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BUSINESS AND MANAGEMENT

[Date]

Case Study For California Milk

1. Analyze the “Happy Cows” campaign that was developed for the California Milk Advisory

Board to promote Real California Cheese from an integrated marketing communications

perspective. Why do you think the campaign has been so successful?

 The "Happy Cows" campaign was successful because it integrated the marketing communication perspective. The California Milk Advisory Board was used to analyze the market and growth of milk production and dairy industry. It is a market strategy to analyze the growth rate of the industry. The "Happy Cows" strategy was a concrete market strategy to improve milk production and enhance the growth of cheese. According to this case study, California is the largest market for milk and cheese. This state is utilizing 80 percent cheese of the total country's consumption. The per capita use of milk was also increased in the state recently. The strategy of "Happy Cows" increased awareness among the people, and the audience of this campaign were broader. The target audience of this campaign was all the people regardless of their gender, and race. It was aimed to communicate its message with a male, female, kids, adults, and different races and ethnic groups. It has a unique and distinguished advertisement campaign, which provided strategic directions that helped to create a distinct identity. For the success of any organization or a product, a proper and strategic marketing plan and market strategy are essential. The marketing campaign includes an advertisement and promotional strategy. The company has changed its packing and the display of the product. Product development plays an essential role in the sales of the product. Effective communication is crucial for the growth and sustainability of the product or business. Discussion in business should be two-way communication. The company should convey the message includes the features of the product, services, and the quality of its products while the consumers should provide their feedback to the business.

1. What was the role and importance of the Real California Cheese certification mark in

implementing the positioning and IMC program elements? How and where was it

implemented? Do you think it made a difference to the program?

 The role and importance of the Real California Cheese certification were used in the positioning of the product and the IMC program elements sealed the products. The sealed products are guaranteed by the IMC program which guaranteed the products being natural cheese made in the state from California milk. The quality certifications are essential, which provides confidence in the consumers regarding the product's quality. There are many regulatory authorities both the national level and international level, which provide certifications and licenses to the company regarding the quality. According to marketing researchers, this certification can raise the sales of the business. The quality assurance creates trust and loyalty of the customers. The sales of the multinational brands and renowned products are due to the standards followed by the business. The labeling of the products allows users to identify the product quickly and being able to read all the instructions and details of the product. It was implemented in California, where the consumers are ensured that the cheese they bought is natural and pure. I think it is an effective marketing strategy which could add value to the product. The added value can influence the sales of the product, as well as the image of the product in the eyes of its loyal customers. It is the part of integrated marketing communication strategy, through labeling and certification a soft message is conveyed to the consumers.

1. What was the role of advertising in establishing the Real California Cheese brand

personality? What were the constraints the advertising agency had to work around in

developing the campaign? How would you describe the personality that was created? What

are the pros and cons of the advertising approach? Can the campaign be continued

indefinitely? If not, how might it be changed or adapted going forward?

 The role of advertisement in establishing the brand personality of Real California Cheese to make up several advertisements. Where the Real California Cheese used television and radio for advertisement. Further, the company used the print media for its advertisement campaign, such as; newspaper, magazines, and outdoor executions. For the integrated marketing communication, it is inevitable to utilize all the medium of advertisement. To convey a message to all the consumers, it is necessary to use all the medium of advertisement, because people use different sources of media. The advertisement campaign was supported by extensive customers and trade promotion activity. The primary focus of the advertisement was on the fact that the cheese and other products of RCC brands are extracted from the healthy cows of California. The main constraints of the advertising agency were to work around developing the specific theme of the campaign. They had to use fresh images and develop a creative advertisement which could catch the attention of the public. This advertisement can help the business to cope with its competitors, and achieve a competitive edge. Integrated marketing communication uses all these tools to aware and educates potential customers regarding the quality and features of the products. These cows are shown in the advertisements, with farmers serving them. The veterinarians and nutritionists ensured that all these cattle are healthy and happy so that these can produce more milk. Farmers help them with proper diet, shelter, and warm bedding where they can relax in. According to the dairy farm administration, healthy and happy cows could produce milk with better quality and quantity. The pros of this advertisement campaign of the California cheese is that the company reached 53 percent of all its stock moved successfully to the retail outlets. While the remaining 47 percent were sold to the food service outlets, and fast food restaurants. The cons of the advertising campaign of the RCC products are they don't even understand that the results and effects of these advertisements. For a proper marketing strategy, the company has to continue the advertisement campaign. For instance, the multinational corporations and other well-known organizations are spending huge capital on advertisement campaign. To constantly communicate with its potential customers, and provide information regarding new modifications and innovations. So the company has to continue with its advertisement campaign because the taste and choices consumers are continuously changing. The advertisement campaign can influence the sales of the product, and create a brand image in the minds of the potential customers.

1. What role did consumer promotion play in generating trial and awareness of Real California cheese? Which tactics were used? Which were the most effective and why? How did the consumer promotion tactics reinforce or supplement other marketing elements such as advertising, trade promotion, or public relations?

The role of advertisement campaigns of Real California Cheese (RCC) is to generate awareness of its products among the target people. The aim of these consumer promotion play is to aware of the customer and provide the best solution to their wants and needs. Every business aims to satisfy the maximum needs of its potential customers. The role of the marketer is to highlight the needs of customers and provide the best solutions of their feedbacks, and queries. The integrated marketing communication is a concrete communication between the customers and business. The tactic used by the Real California Cheese in its consumer promotion reinforces other marketing components like an advertisement, public relations, and trade promotion. The consumer promotion program aimed to create and maintain awareness among the people, to enhance the sale of cheese products of RCC. This method is effective for the company to introduce the brand name of the product among the public. It helps the company to raise its sale and increase its market shares. These tactics can reinforce the market elements by the awareness of people about the products of the company.

1. Discuss the role of public relations in the CMAB’s integrated marketing communications

program? What type of press coverage and stories could be generated about Real California

Cheese? What were the different public relations angles that were used to generate the

interest of the different media?

 The role of public relations in the California Milk Advisory Board's (CMAB) has integrated marketing and communication program. The purpose of the public relation of CMAB is to advertise and communicate a range of products of RCC. These products can catch the interest of the audience through a different medium. This is one of the successful actions of the CMAB which is applied by the public relation program. The company has linked all its advertisement campaign with the company website. Which has became famous among the public, and stated in a report of the company there are 25,000 viewers of a website per month ("The California Happy Cows | Analysis, N. p., 2019.). So all the communications of the company with external stakeholders are integrated with the website. This is an effective way to communicate with its customers and to convey the message of the company with the public. The links different videos, and other commercial advertisement broadcasted through television. These websites have promoted the agenda of Real California Cows, to promote the sales and consumptions of its products in the target market. These marketing campaigns raised the sale of the company to more than 2 billion pound cheese was produced and sold in nearly a quarter. In California, there are more than 50 different cheese producers, and more than 250 variety of cheese is produced with different style and tastes. In the state, there is more than 100 variety of spiced and flavored cheese. California is famous for cheese production, consumption, and sales.

1. What has been the role of the Real California Cheese website? How does it reinforce or support the other “legs” of the integrated marketing communications program?

 The RCC website is used to reinforce the “Happy Cows” campaign. The role of this website is to communicate the mission, look, and personality of the company. So this website enhances the "Happy Cows" campaign (Riley, 2015, 277). This campaign was initiated by RCC, which was further adopted in other countries as well. The website has more than 25,000 visitors per month which could be a helpful media for conveying a message to the clients. The website also linked other sources of advertisements, which is easily accessible: the website integrated television advertisements links, and other video links which could be accessed by the public anywhere. The website also integrated and uploaded the printed advertisement brochures, which are visible on the official website. Website and internet are one of the best sources in the modern world. The companies are consuming a huge budget on social media and internet advertisement. However, it requires sufficient technical knowledge to get all its benefits. Moreover, the internet is easily accessible around the world, and the smartphone has boosted the use of the internet. The internet and social media addiction have compelled the advertisement agencies to shift its paradigm toward digital marketing. The website of the company has integrated all the legs of the company's advertisement tools and sources. The website can be easily accessed from all around the world, and the product, features, and details would be easily approached. So the company's website could be a free source of communication with its loyal and potential customers.

1. Which marketing metrics did the CMAB use to evaluate their programs? Are there any

others you feel they should focus on? Which do you feel are most important?

 The marketing strategy of the company is highly successful, and it increased the sales and consumption of California cheese production successfully. The sale of these products is increased by the efforts of CMAB and the RCC who developed an integrated program of marketing and communication. In successful practices of marketing, the company should have a product of high quality and lower price. The customer wants to purchase such products before the company has started its production. Marketing is a powerful tool used by all businesses to aware people regarding the features, quality, and price of the products. The marketing of a new product or services is a highly challenging task. The company uses integrated marketing communication to boost the sales of the products. For successful marketing metrics, the organization has to first make a proper plan according to all the characteristics of the public of the target market. RCC used low cost and high-quality matric for its cheese products. There are many possible marketing metrics, however, I will suggest one of these metrics, which is the highest quality products with higher prices. It is applicable in many cases, for instance, when the customers prefer high-cost products, and consider these products as the highest quality. When in such condition a company sells the best quality products at a lower cost, it could adversely affect the sale of the company. The selection of the marketing metric depends on consumer behavior. The marketing decisions always need logic and information. The organization metric requires complete information from the consumers.

1. In light of consumer trends (demographics, food trends, and media "consumption"), are there other advertising or promotion opportunities that should be pursued by the California Cheese industry?

The company has to consider other advertisement and promotional opportunities according to the changing consumer’s trends. The advertisement campaigns are used to promote both the products and materials of the California Cheese industry. The companies should follow all the steps of care while designing the advertisement video or content. When the advertisement is broadcasted and posted for the first time, it slightly changes the sale of a product. However, with time, the company goes for significant results, and the advertisement boosts its sales. California cheese products are sold rapidly nowadays around the country. The campaign of California Happy Cows had a high impact on customers all over the world. The Happy Cow slogan was used in Newzealand and other countries (Specht et al., 2017, P.6). California's cows produce a range of products for its consumers around the world. The slogan of "Great Cheese from Happy Cows, Happy cows come from California. This slogan is still famous in the world because of television advertisements. This slogan was translated in many other languages such as Spanish etc. This slogan conveyed the message of cows to the people regarding their products, which they produce for us solely. There are many kinds of promotions and advertisements which could be considered, based on the consumption, demographics, media, and food trends. The marketing campaign needs proper study and analysis of the external and internal scenarios.

References

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