

"A man is
great by
deeds, not by
birth"

-Chanakya

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INDIAN INSTITUTE OF MANAGEMENT KOZHIKODE



Case Study

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Impex LED TV: Football Fiesta

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Impex LED TV: Football Fiesta

Abstract:

Set in Impex Consumer Electronics Division of KCM Appliances Pvt. Ltd., India, this case simulates real-life situation in 2022 for providing interesting context of a business decision. In the role of Fairros Kodakkadan, General Manager of the CED division of Impex brand students evaluate a consumer promotion campaign designed to leverage upcoming FIFA football WorldCup.

With festive season in their key market Kerala just got over in September, Q3 at this South India based company generally saw a dip in sales. While football was known to be a big craze in Kerala, it was important to get the consumer promotion designed well. With the category management team not experienced in consumer targeted programs, he needed to have a consumer promotion that was attractive to consumer, trade, sales team and his boss Chennengadan who generally evaluated every campaign based on likely RoI. Could the chance-based promotion proposed by his category team be a winner too as the consumers won prizes? If prizes were not attractive enough, the campaign might not yield desired incremental volumes. Although targeted at consumers, was integrating intermediaries result in more returns?

This case can help instructors to help teach the nuances involved in planning a sales promotion campaign. It provides students the opportunity to calculate quantitative data to estimate breakeven volumes, RoI and interpret sales and market share data. Students appreciate the role of category management in designing sales promotion program in consumer durables industry. The case also provides a rich context with several qualitative issues to discuss in the class such as sales promotion planning, types of sales promotion and integrated communication approach.

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