins per week)

Legend:
- Browsing Internet
- Events
- Social Networks
- Print
- TV

Children: TV 150, Print 15, Social Networks 60, Events 10, Browsing Internet 30
Young Corporates: TV 30, Print 30, Social Networks 180, Events 30, Browsing Internet 180
Mid to Senior Citizens: TV 120, Print 60, Social Networks 60, Events 30, Browsing Internet 60
Senior Citizens: TV 30, Print 120, Social Networks 30, Events 30, Browsing Internet 10

- **Young Corporates** have the **highest share in revenue** generation, their major engagement is in social media and internet browsing. ROI on social media was not among the top 3 channels. Pulse beverages should focus more on internet browsing channel for this segment of customer.

- **Events** can be removed from targeting the **children** segment as their engagement time is very limited for this channel.

- **Browsing Internet** can be removed from targeting **Senior citizen** as their engagement time is limited to 10 mins per week

- **Print ads** can avoid targeting the **children segment** as their engagement time is limited to 15 mins per week.

Objective Questions

1(A): 161 million

2(a): For Website, ROI=6.0

For print Ads, ROI=5.0

For TV ads, ROI= 5.0

2(b) ROI= 5.9

Revenue= 295 million

2(c) 5 million

THANK YOU! ☺