

# IB Business Management – Marketing

## 4.5G: The 4Ps - Promotion: Activity



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### 4.5 THE 4Ps - PROMOTION: ACTIVITY G

Read the case study information below and answer the questions that follow.

#### THE CADBURY GORILLA ADVERTISEMENT



<http://www.youtube.com/watch?v=TnzFRV1LwIe>

This is one of the most famous and effective advertisement campaigns of recent years, the aims of the campaign were to:

- Improve the public's perception of Cadbury and the Dairy Milk chocolate brand after a number of public relations disasters such as the 2011 food poisoning scare at one of the company's factories
- Increase annual sales of Dairy Milk, which seems to have reached market saturation point.

The TV advert featured an actor in a gorilla costume playing a well-known drum solo from the Phil Collins' hit record 'In the Air Tonight'. The 'gorilla' has a look of concentration and passion on its face – at times closing its eyes and looking skywards. The performance lasts for ninety seconds until fading to a Dairy Milk bar over the slogan 'A glass and a half of joy' (Cadbury always claimed that each bar contains a glass and a half of fresh milk).

The production of the advertisement and the TV time slots were budgeted to cost \$12 million. One TV advert was timed during the commercial break of the 2015 Rugby World Cup and this cost \$1.4 million alone. The campaign was very successful. The video was uploaded onto the video-sharing website YouTube and was viewed over 500,000 times in the first week alone.

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Market research reports suggested that the public's view of Cadbury and Dairy milk had improved and sales rose by nine per cent in 2015 – higher than the original target.

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### QUESTIONS: 22 MARKS, 40 MINUTES

1. Explain whether this was an example of an informative or persuasive advertisement  
**[6 marks]**
2. Explain why it is important for advertisers to check and monitor the effectiveness of a promotional campaign.  
**[6 marks]**
3. To what extent can the expenditure of \$12 million in advertising a chocolate bar ever be justified?  
**[10 marks]**