



FINAL EXAMINATION
MARCH 2024

COURSE TITLE	MARKETING MANAGEMENT
COURSE CODE	RMKT4213
DATE/DAY	20 JUNE 2024 / THURSDAY
TIME/DURATION	02:00 PM - 04:00 PM / 02 Hour(s) 00 Minute(s)

INSTRUCTIONS TO CANDIDATES :

1. Please read the instruction under each section carefully.
2. Candidates are reminded not to bring into examination hall/room any form of written materials or electronic gadget except for stationery that is permitted by the Invigilator.
3. Students who are caught breaching the Examination Rules and Regulation will be charged with an academic dishonesty and if found guilty of the offence, the maximum penalty is expulsion from the University.

(This Question Paper consists of 3 Printed Pages including front page)

*****DO NOT OPEN THE QUESTION PAPER UNTIL YOU ARE TOLD TO DO SO*****

There are **THREE (3)** questions in this section. Answer **ALL** questions in the answer booklet based on Article 1. **[60 MARKS]**

Article 1: Kimberly Clark Reimagines Scott Kitchen Towel As Calorie Absorber

Kimberly Clark has transformed its Scott Kitchen Towel into a "Calorie Absorber Pro" in an attempt to reshape consumer perceptions of the humble kitchen towel by repackaging it as a vital health supplement. A product devoid of preservatives and artificial flavours, the towel can absorb up to 127 calories per sheet.

Kimberly Clark partnered with Muscle Mania for a strategic retail activation. The launch campaign highlights the innovative features of 'The Calorie Absorber Pro' and demonstrates its use.

The brand film opens with a fitness guru saying that in the quest for peak fitness, what one carries in their gym bag says a lot about them. After tossing out weights, saying they are unnecessary, she goes on to say that she chooses to be efficient with her calories.

"It's not a pill. It's not a powder. It's Scott's 'Calorie Absorber Pro'," she says to the camera before she dabs at her food with the towel to absorb the excess oil. Her family then comes to her asking her to help them take excess calories away.

She then reminds viewers that it's not about what you can add to your routine but rather, what you can take away.

Kimberly Clark worked with Ogilvy Malaysia on the product and aimed to challenge the industry marketing norms and form a deeper emotional connection with consumers.

It said that Malaysia is celebrated for its rich and diverse culinary heritage, yet it grapples with a concerning reality - being ranked as the most obese country in Southeast Asia according to the World Obesity Atlas 2023. In a landscape inundated with dietary supplements promising miraculous results, Ogilvy Malaysia identified an opportunity to define a new path to wellness, it said.

"We are thrilled to partner with Ogilvy Malaysia on this truly innovative campaign. 'The Calorie Absorber Pro' campaign not only underscores the innovative capabilities of our product but also aligns with our commitment to promoting healthier lifestyles in Malaysia and beyond," said Martin Soong, marketing manager, Kimberly Clark.

"At Ogilvy, we thrive on transforming the ordinary into the extraordinary. 'The Calorie Absorber Pro' campaign exemplifies our dedication to innovation and purpose-driven marketing. By reimagining Kimberly Clark's Scott Calorie Absorb Kitchen Towel as a health supplement, we've demonstrated the power of perspective in reshaping consumer perceptions", said Jaz Lee, executive creative director, Ogilvy Malaysia. The campaign was directed by Todd Tourso. The first campaign video stars Andrade, who helped take his Brazil national team to the 2022 World Cup quarter finals.

Source: Camillia Dass, Marketing Interactive, Kimberly Clark Reimagines Scott Kitchen Towel As Calorie Absorber, https://www.marketing-interactive.com/kimberly-clark-scott-kitchen-towel-calorie-absorber?utm_source=newsletter_4367&utm_medium=email&utm_campaign=20240415_malaysia_daily_bulletin, 15 April 2024.

Question 1

Use suitable canvases to discuss the customer profile and the value proposition of the product as illustrated in Article 1. (24 marks)

Question 2

Describe **THREE (3)** possible bases of the price decision for the new product based on the value proposition. (12 marks)

Question 3

"Kimberly Clark worked with Ogilvy Malaysia on the product and aimed to challenge the industry marketing norms and form a deeper emotional connection with consumers." Apply the hierarchy of effects model to elaborate the possibility for Kimberly Clark to achieve the connection through promotion and eventually lead customers to buy the product. (24 marks)

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*** END OF QUESTION PAPER ***
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