



# CHIRP

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## Related Products

(1) Teaching Notes CHIRP-65763-TN

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## CASE

# When Advertising Became a Misstep for Bombay Shaving Company

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## SYNOPSIS

This case describes the advertisement controversy of Bombay Shaving Company and highlights the challenges of moment marketing on social media. On April 28, 2024, the company published a print advertisement in support of Prachi Nigam, a topper in 10<sup>th</sup> board examination hailing from the province of Uttar Pradesh in India. The academic performance of the student was marred by the online trolls. In response to the ensuing social media outcry, the company posted an advertisement that did not go well and was condemned by digital users on social media. Some consumers even pledged not to buy any product of Bombay Shaving Company, thus outrightly calling for boycotting the brand. Expressing outrage on social media, the netizens criticizing the company's lack of empathy and integrity. With this backdrop, the case has been documented to help students explore the challenges of moment marketing, curating content on social media, and dealing with social media backlash/firestorms in such situations.

## Keywords

Moment Marketing, Content Creation Strategy, Cultural Branding, Social Media