

# CASE INSIGHTS

Authored by Dr. Kelly Page for contribution to:  
Fill, Chris. (2009) *Marketing Communications*, (5e), Prentice Hall.

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## **CASE INSIGHT: COFFEE CONVERSATIONS - CREATING A DIALOGUE WITH COSTA!**

Product Category: Services  
Brand: Costa Coffee  
Marketing Communications Concept: Relationship and Customer Retention  
Digital Concept: Databases, Online, Loyalty Cards.

## **CASE INSIGHT: CUSTOMERS PULLING BRITISH AIRWAYS ONLINE**

Product Category: Airline Travel  
Brand: British Airways  
Marketing Communications Concept: Pull-based Marketing  
Digital Concept: Search Engine Marketing & Search Engine Optimisation

## **CASE INSIGHT: TEXT ME BABY ONE MORE TIME!**

Product Category: Cosmetics & Perfumes  
Brand: Elizabeth Arden's Britney Spears perfume *Fantasy*  
Target Marketing: 18-30 year old women, multi-national  
Marketing Communications Concept: IMC & Product Launch  
Digital Concept: Integrating Mobile Marketing & Online Marketing Campaigns

## **CASE INSIGHT: BRANDS ARE SKIN DEEP ON MYSPACE**

Product Category: Entertainment  
Brand: Channel E4's series *Skins*, UK geographic  
Marketing Communications Concept: Branding, Teaser Campaign & Product Launch  
Digital Concept: Social Networking, User-generated content/Co-creation, Interactivity

## **CASE INSIGHT: PERSONALISED CRUISING WITH SAMMY!**

Product Category: Travel, Tourism & Holidays  
Brand: Royal Caribbean Cruises Ltd.  
Marketing Communications Concept: Creative, Message Design, Transformational, Cartoons  
Digital Concept: Interactivity, Involvement, Advergaming, Personalised Decision-Tools

## **CASE INSIGHT: MENTOS MAKES IT REAL**

Product Category: Confectionary - FMCG's  
Brand: Mentos  
Marketing Communications Concept: Media Selection & Design  
Digital Concept: Interactivity, Involvement, User-generated content/Co-creation

## **CASE INSIGHT: RENAULT PUTS DIRECT MARKETING IN THE DRIVERS SEAT**

Product Category: Automotives  
Brand: Renault  
Marketing Communications Concept: Direct Marketing, Sales-Promotions & Incentives  
Digital Concept: Email, Telephone, Online Campaigns

## **CASE INSIGHT: FOSSIL HUNT: THE BARE BONES OF ADVERGAMING!**

Product Category: Education & Entertainment  
Brand: National Geographic Channel (NGC)  
Marketing Communications Concept: Advertising, Objectives, Audience Engagement  
Digital Concept: Advergaming

### **CASE INSIGHT: UN-PIMP MY RIDE!**

Product Category: Automobiles

Brand: Volkswagen

Marketing Communications Concept: Customer Engagement, Branding

Digital Concept: Interactivity, Customisation, Co-creation

### **CASE INSIGHT: THE SKY IS THE LIMIT WITH GOOGLE EARTH!**

Product Category: Information & Online Services

Brand: British Airways & Google Earth

Marketing Communications Concept: Geo-Targeting, Advertising

Digital Concept: Searching Engine Marketing

### **CASE INSIGHT: ZERO TOLERANCE ON ZERO MOVEMENT!**

Product Category: FMCG's - Beverages

Brand: Coca Cola Zero

Marketing Communications Concept: Grass-roots marketing, Word-of-Mouth

Digital Concept: Blogging