



Aishwarya College (AUTONOMOUS)

Affiliated to Jai Narain Vyas University, Jodhpur, Accredited with 'A' Grade by NAAC, Approved by UGC U/s 2(f) & 12(B)

ACE/NO/CMGT/26-27/018

Notice – Case Study Competition

12/10/2026

Date – 12-10-2026

The Department of Commerce & Management Studies is pleased to announce a **Case Study Competition** exclusively for the students of BBA Students.

The details are as follows –

Date – 17-10-2026,

Time – 10:30 AM

Competition Framework

- **Theme:** Employability & Innovation (Digital Skills, Sustainability, Startup Strategy)
- Students will divide into groups of 3-4 Students
- **Preparation:** Teams analyses using frameworks (SWOT, (Strength, Weakness, Opportunity, Threat) STP, (Segmentation, Targeting & Positioning) 4Ps (Product, Price, Place, Promotion)
- **Slide Format for Presentation –**
 1. Introduction
 2. Campaign Overview
 3. Social Media Amplification
 4. Future Personalization strategy
 5. Conclusion
- **Presentation:** 10–12 minutes per team, followed by Q&A.
- **Format:** Written analysis through Presentation before judges
- **Judging Criteria:**
 - Structured / Depth of analysis
 - Creativity of solutions
 - Practical feasibility
 - Presentation clarity
 - Problem identification



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- Key Details of Cases with name of the students & Group

Case Study 1: Apple – “Think Different” Campaign
Group 1- Pawan, Darshan, Yash & Kaustubh - BBA Vth Sem

Background: In the late 1990s, Apple was struggling financially and losing market share. The “Think Different” campaign repositioned Apple as the brand for creativity and innovation, associating itself with iconic figures like Einstein and Gandhi

Challenge: How can brands use storytelling to reposition themselves

Questions for Students:

1. What risk did Apple face in differentiating from competitors?
2. How did emotional branding strengthen Apple’s identity?
3. Suggest a modern extension of this campaign

Case Study 2: Coca-Cola – “Share a Coke”-
Group 2- Avika, Devanshu, Nikhil, Sanket (BBA 3rd Sem)

Background: Coca-Cola personalized bottles with common names, encouraging customers to “share a Coke” with friends. This campaign boosted sales and created viral social media engagement.

Challenge: How can personalization drive consumer connection in a saturated market?

Questions for Students:

1. What consumer psychology principles made this campaign successful
2. How did social media amplify its impact?
3. Suggest a new personalization strategy for Coca-Cola in 2026



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Case Study 3: Dove – “Real Beauty”-
Group 3 – Vanshika, Lakshita Pranav, Dhananjay
(BBA 3rd Sem)

Background: Dove challenged traditional beauty standards by showcasing real women in its ads. The campaign sparked global conversations about authenticity and inclusivity.

Challenge: How can brands use social causes to strengthen their identity?

Questions for Students:

1. What risks did Dove face by challenging stereotypes?
2. How did authenticity impact brand equity?
3. Propose a modern extension of this campaign using digital tools

Case Study 4: Starbucks – Digital Loyalty Program”
Group 4 – Surendra, Akash, Prakash, Jayesh – (BBA3rd Sem)

Background: Starbucks introduced a mobile app with rewards, gamification, and personalized offers. This increased customer retention and digital engagement.

Challenge: How can technology enhance customer loyalty in service industries?

Questions for Students:

1. What role did data analytics play in Starbucks’ success
2. How does gamification influence consumer behaviour
3. Suggest improvements for Starbucks’ loyalty program in emerging markets.



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Case Study 5: - Nike – “Just Do It”-

Group 5 – Prayag, Duvyansh, Mayank, Mohit – (BBA 3rd Sem)

Background: Nike’s iconic “Just Do It” campaign became a global symbol of empowerment, motivating athletes and everyday individuals alike. It emphasized determination, resilience, and personal achievement.

Challenge: How can brands sustain long-term relevance through consistent messaging?

Questions for Students:

1. What role did emotional appeal play in Nike’s
2. How did Nike balance consistency with innovation in its campaign?
3. Suggest a digital extension of “Just Do It” campaign.

Case Study 6: - Tesla – “Sustainable Innovation”-

Group – 6 - Ananya, Kuldeep, Gokul, Divya – (BBA 3rd Sem)

Background: Tesla positioned itself as a pioneer in electric vehicles, combining cutting-edge technology with sustainability. Its campaigns highlighted innovation, environmental responsibility, and futuristic design.

Challenge: How can companies balance innovation with affordability in competitive markets?

Questions for Students:

1. What risks does Tesla face by focusing heavily on premium pricing?
2. How does sustainability contribute to Tesla’s brand equity?
3. Propose a strategy for Tesla to expand into developing markets



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Case Study 7 Uber – “Move the Way You Want”

Group – 7 -Krishna, Harshit, Aakash, Gautam – (BBA 1st Sem)

Background:- Uber disrupted urban mobility with ride-hailing and diversified into food delivery (Uber Eats). Its campaigns emphasized flexibility and convenience.

Challenge: How can disruptive platforms maintain trust while scaling globally?

Questions for Students:

1. What regulatory challenges did Uber face in different countries?
2. How did diversification affect Uber's profitability?
3. Suggest ways Uber can rebuild trust with drivers and regulators.

Case Study 8: - “Samsung – “Do What You Can't”

Group – 8 – Manish, Arvind, Dheeraj, Bhavesh, Javed – (BBA 1st Sem)

Group 8 -

Background: Samsung's campaign highlighted innovation and empowerment, showing how technology helps people overcome limitations.

Challenge: How can global brands differentiate themselves in highly competitive tech markets??

Questions for Students:

1. How did Samsung use inclusivity to strengthen its brand?
2. What risks exist in managing such a broad product portfolio?
3. Propose a digital extension of this campaign



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Case Study 9 -: "Netflix – "Because You Watched..."

Group – 9 – Himani, Anusha, Komal, Khushbu – (BBA 1st Sem)

Background: Netflix pioneered AI-driven personalization, recommending shows based on viewing history. This campaign reinforced its customer-centric positioning.

Challenge: How can personalization be leveraged without overwhelming users?

Questions for Students:

- 1 How does personalization contribute to Netflix's brand equity??
- 2 What risks exist in over-reliance on algorithms
- 3 Suggest a modern extension this campaign

Case Study 10: Pepsi – "Pepsi Refresh Project"

Group 10 – Divyanshi, Himani, Afseen – BBA 1st Sem

Background: Pepsi diverted funds from traditional advertising to support community projects, aiming to connect with socially conscious consumers..

Challenge: How can cause-marketing initiatives strengthen brand identity without hurting core business?

Questions for Students:

- 1 Did the campaign improve Pepsi's market share against Coca-Cola?
2. How did this campaign redefine entertainment marketing?
3. Propose a modern cause-marketing strategy.

Dr. Shilpa Parihar

(Activity Coordinator)

Dr. Mridula Chanda

(HOD, Dept of Commerce & Management)