

Research on Failed Marketing Strategies

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Objective:

To understand the why some marketing strategies failed for few brands and how the customers have preserved the ads and campaigns to result in failure

Abstract:

Picking few famous dominant brands in India and seeing their customer centric approach to the strategy leading to failed customer psychological approach towards the campaign. A study to understand the different aspects of customer centric brands like Dove, and Burger King with their new approach of marketing with keeping up with the trends. Each brand has its own perspective and approach to their customers and targeted market. The approach in the research paper is to understand why multi-national companies are going wrong with their marketing strategies. It's such that the marketing strategies of one or two ad or campaigns has led to a loss or a drastic fall in the sales of the company due to the effect of the idea or approach of the campaigns. Such failed marketing strategies cause a huge loss for the company specially when they are into introducing a product line extension of the brand. Analysis of such strategies and putting in a prospective from point of view of consumer and retailers it's very important to understand the psychological approach to why the consumers didn't go ahead and pick their products which they have been consuming for a long time. Some cases such that "Brand Loyal" customers have also not reached out to picking the brand as they campaign as adversely affected them too leading to the loss of the brand which always has brand loyal customers irrespective of the situations.

The analysis and solutions to each of the picked marketing strategies in mentioned in depth in the research paper. Keeping in mind the best and the most famous and successful brands as examples and picking their strategies to understand the change in the approach to why pick the concept for promotion is elaborated in the paper. The research paper also includes primary research with a sample size of 290 responses to understand the customer buying behaviour towards the marketing campaign which according to the customers have no worked out well and has back fired resulting in the loss of the company. The results of the questionnaire is analysed with Chi test and pie charts of the responses.

From the analysis we can conclude that there is a direct effect of ads and campaign which are based on a sensitive topic resulting in the affecting the buying behaviour of the customers which results in loss of the company's launch for the campaign. This also helps the brands to understand the clear STP of the product they are planning to launch and pick their subject of ads and campaigns wisely in order to at least retain their loyal customers and work towards getting new customers wisely from the ads and campaigns.

Keywords: *Marketing strategies, FMCG promotions, failed strategies, MNC, Ads, Campaigns*

Introduction:

In the world of so many brands and companies, marketing plays a very vital role in understanding the reach, creating an awareness, reaching out the mass, and also putting up a strong brand image of the company. Each company in this world no matter how small the organisation is or how big the organisation is they all follow a fixed approach on creating a marketing strategy for the company's promotions or promotion of their product. Keeping in mind with the Product life cycle of the product from its initial stage to its maturity

stage it is vital for each company to follow the steps for growth of the product which hand in hand results in growth of the company and the brand. Building a perception of the brand in minds of the customers is very important to create a subconscious impression in minds of the customers. For eg. Colgate: By and large Colgate occupies the maximum hold on the market when it comes to toothpaste brands in consumption and by default families all round the world go ahead to pick Colgate as their brand as it has been defaulting impression in mind of the people.

Such an impact for creation of the brand results in what the brand wishes to communicate. Each communication of the brand is very important as it is the process of brand building and creating the perception in the minds of the customers. Every campaign and every promotion result in the change or added value to the brand image and the detail of their respective products. Each brand has its own style of communication which has an impact on their targeted audience which results in their benefit of sale.

From view of STP the physiographic approach of the product results in the in-depth analysis of the customer and their way to why pick a particular brand. The approach to each promotion and marketing strategy has an impact may result in the cause and effect for the brand. So, each step is vital in the approach of the promotion strategy. Small but effective changes in communication plays a very very impactful approach to the customers. Positive affirmation and running topical content are the key to be in trend and reach the masses. Running your promotional content based on festive, world trending topics, showing your sensitive side to the current issues and always being up to date with the approach of pleasing the crowd with the impact spreading a strong message across giving effect to the promotional activity leading to high sales resulting in the increased value added to the company which is the effect of the promotional activity where the marketing strategy is applied.

Literature review:

Based on the STP analysis of the brand it's vital to understand the physiography of the customers based on the location of targeting of the customers with respect to the buying behaviour at times the marketing strategies don't work out in favour of the brand. Customer is king is rightly said as all the promotions done by brands are focused on the ideology of the consumer perspective of buying to the customer attraction. This results in the approach of the costumer to the buying behaviour of the product which is in the promotion and the commercials platforms. The marketing strategies are based on competitor analysis which helps in the study of the product being different and being branded and promoted differently. Each company has its own approach of reaching out to the crowd or the targeted audience they are looking for.

Marketing strategies are based on the following terms such that the company branding works on creating value to the marketing mix of the company or the brand. The marketing mix is such that it works on the integrated properties of the marketing mix that are related with directly effective to the working of the marketing strategies. Each strategy works on the options of approaching the customers with a point of benefit or added bonus which leads to the added advantage of the sale from the promotions leading to the fixed approach of the marketing mix of the product such that the targeted segment is approached properly on the basis of the targeted customers for the particular brand.

The better the marketing mix better is the advantage for the company such that the marketing of the product is done in the right way. The right competitive advantage is present for the company if the approach to marketing mix is done right in the correct way to approach the strategies and style of promotions leading to the right way of approach the segmented audience. There can be added advantages when it comes to companies which excel in one or more elements with respect to their marketing mix. Based on this

companies need to have a regular monitoring of the expected demand for the right adaption of the marketing mix in the aimed targeted audience.

The study here I am aiming to approach in the failed marketing strategies covered by famous brands that had their marketing strategies that backfired to the opposite direction than the expected feedback from the audience. This has led to a whole 360-degree shift in the thought process of approaching to the audience that was expected to have increase the sale caused by the promotional strategies. The value philosophy of the promotional activity is oriented in a direction centring to concept of the company that its oriented to consumer buying behaviour towards the value delivery of the product of the company. In the market if we see the market benefits the value delivery plays the most important role in the consumer behaviour as it could include the aspects of value-selection, value-delivery, value-communication, storytelling, presentation, jingles, logo, etc that play as key factors which could be the driving force of the consumer to move ahead and be a product purchaser or a switcher. The buying behaviour is based on the experiential aspect the consumer could be led to a loyal customer which could lead to be a sure customer on every buy. At times due to adverse effects of the marketing strategies or promotions it may happen such that the brand loyal customer isn't in being the regular customer due to the effect and cause of the marketing strategies. This leads to adverse backfiring resulting a sale and value dip in the brand and the product which is to the effect of the marketing campaign leading to the cause of the actions resulting in a domino effect to the entire fall of the strategy.

Learning these aspects internally and deeply is important in order to avoid such parameters from affecting the marketing strategies companies come up with from point of view of all consumer behaviour and the value point of each brand along with the concepts of marketing in depth.

Methodology:

To find out the in-depth cause of failure in the marketing strategies of brands, who came up with the idea of a marketing plan from perspective of a customer. Trying to understand the failure is a major learning to understand the STP (Segmentation Targeting and Positioning) of each of the brands.

Based on various references of secondary research, the idea of writing the paper was from point of view of failed marketing strategies with respect to various different companies which have had multiple failed promotions and strategies which has equally back fired on them which has led to the effect of loss for the company or brand.

The approach is from the basis of the existing concepts of the existing promotions and marketing ads that have been up on the ATL & BTL part of the promotion which leads to the deep concept of approach leading to the varied perception and prospects of the company and the brand. The company and the brand have gone through the same and have experience the consequences of the promotions that have been done in their launch of their product/service/concept, etc.

The paper is written from point of view of the ideology that the system through which the approached is broken down in each aspect of analysis to find the depth of the problem.

Research and Analysis: Company wise examples are elaborated.

1. Dove: How Dove Ruined Body Image?

Overview of Project:

“Self-Esteem”- Dove has actively been part of self-esteem projects to promote body positivity. Body positivity has been a very trending topic in the new age era since the year 2012. The idea of body positivity has increased when social media started hyping about the topic with active indulgence of actors and social media influencers working on this to create awareness about body image related to skin, colour, size, hair etc.

With this topic being on trend the brands also have learned to adopt the topical hype and work on their products based on the content. Such ideology is also followed by Dove and they also have a dedicated plan and section where they focus on body positivity and is called as the “Self-Esteem” project. They work closely on the project with teachers, school girls, actors, influencers and have been working intensely on the project such that they have worked in the betterment of their audience with small promotional activities for ladies and also do CSR for them.

About the Ad-

Dove has done many various ads aiming correctly for the audience in category of body positivity mentioning about their products being suitable for all skin tones, size and shapes and they have been successful in this thinking of promotional activity and have had an increased sale as they have been able to rightly target the audience and have brought them the results regarding the product.

With respect to the ad the company Dove has always worked hard on building their social connect with the audience on social media. So they came up with great effort of a campaign called “Real Beauty Bottles” saying Beauty comes in all size and shapes and our product isn’t biased about different body types.



Source: Google images

Concept from Point of view of Dove:

Coming up with a body lotion with varied product body to promotes body positivity. Each bottle of their moisturizer would be in different structures portraying the different body type of women in all shapes all round the world with spreading the message of dove supporting all shapes, colour and sizes. No size is weird or different was their message from their idea of creating dove bottles in different sizes.

The message also was any type of skin, colour, body shape, size every woman in the world can use their product and it’s spreading the message of dove supporting all sizes and shapes.

Dove expected that this message would lead to increase in sale as they were sending the message of body positivity. Which would lead to rise in sales by the young generation women targeting the “Millennial” and the “Gen Z” crowd with their campaign.

Perception of the viewer and customers:

Once the customers viewed these bottles in the racks of their retail outlets or super markets, they realised that the shapes of the bottles were offensive. Why “Offensive”? Well, many women out there had a rage in them and addressed this issue on twitter which actually mentions that they did not appreciate the ideology of Dove and wondering how these bottles are spreading the message of body positivity among women. Few women revolted saying this is body shaming which led to lot of women not understanding if they were to pick bottles which were of their size and shape or they could pick any. With this ambiguity in mind of the women shopping for dove products chose not to pick these as they weren’t comfortable with the fact that these bottles were in a particular shape leading to no sale from the side of the women as they didn’t want to pick these bottles.

Effect on Dove:

The campaign had a back fire effect on dove which actually didn’t go as they planned it to go so. The audience that is the women crowd actually revolted back instead of appreciating the concept of the bottles to be in shape of women all round the world.

The physiographic approach that dove thought would work for their customers actually turned out to trigger the customers to a level that forced them to not buy the product and boycott them.

This led to massive loss for dove and no sale of their moisturizing products or body wash products. This led to failure of their topical sensitive marketing campaign which resulted in hurting the sentiments and also leading to huge criticism on social media causing too much loss for dove.

Marketing Point of view for Dove:

1. Brand Loyalty – Even though dove had many brands loyal customers they also turned their back to the marketing campaign which is trying to promote body positivity. This means that in spite of having brand loyal customers they failed to deliver the expected outcome from the campaign.
2. Market – Dove had a very clear targeted segment while launching the campaign. The campaign was specifically targeted to the millennial and the gen z category women but dove didn’t consider the odds of them to revolt in the opposite way compared to the expected reaction. The significant justification behind any brand's bombed market division is its desire to venture into every one of the domains as fast as could be expected. To lay out areas of strength for a believed position on the lookout, it is essential to select your market section cautiously. After you have acquired a significant client base in a limited handful business sector, you can consider extending.
3. New customers – The rise of new customers naturally reduces new customer attraction as the campaign revolt is strong on social media as compared to the actually campaign on its own. This results in massive loss for the company leading to no new emerging customers for the brand.
4. Topical Sensitivity – In the world of fast running trends it’s very important to keep yourself updated with the trend with the full knowledge of the trend with the concept running behind the trend. Blindly following the trend will never benefit a company which is trying to keep up with

trends to match their marketing strategies. This leads to lot of gaps or void between the customers and the company is the message trying to be conveyed is not conveyed properly.

2) Dove: How did Dove Mistaken Purity for Racism?

Overview of the ad:

In early October of 2017, dove launched an ad which led to huge criticism and negative feedback to Dove which brought in a lot of 'Hate' for Dove.

What did they launch for this to happen?

About the ad:

The proactive part of the launch was such that they launched a GIF of 3 seconds on a Facebook ad showing an African-American black woman using Dove moisturizer such that the effect of Dove makes her feel like an Eastern-European white woman with use of it with the portraying of change of t-shirt from dark brown to skin colour toned t-shirt.

Attached is the image of the ad.



Source: Facebook

Concept from Point of view of Dove:

Principle of Dove claims to be the Moisturizer is made from point of view of "Suiting all skins". Dove claims the Ad approach was to show that their product is adaptable to all skins. But didn't mean to portray any concept of racism with their promotion.

Perception of the viewer and customers:

From point of view of customers and audience it was such that they didn't understand the point of view of Dove but could see the basic portraying of racism from the post. The post impacted a huge set of audience world-wide leading to huge chaos on social media leading to a lot of hatred in minds of the people as it's a sensitive issue that has been addressed and affected the audience. If the ideology of Dove was mentioned clearly in the Ad it wouldn't have created such a havoc on the online system which has led to drastic impact for Dove.

Effect on Dove:

The online hate has led to adverse effect on dove such that customers who are loyal consumers of dove also revolted against dove for this particular promotion. Leading the massive boycott of products from dove which adversely brought down the sales of dove. Brand loyal customer who have been regular buyers of dove chose to step back and not purchase products of dove.

Marketing Point of view for Dove:

- 1) Brand Loyalty – As we see brand loyal customers are those who stick to the brand for every launch no matter what the product is about. But here major fail of dove happened with disappointing their own brand loyal set of customers.
- 2) Market – Even though the product was revolutionary and it had a market to capture with the untapped segment of product for different textures of skins to moisturize at all levels failed drastically because of the promotion activity.
- 3) New customers - Even the dove coming from a big brand called Unilever many didn't use dove but did think of coming to dove for the changed pricing in their product extension of moisturizer coming in varied different quantities making it to be an affordable aspect of the product for these new customers. But due to the effect of the promotion it led to loss of potential new customers too.
- 4) Topical Sensitivity – Racism is a very critical topic in 21st century, it's always been a topic of that has triggered very serious topics and protests in the world. With the promotion unintentionally going towards the topic of racism it has become very important to keep all these aspects in mind before launching a product or making use of the language and virtual deception better without giving reasons or points of questioning leads to better product carrying image along with brand serving the purpose of expressing the product right for the audience.

3) Burger King – Tweet

On women's day 2021, Burger king came up with a status on their UK based Twitter page mentioning "Women belong in the kitchen".

Overview of the Promotion:

This tweet goes in so much attention that it created a big chaos on social media resulting in lot of women black slashing burger king for making such a comment.

But burger king had a hidden approach towards this campaign to make it trending on twitter. They wanted to see how women of their targeted market approach to the tweet put on twitter. Burger king had a smart approach towards it and replied back to the tweet after a period of 12 hours gap which clarified the approach to the tweet.

About the Promotion:

Burger king releases a tweet for women's day in 2021 and waits to see the approach of the women crowd that they are targeting to impress on the occasion of women's day.

They replied for the same after 12 hours to their own tweet stating that this tweet means, Quoting as mentioned from: <https://wersm.com/burger-king-gets-it-all-wrong-for-international-womens-day> :

1. “What belongs in the trash is lack of female representation in our industry, that's why we've created a scholarship to do something about it.— Burger King (@BurgerKingUK) [March 8, 2021](#)”.
2. “To bring attention to the huge lack of female representation in the restaurant industry? Yeah we think it's a good idea, that's why we've created a scholarship to help give more of our female employees the chance to pursue a culinary career.— Burger King (@BurgerKingUK) [March 8, 2021](#)”.



Source: <https://www.peppercontent.io/blog/marketing-strategy-failures/>

After all the backlashing Burger king claims that global CMO of Burger King parent company Restaurant Brands International, this tweet is to appreciate and create awareness about the women roles in culinary fields and give importance to the fact that 20% of the culinary field is dominated by women with taking responsibilities and having an upper hand always when it comes to this field with them being amazing and how women have been taking care of their families when it comes to the meal making part of the family. The intent of the tweet was to bring notice to the positive approach towards women in the field of culinary and to promote the idea that women should be enrolling in programs for their skills to be enhanced in this field and be the dominating souls in this field is the perception of the brand trying to create on women's day for all the women out there.

Perception of the viewer and customers:

One tweet could end up giving you haters in this leading era of social media. Tweets are very strategic now a days as everything is a smart tactic to get their point forward to the audience. But obvious when the audience wasn't aware of the good intentions towards the tweet. At basic instant anyone and everyone will take it as a misogynist statement which leads to a state of ambiguity in the mind of the customers which leads to the loss of interest in the customers to buy

or purchase a brand product depending on the tweets. All tweets are made from point of view of an approach and not just a casual approach.

Maximum women who aren't even loyal customers to burger king also approached with a sense of hate towards to tweet stating that burger is trying to shame women by stating that they just belong to the kitchen and not capable for being at a powerful position in life.



Source: <https://wersm.com/burger-king-gets-it-all-wrong-for-international-womens-day>

Effect on Burger King: Since the tweet wasn't a marketing promotion it didn't have much effect of their sale as they replied for the same post 12 hrs of mentioning the tweet. The sale of their products in all the outlets in UK didn't really have any adverse effect on Burger King. Where as their image of social media was hindered as the tweet was posted on twitter. The tweet got more attention on the occasion of Women's Day and the tweet was shared across all social media such as Instagram and Facebook. It was

Marketing Point of view for Burger King:

- 1) Brand Loyalty – Like other brands burger king doesn't offer lot of premium items for their customers. Nor do they offer or have the concept of Membership for their customers. Hence mentioning brand loyalty here for burger king won't do a favour for them. Hence the effect of the tweet doesn't have adverse effect on the sale or create loss for them with respect to the tweet mentioned for women's day.
- 2) Market – They have budget friendly menu curated to the region based on country with country specific approach for curated menu according to the taste of the customers for that particular region and demographics. They have very wide range of target groups specifically targeting the college kids ageing 15-28. This results in no fixed loyal customers for Burger king. The market being very defined leads to a very specific moving age group that results in the contribution of profit for burger king. This leads to burger king always being on track of profit and loss. They open outlets based on franchise also which results in more reach to the targeted audience as the reach will be more defined and precise with a greater number of outlets being opened. They never compromise on their quality with increase in number of outlets from country to country and region to region. This leads to burger king having huge walk-in crowds always and they also have delivery for all their outlets located.
- 3) New customers – Burger King has always tried to approach in new ways to their audience in each campaign they try to launch. Each launch has a concept of making the audience interaction more defined and more customer centric.

They came up with a Give away which was totally customer centric which led to high footfall in new customers in their data base. During lockdown they launched a Television Ad with a burger having floating QR code. Anyone being able to scan the QR code and reach the link will be awarded a discount code or a free burger depending on the permutations and combinations being allotted to the QR code.

This was a small step to increase the result of increase in new customers for burger king.

- 4) Topical Sensitivity – Women centric topics are always at peak of attention in today's leading world of social media and awareness. This has led to serious discussions on any topic that is moving towards shaming of women or pulling down of the women gender. This results in a serious rise of topical sensitivity which results in brands taking serious and cautious decisions with respect to their marketing strategy so that there is no back firing of the marketing strategy on the company for topical based issues like these.

Fact that one tweet resulted in a whole hate against burger king approach on the occasion of women's day resulting in a social media brand image drop of burger king resulting in the tweet being trending for a tweet not meant in that direction. But the initial statement of the tweet results in approach to the extent that the women audience will revolt for the same on occasion of Women's Day.

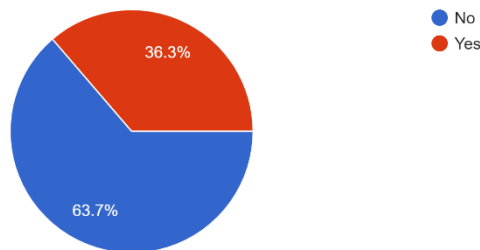
Primary Analysis

Questionnaire was floated to set of audience with a varied age group to understand their approach to failed marketing strategies and how it has impacted their buying behaviour post the campaign or ad of the brand.

Q 1.

If the marketing strategy launched by the brand offends or hurts your sentiments in some way would you still purchase ?

292 responses



	Yes	No	Total
Male	54	101	155
Female	52	29	81
Total	106	130	236

Observed and Estimated values

O	E
54	69.61864
101	85.38136
52	36.38136
29	44.61864

Significance Value: $1.66947E-05 < 0.05$

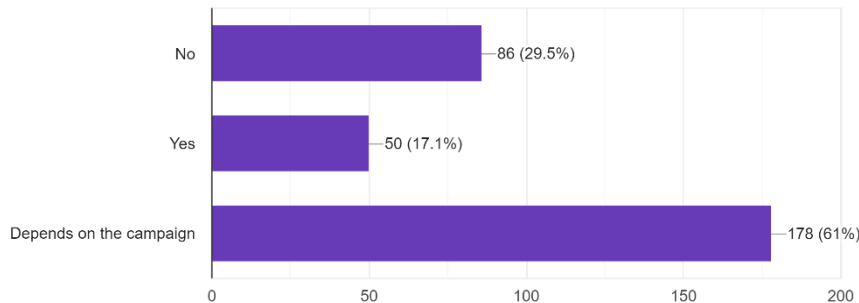
Concludes: Reject H0

Finding : We can say that when the feelings of the customer sentiments are hurt or not considerate customers choose to not to buy or purchase from the brand based on their feelings they extract from the ads being run or campaign being done.

Q2.

If you are a brand loyal customer will you still purchase after being hurt or offended by their projection of ad or marketing campaign

292 responses



OBSERVED			
	Male	Female	
Yes	23	16	39
NO	43	32	75
Depends on campaign	78	77	155
Yes+ Depends on campaign	4	7	11
No+Depends on campaign	3	4	7
	151	136	287

	EXPECTED	
	MALE	FEMALE
Yes	39	39
NO	75	75
Depends on campaign	155	155
Yes+ Depends on campaign	11	11
No+Depends on campaign	7	7
	287	287

(O-E) ² /E		
	Male	Female
Yes	6.564102564	13.5641
NO	13.65333333	24.65333
Depends on campaign	38.2516129	39.25161
Yes+ Depends on campaign	4.454545455	1.454545
No+ Depends on campaign	2.285714286	1.285714
	65.20930854	80.20931

Based on calculation:	
χ^2	290.8372342
df	1
p value	3.26687E-65

Concludes: Significance to be More than 1 in all cases

Finding : We can see that the buying behaviour of the consumers after being hurt by the ad campaigns, there

is 80% chances they wont end up purchasing products even after being loyal , based on the campaign or brand considering all the three scenarios mentioned in the question.

Q3.

What drives you back to your loyal brand compared to the substitutes

292 responses

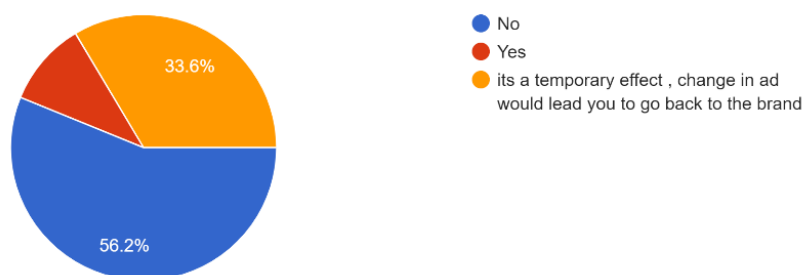


Conclusion : As they say product is the key player in the game no matter what the campaign is the product is a hit only because of it's main ingredients or USP which enhances customers on buying. Even after a campaign that has hurt the sentiments of the customer and if the customer is loyal to the brand the customer comes back to purchase the particular product only for it ingredients and that's the key why they end up being loyal customers of the product attached to the brands.

Q4.

If a launch of marketing campaign is being racist and body shamming will you purchase even after being / loyal customer ?

292 responses



Conclusion : It's become a basic hygiene for the brands to follow non racist ads or campaigns for their customer as it becomes a direct negative impact on the brand itself. Body shamming a new concept in trend results in various new ideas , concepts and niche in marketing and product building in order to cater to the crowd of body shaming in a inclusive way.

Findings

1. Ads and campaigns are directly linked to the buying behaviour of the customers
2. Product and its USP makes the customer loyal to the brand with the offerings it has based on the ingredients
3. Sensitive ads catch attention and result in direct impact on minds of the customers resulting in their buying behaviour
4. Loyal customers tend to be loyal always to the brand
5. Impact of buying can change for a particular period but if the product has been a integral part of the customers life, returning back the product will happen resulting in sale of the products
6. Impact of the ads are temporary and if the campaign is covered with damage control, then it becomes a void effect on the customers buying behaviour
7. Daily buying is also impacted by ads run by the brands to gather the attention of the
8. Each brand could get a mixed perception of buying from each customer in their target audience which results in no fixed pattern of buying.
9. Human sentiments are attached to the ads or campaigns they see no matter through which format they see its important to understand the campaign clearly with its intentions being delivered clearly to the customers
10. Each action results in either gain or loss of the company or the brand which can be avoided by the right means of ad resulting in a clear approach in capturing the minds of the customers

Conclusions

In the world of competition and race of selling the best to the customers irrespective of how the products are a million-dollar industry was raised in ads and marketing to push these products. In the FMCG sector each product sold has its own harms in consumption but they still do perform well because of the right marketing and advertisement done for the particular product catering to the right set of audience. When its portrait right and marketed correctly the product performs extremely well resulting in the brand fame and brand establishment.

In the industry of sales and marketing its very important to understand the buying behaviour of the customers. This helps in understanding the mentality of the customer while purchasing the products and helps in understanding in the end why a particular product has been picked and why a particular product has not been picked. This is a whole section of understanding the buying behaviour helps understanding how many return purchases are there , how many have not purchased ever, how many are casual pickers everything can be understood clearly.

In the scenario where there is damage done to the audience due to a campaign or an ad it's very important to fix the damage done instead of not taking actions against it and letting it be on board as it is. It's very

crucial that the brands start acting immediately to understand why there is a revolt against the campaign and why the sales are getting affected. The brand needs to come clean related to the ad or campaign done so that the perception in minds of the people can be changed in a way that they understand why the particular ad is on air. If the perception is not cleared then its not going to push the ad or campaign to the right direction which would incur huge losses to the brands running the campaign.

Damage control needs to be effective, quick, and adaptable. The launches of the products are done simultaneously in the stores during the launch itself, it needs to be made sure no to launch in excess so that damage control can be done easily and effectively and losses can be saved.

Moving trends needs to be adapted as much as possible to keep up in the market. With the trends picking up and the number of new competitors coming in the market targeting all a similar type of crowd and niche its very necessary the ads and campaigns run are in the trend, catchy, impactful in the right manner, less sensitive topics should be covered to avoid misunderstanding of the ad or campaign.

As they say customer is king, its true in all means and it's the brand's duty to come with the right understanding of the ad and campaign for their products catered and curated well to get the right attention of the customers leading to an impactful outcome to the ads and campaigns run for the particular product launch.

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