

"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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**Angelo Crib**

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**Please contact the corresponding authors, if you would like to access the full case study.**

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## Angelo Crib

### Abstract:

The case discusses the marketing strategic choices made by a baby crib manufacturing company. The company, whose main product line involves convertible cribs, has a customer base that is very involved in the decision-making process. The company has decided to use organic ways to reach more customers and sales. The case gives an excellent opportunity to discuss the benefits and strategic choices involved in choosing an influencer marketing program. The case can be used in core course marketing to introduce influencer marketing concepts. The case can also be used in elective courses such as Marketing Strategy or Product Management to discuss the strategic considerations in implementing an influencer marketing program.



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