

Digital Marketing Strategies Term Paper

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Executive Summary

This report is an analysis on two companies, which have performed social media marketing campaigns in the recent past, Cadbury Milk Saudi Arabia and Ford Middle East. The analysis on the Cadbury Milk Saudi Arabia is on the marketing campaign that the company carried to promote its new product that it created after teaming up with Oreo. The analysis on Ford Middle East is on the recent campaign that it carried out to target the new market, since the government has now allowed women to drive.

The analysis finds lack of social affordances, less audience, and lack of alignment between marketing and sales on the Ford Middle East campaign. On the other hand, the Cadbury Milk lacks Embodied Experience affordances, and lack of a proper customer roadmap. The paper recommends that the two companies ensure that their social media campaigns satisfy their respective weaknesses.

The organisation of this project is that the first chapter is the introduction to the two companies (Cadbury Saudi Arabia and Ford Middle East) and their recent campaigns which form the basis of analysis. The second chapter analyses the digital strategy of the companies. The third chapter focuses on the literature review that is basically information relating to the social media and digital marketing. Lastly, the project offers recommendations pertaining to the digital strategies of the companies.

1.0 Introduction

Digital marketing is a recent concept in the field of marketing. With the rise in technology, which has led to the subsequent internet usage among people, with most people using social media platforms. Many companies have realised the potential, which these social media platforms hold in helping their target customers. This has seen most companies start digital social media marketing campaigns in order to reach their targets. Organisations have created brand-moderated platforms where the brand can communicate with customers and at the same time to ensure interaction among customers (Tafesse, 2015). The main aim of the brand pages has been consumer engagement. This report seeks to analyse and compare the digital marketing strategy of two brands that have had a digital marketing strategy in Saudi Arabia in the context of brand pages. These companies are Cadbury Milk and Ford Motors. These companies have Facebook brand pages that they use for digital marketing purposes. The next section will give relevant literature review concerning social media marketing as used by organisations. The paper closes by giving recommendations for the two organisations on how to improve their social media campaigns.

1.1 Comparison of the two Social Media Campaigns

To effectively compare and contrast the two digital marketing strategies used by these two companies, this report will use the model developed by Tafesse (2016). The idea of the model is the affordances that brand pages can give consumers during their interaction on the brand page. Morgan-Thomas and Veloutsu (2013) and Tafesse, (2016) define these affordances as a set of online brand cues that are created in Facebook brand pages aimed at evoking sensations, cognitions, social outcomes and behaviours that are related to the brand. The model as proposed by Tafesse (2016) categorises the affordances along social, embodied, epistemic and perceptual dimensions.

2.0 Digital Strategy Analysis

2.1.1. Cadbury Saudi Arabia

Cadbury Saudi Arabia is a company that sells food and drinks as its final product. Cadbury Dairy Milk is a brand that has been created by Cadbury. The brand is that of milk chocolate. Although the brand contains different products, the company makes every product exclusively from milk chocolate hence the brand. Cadbury Company, which is a subsidiary of the Mondelez International Company, produces and distributes the Cadbury milk brand products (Cadbury.com, 2018). It has its roots in the United Kingdom, a non-Islamic country. Due to the strict laws in Saudi Arabia on producing food-related products, and the fact that the company comes from a non-Islamic country, makes its market penetration very difficult. The company has to produce products that adhere to Islamic laws on what is haram and not haram to eat (Cadbury.com, 2018). Its Facebook brand page has more than 16 million followers (web.facebook.com, 2018).

The strategy of the Cadbury Milk is keeping itself strongly associated with milk. All its products contain a very high proportion of milk. Being a food product, this helps it to position itself as a healthy brand. The brand in Saudi Arabia also strategically places itself as a halal food brand and that which adheres to Islamic food standards. A good example is in 2014 when pork scares in the Islamic country of Malaysia affected even the products operations in Saudi Arabia as they halted its operations to test for any traces of pork in its products (Reuters.com, 2014).

The interest on Cadbury Saudi Arabia stems from the recently held social media campaign in which case the company was introducing a new product into the Saudi Arabian market. In the campaign, Cadbury partnered with Oreo Company to launch a cookie-flavoured in the Saudi Arabian Market. In order to publicise this new product, Cadbury took to the different social

media platforms including traditional media, Facebook, Twitter, Instagram and YouTube among others where it created a buzz and generated curiosity that got people talking.

2.1.2. Ford Motors

Ford Motors is a brand of the Ford Motor Company, which was founded in 1903. It is a global automotive company is based in Dearborn Michigan, which manufactures cars and distributed them all over the world under the ford brand. The brand was introduced in the Middle East around sixty years ago. In the Middle East, it operates more than 100 facilities in the region with its larges facilities being located in Saudi Arabia. Unlike Cadbury Milk, the brand does not have a brand page specifically for Saudi Arabia but rather uses one brand page to engage all its customers in the Middle East. Its Middle East Facebook brand page has more than 650 thousand followers. In Saudi Arabia, the company produces cars, trucks, crossovers and SUVs (Ford Middle East, 2018).

The company targets middle class and higher-class people who form part of their largest consumers of products and services (Ford Middle East, 2018). The company also targets car enthusiasts who form a large part of its brand fan base. Its main marketing strategy includes positioning the ford car brand as the vehicle of choice for anyone looking to buy any automotive.

The interest is mainly on the recent campaign in which case it was targeting Saudi Arabian women who are soon going to start driving (Financial Times, 2018). This was as a result of the King Salman's order that Saudi Women be allowed to Drive in the coming June. Indirectly, the campaign was aimed at increasing sales for their motor vehicles with target audience being women.

2.2.0. Analysis and Comparison of the Digital Marketing Strategies of the two Companies

2.2.1. Social Experience Affordances

Social experiences will arise in socially mediated environments where the brand takes the centre stage (Tafesse, 2016). Facebook brand pages are characterised by online communities where customers interact with each other, where brands can learn about the customer's feelings and opinions and recognise brand fans. These activities can create a social experience for the customer as he or she can easily associate with other people and the brand itself (Kim et al., 2015). User generated content and comment threads are ways in which these customers can attain levels of social experience.

Cadbury Saudi Arabia: The brand fan page of Cadbury Milk for Saudi Arabia is characterised by all the above characteristics that can give the consumer social experience affordances. The brand can learn a lot about the consumer's opinions and likes in the comment section and from time to time solicits the community for their opinions. In addition, it has messaging option where consumers can communicate directly with the management (Web.facebook.com, 2018). The brand however, has not held any events and other social gatherings, which could help in the ultimate fulfilment of the consumer's social experience.

Ford Motors: The brand page of Ford Motors has a community of more than 650 thousand followers, something that gives it a very good base to create good consumer engagement and give its customers satisfactory social experiences. The comment threads in the posts made by the brand in its Facebook brand page are one way that its digital marketing has helped it achieve customer social experience affordances. On these comment threads, brand fans communicate with each other, interact with the brand, give their opinions and voice their dislikes. The direct messaging options are also a great way of interacting with the consumers (Web.facebook.com,

2018b). Unlike Cadbury, Ford has held many events and social gatherings, which are all ways of increasing the consumers social experience affordances.

2.2.2. Epistemic Experience Affordances

According to Tafesse (2016), epistemic experiences are the consumer's cognition and abilities to elaborate the novel and any other relevant brand information. One way to invoke these epistemic experiences to consumers on fan pages is to give them information about less-known benefits, features, uses etc. of brands (Lin, 2015). The brand pages provide these in the form of educational content, tips or reviews from different people. This information should appeal to consumers.

Cadbury Milk: An analysis on the Cadbury Milk Saudi Arabia brand page shows that the brand has taken various steps to ensure that the consumers receive information about the brand and other features of its products. The brand page constantly educates its community in the benefits of milk in the body as its one of its major ingredients (Web.facebook.com, 2018). Tips and reviews from health authorities are some of the major ways, through which Cadbury has ensured that it has fulfilled the epistemic experiences of its consumers.

Ford Motors: Ford Motors brand has also done a lot to ensure the affordances of epistemic experiences for its consumers. The brand gives the features of its different products, how the products are suited for different purposes and why they are better than those that its rivals provide. The company also educates the consumers on ways to ensure that they take maximum care of the products they purchase (Web.facebook.com, 2018). These combined provide a very deep epistemic experience for its consumers through the brand page.

2.2.3. Embodied Experience Affordances

According to Joy and Sherry (2003), embodied experiences include the active or purposive physical interaction between the consumer and the branded objects. Some of the ways in which consumers can achieve this is through tasting, smelling, touching, seeing and even actual product use. When consumers interact with these objects they get an embodied information about the feel, taste, appearance and functionality of the branded object (Joy & Shree, 2003). In the context of brand pages, brands can only achieve this by indirectly activating the need to get this experience. The customers then seek to get these experiences directly. Brands can use events, competitions, virtual games and action-inducing posts are some of the ways through which brands can activate this need.

Cadbury Milk Arabia: An analysis on the brand page of Cadbury Milk Arabia shows very little attempts to give the consumer embodied experience of the Cadbury Milk brand. The brand does not organise any events, no virtual games and neither are there recent competitions (Web.facebook.com, 2018). However, some of the posts (especially videos), can activate consumers to go and seek and embodied experience of the product. An example is the age-old Cadbury advertisement, which shows fresh milk pouring into a mug where it mixes with Cadbury chocolate. Such a post creates sensations in the consumers' minds, which might actually make them to seek physical interaction with the product.

Ford Motors: Ford motors have achieved the embodied experience affordances for its customers through its brand page in a great number of ways. In its brand page, it has posts of different models of Ford cars racing against each other and against cars of "other" companies (Web.facebook.com, 2018). This is a great way of awakening the sensations of most car enthusiasts, which might lead them to actually wanting to have a physical interaction with these cars. The brand also holds events and publicizes them through the brand fan page. Once

consumers visit these events, then they can have a chance to get an embodied experience of the different Ford Motors brand products.

2.2.4. Affordances for perceptual experience

According to Tafesse (2016), perceptual experience is the activation of a consumer's sensory components through sight, touch and hearing. These are activated by the brand logo, brand sound or even the product character (Dennis et al., 2014). This helps consumers to have a sensory impression of the brand or have a mental conception about it.

Cadbury Milk Arabia: The Cadbury Milk Arabia brand page, offers its consumers a very strong perceptual experience. The sight of the Cadbury purple colour forms a very strong sensory impression on the consumer's mind. The brand page combines this with the sight of fresh white milk, which gives the consumer a strong mental conception about the product (Web.facebook.com, 2018).

Ford Motors: Likewise, an analysis on the brand page of Ford Motors shows that the brand gives its consumers a very strong perceptual experience. Videos of different Ford cars racing in rough terrain, racing against each other etc. forms a sensory perception and mental conception about the products of Ford Motors (Web.facebook.com, 2018). A video of a car racing in a rough terrain for example, passes the message that, Ford Motor cars are strong.

2.3.0. Weaknesses and Strengths of the two Social Media Campaign

The digital marketing strategies of the two brands show some key weaknesses and strengths. The Cadbury strategy is weak in giving its consumers an embodied experience affordance. The brand lacks events, competitions etc. that might help it achieve an embodied experience for its consumers, the Ford brand, on the other hand, holds such events, competitions etc. The Cadbury however, has gained great social experience for its consumers; its posts are interactive

and are easy for consumers to associate with, while those of Ford Motors are mainly designed to pass information with little room for interaction. Both brands have achieved great perceptual and epistemic affordances for their consumers.

2.4.0. Comparison between the Ford Motors Middle East and Cadbury South Arabia

2.4.1. Differences

The first major difference is the geography covered. Ford Motors has created a fan page for all people living in the Middle East, while Cadbury has a fan page specifically for the people of Saudi Arabia. Thus, Ford runs a campaign that is affected by many subcultures compared to that of Cadbury.

Another difference is the approach used by the two brands on their fan pages, whereas the Cadbury posts are aimed at increasing consumer interaction on the page, and creating a community that likes sharing, posts of Ford Motors are aimed more at passing information to the final consumer.

The last difference is on the kind of posts that are on the two brand fan pages. Posts made by Ford Motors Middle East are particularly aimed at product promotion. The posts are advertisements, and promotions of the Ford Motors brand. Most of these posts (which are in the form of videos are also shown on mainstream media as advertisements). On the other hand, most of the posts made on the Cadbury Saudi Arabia are aimed at consumer engagement and not direct promotion per se.

2.4.2. Similarities

The major similarity is that the brands create posts that pass information to the user. The information passed across gives less known fact about the product, new product features, and

demonstrations on how to use these products. They are either in the form of videos, texts, or graphics.

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3.0 Literature Review

This literature review seeks to provide relevant literature in the area of social media as one of the platforms where companies can perform their digital marketing strategies. It provides the role of social media in digital marketing, and how companies achieve the objective of increasing sales and customer relationship through social media. The information collected regarding social media as a form of digital marketing will be used to give recommendations for the two companies under study, on how they can improve their social media campaigns. The last section of the literature review gives the extent of each social media platform's penetration in the Kingdom of Saudi Arabia. This will be important in assessing the best social media platform that the companies under study can use in their social media marketing campaigns.

3.1.0. Social media marketing and Company Sales

Various scholars agree that social media marketing can be a great tool for increasing company sales. Constantinides (2014), for instance, argues that today, organizations have no option but to use social media as one of their strategic requirements. This means that, if companies are to gain a competitive advantage in the marketplace, then they cannot ignore the power of social media. According to Durkin & McGowan (2013), a company that does not use social media appropriately, or does not use social media altogether, will fail to attract and retain customers. This will limit the number of sales that a company makes. Furthermore, the authors argue that social media provides companies with a relationship-marketing tool that can help them increase the brand awareness and, in the process, builds customer loyalty, which leads to a stability and increased sales.

According to Groonos (1994), relationship marketing involves developing a systematic marketing approach where the firm seeks to build high-quality interactions with its customers,

through incorporating real-time customer feedbacks. The relationship built from these interactions will lead to a long-term customer-relationship that will result to increased sales in the long run. Social media offers companies with a platform on which they can create customer-relationship. Elena (2016), for instance asserts that if social media is used as a customer relationship management tool, then it can benefit the company through customer attraction and retention, increased brand awareness, gaining brand loyalty and hence increasing the sales of a company.

However, very few empirical studies have been done to ascertain whether there is any connection between social media marketing and company sales. Colicev, Connor and Vinzi (2016) conducted another study to ascertain the effectiveness of social media in brand performance as compared to other traditional marketing strategies. The researchers used data from 87 firms from 17 different industries, and their use of three major social platforms, Facebook, YouTube, and Twitter. According to the study, Brand actions on Facebook will have a positive effect on the performance of that brand. The study also showed that social media also increases the word-of-mouth advertisement among the social media platforms which in effect increases the brand's performance.

Liu and Lopez (2016) conducted another research to determine the effectiveness of social media on influencing the demand of a product. The focus was on carbonated drinks, and the effect the discussions on social media will have on these drinks. According to the study, the conversations of consumers on social media platforms affected their buying decisions and ultimately affected the demand for that drink. Therefore, the customers' discussions with each other on social media can affect the sales of a company. The authors, in particular, observed that 84% of customers depend on the discussions on social media platforms to make buying decisions.

Ezeife (2017) conducted a study on how companies can use social media to increase their sales. According to the study, companies can increase their sales through incorporating relationship marketing into their social media activities. In the study, the author found that a social media marketing campaign that incorporates relationship marketing will have an increase in sales. The study also developed five aspects of a successful social media campaign that will lead to increased sales. The elements of a successful social media campaign that will lead to increased sales are Audience Knowledge, Customer Roadmap, as well as Customer Relationship Management, among others. A company that includes all these elements in its social media campaign will have increased sales.

3.2.0. Social Media Marketing and Customer-Relationship

The previous section shows, that social media is a strong customer relationship-marketing tool, which companies can use in order to increase sales. This section evaluates how different studies have been used to determine how companies can use social media as a customer relationship-marketing tool.

Traditional marketing approach has had a paradigm shift, to customer relationship marketing approach (Gronroos, 1994). In this approach, companies drive sales by interacting and collaborating with customers in order to ensure customer attraction and retention. According to the authors, social media provides companies with a customer relationship-marketing tool that they can use to increase their sales. Ezeife (2016), who asserts that, for companies to increase their sales through social media marketing, then maintaining customer relationship is a critical element, supports this.

Elena (2016), also examined the role of social media in maintaining relationships with customers. According to the study, social media marketing is a critical tool which organisations can use to develop and maintain customer relationship. In addition, social media is a crucial

tool that marketers can use to move their companies from the traditional approach to marketing to the new and dynamic approach to customer relationships.

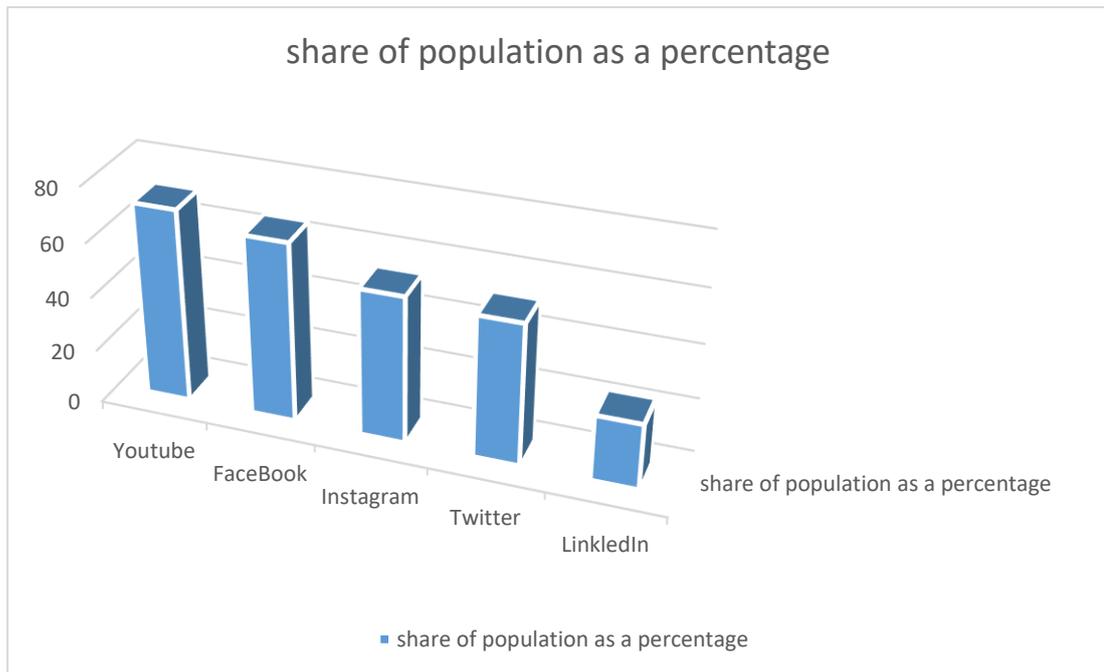
Tafesse (2016), created a model that marketers can use to increase customer relationship. According to the model, consumer engagement is the main underlying factor that determines the level of customer relationship a company can achieve. Therefore, by increasing consumer engagement, companies can increase their level of customer relationship. The model proposed by Tafesse (2016), shows that a social media campaign can increase the level of customer relationship by ensuring that the social media campaign provides four experiences.

3.3.0. Social Media Penetration in Saudi Arabia

The extent of Social media penetration in Saudi Arabia is an important aspect of this study. The objective of each marketing strategy is to reach as many target consumers as possible. According to David Sarnoff's theory, the value of a network is proportionate to the number of people in that network (Evans, 2010). Therefore, the more people there are on any social media platform, the more that social media platform is valuable to the company. A company should use a social media platform that has a higher number if it is to reach a larger market. According to Statistica.com (2017), the following is the share of the population in each social media platform.

Platform	Share of Population
Youtube	71 %
Facebook	66%
Instagram	54%
Twitter	52%
LinkedIn	24%

The share of populations as a chart



A company that wishes to perform social media marketing Campaign in the Kingdom of Saudi Arabia will, therefore, choose the social media platform that has the highest number of users.

This will enable it to reach a larger audience.

4.0 Recommendations

The following are the recommendations for both companies on how they can improve their social media campaigns. These recommendations stem from the literature review provided and the comparison made between the two companies. The recommendations aim at overcoming the weaknesses of the two companies as given by the comparison.

4.1.0. Cadbury Milk Saudi Arabia

4.1.1. Increase Customer Embodiment Experiences

From the analysis, the Cadbury Milk Saudi Arabia is weakest in giving its customers and people who interact on its pages embodiment experience affordances. In the context of social media campaigns, Cadbury can achieve this affordance by rousing the need to have a physical interaction with the object. The customers then seek to get these experiences directly. Cadbury Milk Saudi Arabia can use events, competitions, as well as virtual games with a view to activate the need for their products.

4.1.2. Creating a customer Road Map

The brand pages of Cadbury Milk Saudi Arabia show a lot of interaction between the customers and with the brand on the social media sites. This means that the brand has achieved its purpose of reaching the largest audience possible. The company needs to create a clear roadmap on how these customers can be taken down the purchase funnel to ensure that the large audience translates to increased sales.

4.2.0. Ford Middle East

4.2.1. Increase Audience in the social media platforms

Unlike the Cadbury Milk Saudi Arabia, Ford Middle East has very little Audience. To increase brand awareness, the first step should be increasing the audience that the social media campaign

reaches. Cadbury has achieved this by using almost every single social media platform and creating videos and posts that easily raise expressions from the media users. Ford Middle East should also employ these tactics. The more the people on a brand page, the more valuable the campaign.

4.2.2. Increase social experience affordances on its brand pages

The campaign focuses on the new market that will arise since now women will be allowed to drive. The posts from Ford Middle East are mainly to pass on knowledge and information to the consumer without creating any social experience. In most cases, this knowledge uses technical terms which are even more difficult to understand for the layman. Ford Middle East can achieve this by creating communities, which women can associate with such as women drivers club etc.

4.2.3. Marketing and Sales Alignment

This is ensuring that the marketing strategy used will directly translate into sales. Although the company has targeted the new market, and in its Ads passed information that now women are allowed to drive, the company should go an extra step of telling women that they can also have personal cars, no need to use a family car. Women driving is not enough, they can choose to drive the cars that their husbands or relatives use, instead they should be encouraged to have a car they can call theirs. This way, once they buy the cars, the marketing objectives of increasing sales will have been achieved.

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