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Designing and Managing Integrated Marketing Communications

Marketing Management:

An Asian Perspective
(5th edition)

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Designing and Managing Integrated Marketing Communications

17

Modern marketing calls for more than developing a good product, pricing it attractively, and making it accessible. Companies must also communicate with present and potential stakeholders, and the general public. For most companies, the question is not whether to communicate but rather what to say, how to say it, to whom, and how often. But communications gets harder as more companies clamor to grab the consumer's increasingly divided attention. To effectively reach and influence target markets, holistic marketers are creatively employing multiple forms of communications.¹

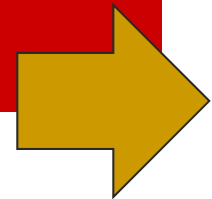


Learning Objectives:

- Understand what is the role of marketing communications
- Understand how marketing communications work
- Understand what are the major steps in developing effective communications
- Understand what the communications mix is and how it should be set
- Understand what is an integrated marketing communications program

The **essence** of Chapter Seventeen:

Modern marketing calls for more than developing a good product, pricing it attractively, and making it accessible. Companies must also communicate with present and potential stakeholders, and the general public. For most companies, the question is not whether to communicate but rather what to say, how to say it, to whom, and how often. But communications get harder and harder as more and more companies clamor to grab an increasingly empowered consumer's divided attention..



The **essence** of Chapter Seventeen:

Consumers themselves are taking a more active role in the communication process and deciding what they want to receive and how they want to communicate to others about the products and services they use.

To effectively reach and influence target markets, holistic marketers are creatively employing multiple forms of communications.

Done right, marketing communications can have a huge payoff.

THE ROLE OF MARKETING COMMUNICATIONS

Marketing communications are the means by which firms attempt to inform, persuade, and remind consumers—directly or indirectly—about the products and brands that they sell.

Marketing communications represent the “voice” of the brand and are a means by which it can establish a dialogue and build relationships with consumers.

The Changing Marketing Communication Environment

- Technology and other factors have changed the way consumers process communications and even whether they choose to process the information
- Two forces are to blame for the demise of TV:
 - A) The fragmentation of the national market audience
 - B) The media we now use to reach them

Marketing, Communications, Brand Equity, and Sales

- In this new communications environment, advertising is a central element but not or even the most important one.
- Communication of key elements of the brand will help to build strong brand equity in the longer term
- But other elements of promotions can also contribute towards this end.

Marketing Communications Mix- 6 major elements

1. Advertising
2. Sales promotion
3. Events and experiences
4. Public relations and publicity
5. Direct marketing
6. Personal selling

“Every brand contact delivers an impression that can strengthen or weaken a customer’s view of the company.”

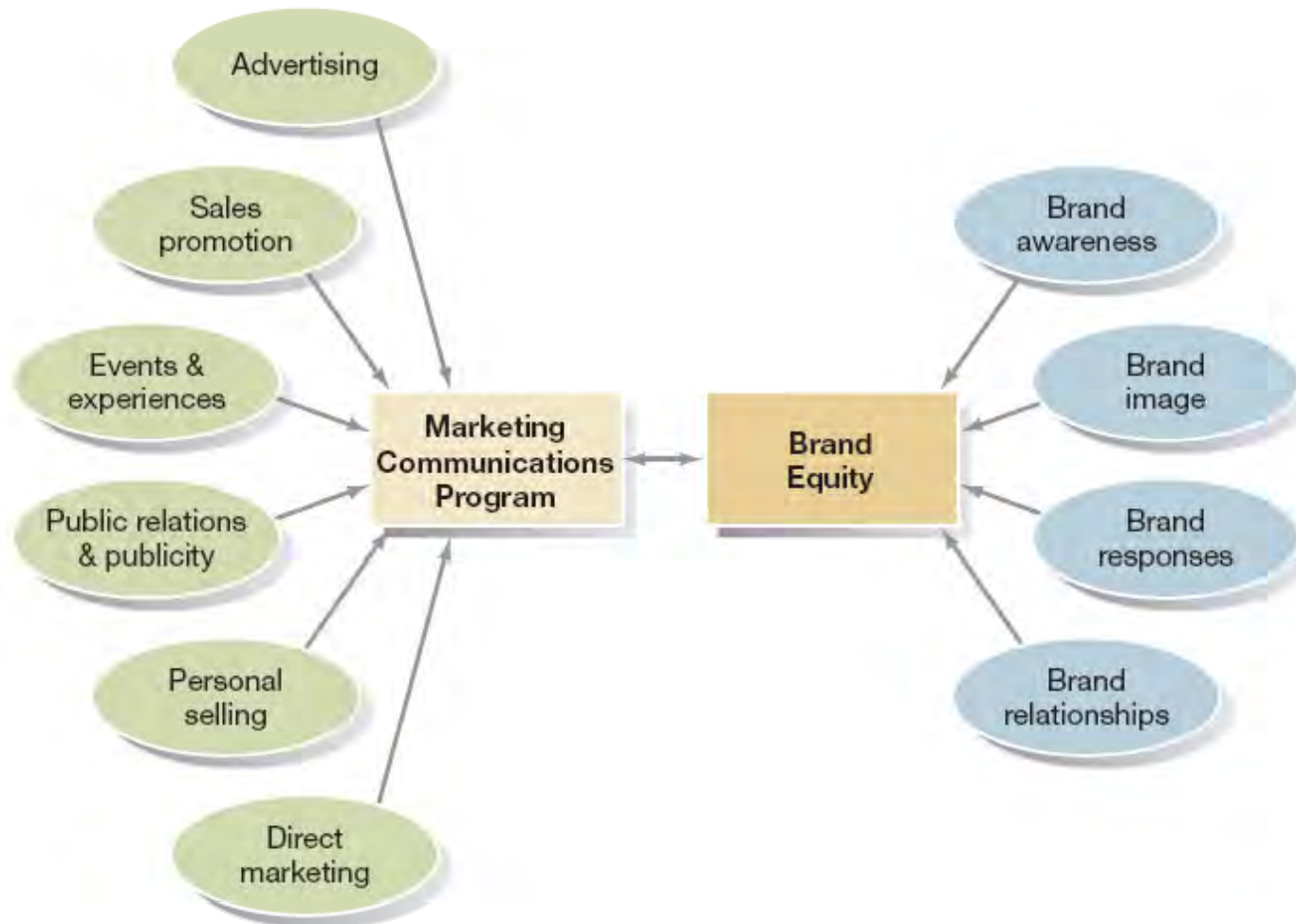
The Marketing Communications Mix

1. *Advertising* — Any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor.
2. *Sales promotion* — A variety of short-term incentives to encourage trial or purchase of a product or service.
3. *Events and experiences* — Company-sponsored activities and programs designed to create daily or special brand-related interactions.
4. *Public relations and publicity* — A variety of programs designed to promote or protect a company's image or its individual products.
5. *Direct marketing* — Use of mail, telephone, fax, email, or the Internet to communicate directly with or solicit response or dialogue from specific customers and prospects.
6. *Personal selling* — Face-to-face interaction with one or more prospective purchasers for the purpose of making presentations, answering questions, and procuring orders.

Table 17.1 Common Communication Platforms

Advertising	Sales Promotion	Events/ Experiences	Public Relations & Publicity	Personal Selling	Direct Marketing
Print and broadcast ads	Contests, games,	Sports	Press kits	Sales presentations	Catalogs
Packaging—outers	sweepstakes,	Entertainment	Speeches	Sales meetings	Mailings
Packaging inserts	lotteries	Festivals	Seminars	Incentive programs	Telemarketing
Motion pictures	Premiums and gifts	Arts	Annual reports	Samples	Electronic shopping
Brochures and booklets	Samples	Causes	Charitable donations	Fairs and trade shows	TV shopping
Posters and leaflets	Fairs and trade shows	Factory tours	Sponsorships		Fax mail
Directories	Exhibits	Company museums	Publications		Email
Reprints of ads	Demonstrations	Street activities	Community relations		Voice mail
Billboards	Coupons		Lobbying		
Display signs	Rebates		Identity media		
Point-of-purchase displays	Low-interest financing		Company magazine		
Audiovisual materials	Entertainment				
Symbols and logos	Trade-in allowances				
Videotapes and CD-ROMs	Continuity programs				
	Tie-ins				

Figure 17.1 Integrating Marketing Communications to Build Brand Equity



Marketing Communication Effects

- **Marketing communication activities must be integrated to deliver a consistent message and achieve the strategic positioning desired.**

Marketing Communication **Effects**

1. Marketers need to assess which experiences and impressions will have the most influence at each stage of the buying process.
2. This understanding will help them allocate communications dollars more efficiently, design, and implement the right communication program.
3. Marketers can judge marketing communications according to its ability to build brand equity and drive brand sales.
4. Marketers should evaluate all the different possible communication options according to effectiveness criteria.

Marketing Communication **Effects**

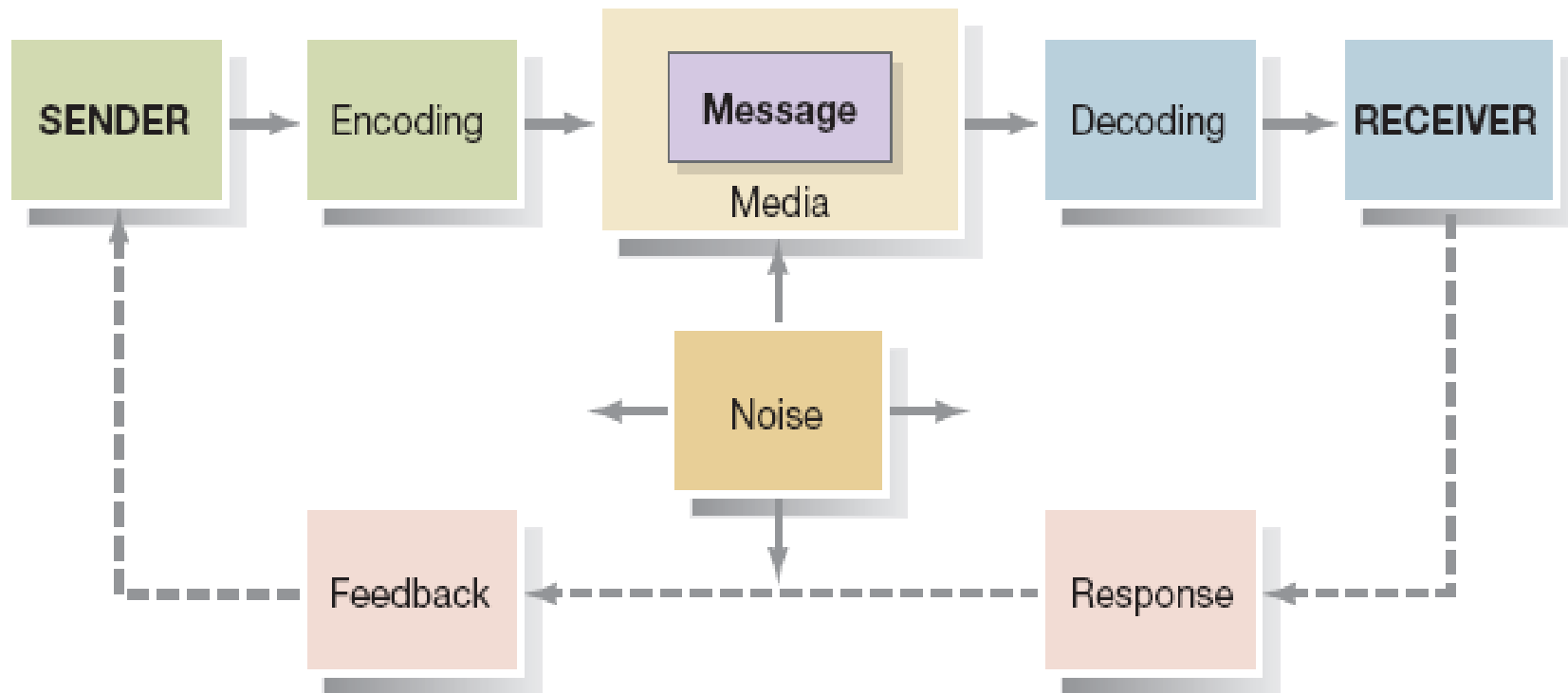
5. **Brand awareness** is a function of the number of brand-related exposures and experiences accumulated by the consumer.
6. Anything that causes the consumer to notice and pay attention to the brand can increase brand awareness.
7. To enhance **brand recall**, more intense and elaborate processing may be necessary so that stronger brand links to the product category or consumer needs are established to improve memory performance.
8. **All possible marketing communications options** should be considered to create the desired brand image and knowledge.

The Communications Process Models

MACROMODEL OF THE COMMUNICATION PROCESS

- Key factors in effective communication
- Senders - **WHO** to reach & **WHAT** responses
- **Encode** messages - target decode them
- **Transmit message** - media - reach target - feedback channels to monitor responses
- If sender's field of experience overlaps with receiver's, message more effective

Figure 17.2 Elements in the Communication Process



The key factors in effective communication:

1. Senders must know what audiences they want to reach and what response they want to get.
2. They must encode their messages so that the target audience can decode them.
3. They must transmit the message through media that reaches the target audience.
4. Develop feedback channels to monitor the responses.

Micro Model of Consumer Responses

- Concentrate on consumer's specific response to communications.
- All these models assume that the buyer passes through a:
 1. **Cognitive stage**
 2. **Affective stage**
 3. **Behavioral stage** (in that order)

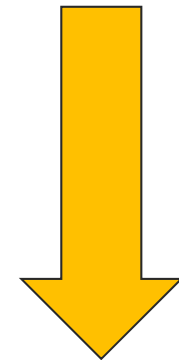
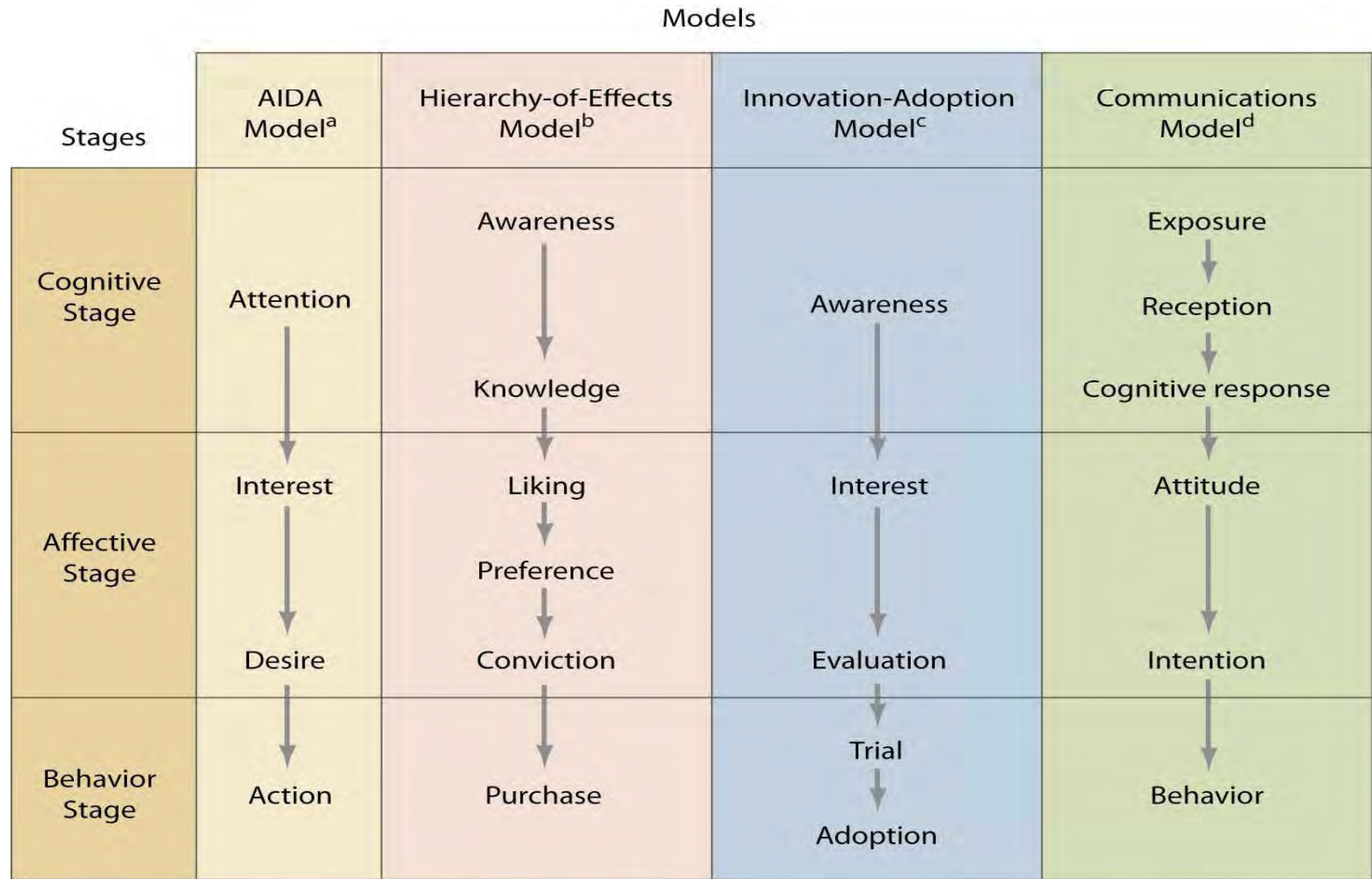


Figure 17.3 Response Hierarchy Models

◆ Concentrate on consumers' specific responses to communications



Micro Model of Consumer Responses

- Assume buyer **passes through stages** with product:
 1. **“learn-feel-do”**
high involvement + differentiation
 2. **“do-feel-learn,”**
high involvement + little/no differentiation
 3. **“learn-do-feel,”**
low involvement + differentiation
- Choose right one & plan communications effectively

The Communications Process Models

Assume the buyer: high involvement + differentiation,
Apply the ***hierarchy-of-effects model***:

- **Awareness:** unaware; build awareness
- **Knowledge:** aware
- **Liking:** know brand; but feelings?
- **Preference:** like but no preference
- **Conviction:** prefer but no conviction to buy
- **Purchase:** conviction but no purchase

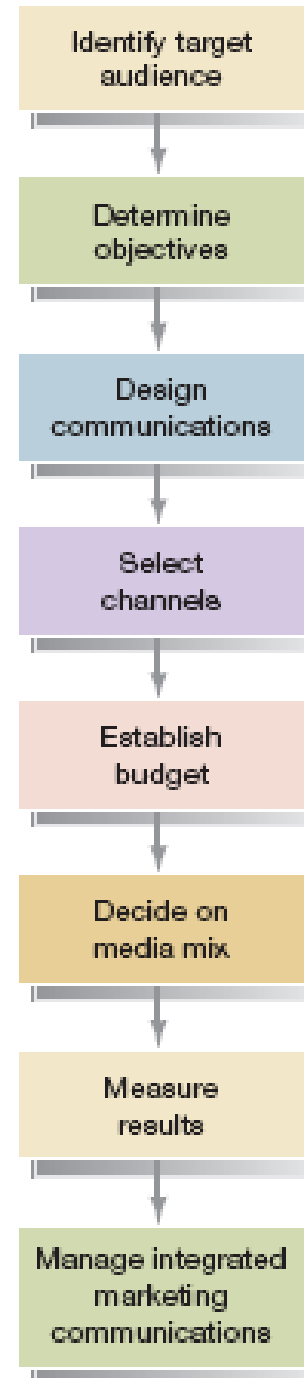
Ensuring that an advertising campaigns **works**:

- i. Right consumer, message, place & time
- ii. Pay attention, not distracted - message
- iii. Reflect understanding – product, brand
- iv. Positions brand- desirable & deliverable points-of-difference & -parity
- v. Motivate to purchase
- vi. Strong brand associations – have an effect when considering purchase

DEVELOPING EFFECTIVE COMMUNICATIONS

There are **eight steps** in developing effective communications. The five basic are: identifying the target audience, determining the objectives, designing the communications, selecting the channels, and establishing the budget.

Figure 17.4
Steps in Developing Effective
Communications



1. Identifying the **Target Audience**

- The process starts with a clear target audience in mind.
 - Potential buyers of the company's products
 - Current users, deciders, or influencers
 - Individuals, groups, or particular publics
 - General public

1. Identifying the **Target Audience**

- The target audience is a critical influence on the communicator's decisions on:
 - **What to say**
 - **How to say it**
 - **When to say it**
 - **Where to say it**
 - **To whom to say it**



Image Analysis:

- Image analysis can be conducted to profile the target audience in terms of brand knowledge to provide further insight.
- A major part of audience analysis is assessing the current image of the company, its products, and its competitors.
- Image is the set of beliefs, ideas, and impressions a person holds regarding an object.

2. Determine the **Communication Objectives**

- Communication objectives can be set at any level of the hierarchy-of-effects model.

Rossiter and Percy identify four possible objectives:

- Category need
- Brand awareness
- Brand attitude
- Brand purchase intention
- The most effective communications often can achieve multiple objectives.

3. **Design** the Communication

- Formulating the communication to achieve the desired response will require solving three problems:
- **what** to say (**message** strategy),
- **how** to say it (**creative** strategy), and
- **who** should say it (message **source**).

Developing Effective Communications

- *Design the Communications*

MESSAGE STRATEGY

- Appeals, themes or ideas
- Tie to brand positioning
- Establish points-of-parity or -
difference

Developing Effective Communications

- *Design the Communications*

■ Visualize rewards from:

1. Results-of-use experience
2. Product-in-use experience or
3. Incidental-to-use experience

■ Rewards from product:

1. Rational
2. Sensory
3. Social
4. Ego satisfaction

◆ 12 types of messages possible

Developing Effective Communications

- *Design the Communications*

CREATIVE STRATEGY

- Communications effectiveness - how message is expressed & its content
- *Creative strategies* - how messages translated into specific communication
 - “informational”
 - “transformational” appeals

Developing Effective Communications

- *Design the Communications*

Informational appeal

- Product/service attributes/benefits
- Assume rational processing of communication
- 2-sided messages
 - Appropriate - overcome negative association
 - Effective - educated & initially opposed
- Order of arguments - important

Developing Effective Communications

- *Design the Communications*

Transformational Appeals

- Non-product benefit/image
- Stir up emotions - motivate purchase
- Negative appeals - fear & shame - get people to do or stop doing things
- Most persuasive - moderately discrepant with what audience believes



THE BODY BUILDER FOR KIDS



Developing Effective Communications

- *Design the Communications*

Kraft Singapore

used unexpected visuals to draw attention to message

Kraft Cheese Singles is

“The Body Builder for Kids”

Developing Effective Communications

- *Design the Communications*

- Positive emotional appeal - humor, love
 - “Borrowed interest” device - attract attention & raise involvement with ad
 - *E.g cute babies*
- But, may
 - *Detract from comprehension*
 - *Wear out welcome fast*
 - *Overshadow product*

Developing Effective Communications

- *Design the Communications*

Brand Theme	Ad Tagline
● Our hamburgers are bigger.	● Where's the Beef? (Wendy's restaurants)
● We don't rent as many cars, so we have to do more for our customers.	● We Try Harder (Avis auto rental)
● 7-Up is not a cola.	● The Un-Cola (7-Up)

- How legendary ad taglines listed here were able to bring to life brand themes listed on the left

Message **Source**

- Messages delivered – attractive/popular sources - higher attention & recall
- Spokesperson's credibility – important
- What factors underlie source credibility?
 1. **Expertise**
 2. **Trustworthiness**
 3. **Likeability**

Developing Effective Communications

- *Design the Communications*



Osim used Chinese actress Gong Li to promote its health supplement, ***Nourish Refine***

Message Source:

Principle of congruity implies that communicators can use good image to reduce some negative feelings toward a brand but, in the process, might lose some esteem with audience

Global Adaptations

- Challenges - develop *global* communications programs:
 1. Whether the product is appropriate for a country
 2. That the market segment they address is both legal and customary.
 3. If the style of the ad is acceptable
 4. Whether ads should be created at headquarters or locally.

Developing Effective Communications - *Design the Communications*

1. **Product** – many products are prohibited in certain parts of the world.
2. **Market Segment** – television ads to children maybe prohibited in some countries
3. **Style** – comparative ads maybe prohibited
4. **Local or global** – many companies are attempting to build a global brand image by using the same advertising in all markets.



HSBC's "The World's Local Bank" campaign positions itself as a bank that understands cultural differences and hence, is able to serve its global customers better.

Developing Effective Communications

- *Design the Communications*

Managing communications programs in Asia
accentuated - coordinated pan-regionally

■ **Regulations**

- Products like alcohol restricted in Muslim countries in Asia

■ **Politics**

- Caught in sensitive political issue

■ **Economics**

- “Ad literacy”- economic development- region



Developing Effective Communications *- Design the Communications*

Managing communications programs in Asia
accentuated - coordinated pan-regionally

■ **Infrastructure**

- Marketing infrastructure - feasibility of standardizing communications

■ **Culture**

- Asian countries: high-context cultures

Developing Effective Communications

- *Select the Communications Channels*

PERSONAL COMMUNICATION CHANNELS:

- ≥ 2 persons - face-to-face, person-to-audience, telephone or email
- *Advocate channels*: sales contact target
- *Expert channels*: experts talk to target
- *Social channels*: friends talk to target
- *Web-based channel* - the blog

Developing Effective Communications

- *Select the Communications Channels*

- Words about good companies travel fast - about bad ones travel *faster*
- Personal influence, great weight in:
 1. Expensive, risky or rare buys
 2. Product - reflects status or taste
- Society consists of *cliques*
 - i. Facilitates effective communication
 - ii. Insulates clique from new ideas

Buzz Marketing

- Many companies are becoming acutely aware of the power of word of mouth or “buzz”.
- In some cases, positive word of mouth happens in a natural way.
- “Buzz” is managed

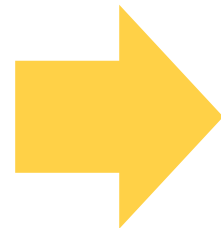
Steps to use personal influence channels:

- Identify, devote effort - influential entities
- Create opinion leaders
 - Supply selected people – product, attractive terms
- Work - community influentials
- Use influential people - testimonial ad
- Develop ad - high “conversation value”
- Develop word of mouth - build business
- Establish electronic forum
- Use viral marketing

Developing Effective Communications *- Select the Communications Channels*

NON-PERSONAL COMMUNICATION CHANNELS:

- Directed to > one person & include
 - *Media*
 - *Sales promotion*
 - *Events & experiences*
 - *Public relations*



Non-Personal Communication Channels:

- **Media** includes print, broadcast, network, electronic, and display media.
- **Sales promotions** consist of consumer promotions, trade promotions, and business and sales-force promotion.
- **Events and experiences** include sports, arts, entertainment, and cause events.
- **Public relations** include communications directed internally or externally to consumers, other firms, media, and government.

The Impact of **Events**

- Much of the recent growth of non-personal channels has been with **events and experiences**.
 - A company can build its brand image through creating or sponsoring events.
 - Companies are searching for better ways to quantify the benefits of sponsorship and are demanding greater accountability.

The Impact of Events

- Companies can create events designed to surprise the public and create a buzz.
- The increased use of attention-getting events is a response to the fragmentation of the media.
- The lasting effects of events on brand awareness, knowledge, or preference will depend upon the quality of the product, the event itself, and its execution.

Integration of Communication Channels

- Although personal communication is often more effective than mass communication, mass media might be the major means of stimulating personal communication.
- Mass communications affect personal attitudes toward behavior through a two-step process:
- Ideas flow from mass media to opinion leaders.
- Opinion leaders to the less media-involved population groups

Implications of Two-Step Flow:

- The influence of mass media on public opinion is not as direct, powerful, and automatic as supposed.
 - It is mediated by opinion leaders
- This two-step flow challenges the notion that consumption styles are primarily influenced by a “trickle-down” or “trickle up” effect from mass media.
- The two-step process suggests that mass communicators should direct messages specifically to opinion leaders and let them carry the message to others.

Establishing the Total Marketing Communications Budget

- How to decide on promotion budget?

1. AFFORDABLE METHOD:

- Budget what they think - can afford
- Ignores promotion as investment
- Uncertain annual budget, difficult long-range planning

Establishing the Total Marketing Communications Budget

2. PERCENTAGE-OF-SALES METHOD:

- Specified % of sales or sales price

Advantages:

- What company can “afford”
- How cost, price & profit - related
- Stable: competing firms spend similar % on promotion

Establishing the Total Marketing Communications Budget

2. PERCENTAGE-OF-SALES METHOD:

Disadvantages:

- Sales determine promotion, not result
- Budget set by funds, not opportunities
- Depend - yearly sales, affect planning
- Choice of % - no logic
- Budget not what product/territory deserves

Establishing the Total Marketing Communications Budget

3. COMPETITIVE-PARITY METHOD

- Budget set - share-of-voice parity with competitors
 - i. *Competitors' expenditures - collective industry wisdom*
 - ii. *Competitive parity prevents promotion wars*
- Neither argument - valid

Establishing the Total Marketing Communications Budget

4. OBJECTIVE-AND-TASK METHOD:

- Develop promotion budgets
 - Define specific objectives
 - Determine tasks
 - Estimate costs = proposed budget

Establishing the Total Marketing Communications Budget

4. OBJECTIVE-AND-TASK METHOD:

- **Advantage:** define relationship among money spent, exposure levels, trial rates & regular usage
- Weight assigned to alternatives like product improvement depends on where products are in life cycles

Example of objective-and-task method (Pocari - Xburst)

1. **Establish the market share goal.** The company estimates 50 million potential users and sets a target of attracting 8 percent of the market—that is, four million users.
2. **Determine the percentage of the market that should be reached by advertising.** The advertiser hopes to reach 80 percent (40 million prospects) with the advertising message.
3. **Determine the percentage of aware prospects that should be persuaded to try the brand.** The advertiser would be pleased if 25 percent of aware prospects (10 million) tried Xburst. This is because it estimates that 40 percent of all triers, or four million people, would become loyal users. This is the market goal.
4. **Determine the number of advertising impressions per 1 percent trial rate.** The advertiser estimates that 40 advertising impressions (exposures) for every 1 percent of the population would bring about a 25 percent trial rate.
5. **Determine the number of gross rating points that would have to be purchased.** A gross rating point is one exposure to 1 percent of the target population. Because the company wants to achieve 40 exposures to 80 percent of the population, it will want to buy 3,200 gross rating points.
6. **Determine the necessary advertising budget on the basis of the average cost of buying a gross rating point.** To expose 1 percent of the target population to one impression costs an average of \$3,277. Therefore, 3,200 gross rating points would cost \$10,486,400 ($= \$3,277 \times 3,200$) in the introductory year.

Marketing communications budgets tend to *be higher*:

1. When there is low channel support.
2. Much change in the marketing program over time.
3. Many hard-to-reach customers
4. More complex customer decision-making
5. Differentiated products and non-homogeneous customer needs
6. Frequent product purchases in small quantities

DECIDING ON THE MARKETING COMMUNICATIONS MIX

Companies must allocate the marketing communications budget over the six major modes of communication—advertising, sales promotion, public relations and publicity, events and experiences, sales force, and direct marketing.

Marketing Communications Mix:

1. Within the same industry, companies can differ considerably in their media and channel choices.
2. Companies are always searching for ways to gain efficiency by replacing one promotional tool with others.
3. The **substitutability** among promotional tools explains why marketing functions need to be coordinated.

Characteristics of the Marketing Communications Mix

ADVERTISING:

- Build up long-term product image
- Trigger quick sales
- Reach geographically dispersed buyers

1. *Pervasiveness*

2. *Amplified expressiveness*

3. *Impersonality*

Characteristics of the Marketing Communications Mix

SALES PROMOTION:

- Draw strong & quick buyer response
- Short-run: highlight offers & boost sales
- 3 distinctive benefits:
 1. *Communication*
 2. *Incentive*
 3. *Invitation*

Characteristics of the Marketing Communications Mix

PUBLIC RELATIONS & PUBLICITY:

- Well-thought-out program + other communication-mix element – *effective*
- 3 distinctive qualities:
 1. *High credibility*
 2. *Ability to catch buyers off guard*
 3. *Dramatization*

Characteristics of the Marketing Communications Mix

EVENTS & EXPERIENCES:

Advantages:

1. *Relevant*
2. *Involving*
3. *Implicit*

Characteristics of the Marketing Communications Mix

DIRECT & INTERACTIVE MARKETING:

- Direct mail, Internet marketing etc
- 3 distinctive characteristics
 1. *Customized*
 2. *Up-to-date*
 3. *Interactive*

Characteristics of the Marketing Communications Mix

- **WORD-OF-MOUTH MARKETING**
- Word of mouth also takes many forms online or off-line. Three noteworthy characteristics are:
 - **Credible**
 - **Personal**
 - **Timely**

Characteristics of the Marketing Communications Mix

PERSONAL SELLING:

- Most effective - later stages of buying process
- 3 distinctive qualities:
 1. ***Personal interaction***
 2. ***Cultivation***
 3. ***Response***

Factors in Setting the Marketing Communications Mix

TYPE OF PRODUCT MARKET:

- Communications mix allocations vary between consumer & business markets
 - Consumer market: spend more promotion + advertising
 - Business market: spend more on personal selling

Factors in Setting the Marketing Communications Mix

TYPE OF PRODUCT MARKET:

- Advertising help business market too:
 1. Introduce company & products
 2. Explain new features
 3. Reminder advertising - cheaper than calls
 4. Brochures - contact details generate leads
 5. Ads legitimize company & products
 6. Remind, teach, reassure buyers of purchase

Factors in Setting the Marketing Communications Mix

TYPE OF PRODUCT MARKET:

- Personal selling help in consumer market too:
 1. *Increased stock position*
 2. *Enthusiasm building*
 3. *Missionary selling*
 4. *Key account management*

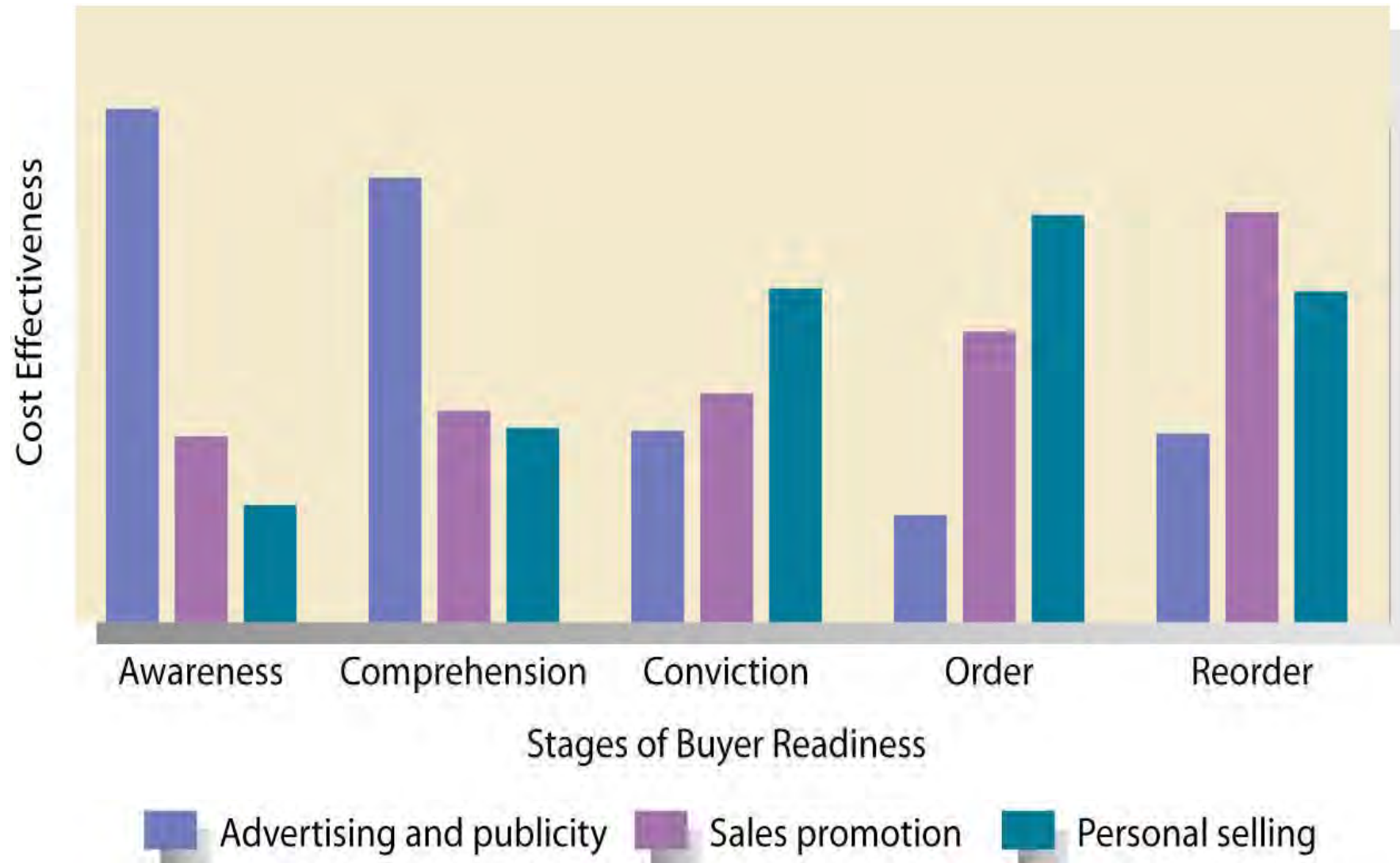
Buyer-Readiness Stage

Communication tools vary in cost-effectiveness at different stages of buyer readiness

- Advertising and publicity play the most important roles in the awareness-building stage.
- Customer comprehension is primarily affected by advertising and personal selling.
- Customer conviction is influenced mostly by personal selling
- Closing the sale is influenced mostly by personal selling and sales promotion
- Reordering is also affected mostly by personal selling, sales promotion, and somewhat by advertising.

Figure 17.5

Cost-Effectiveness of Three Different Communication Tools at Different Buyer-Readiness Stages



Product Life Cycle Stages and Marketing Communications Tools

- In the **introduction stage**:
 - Advertising and publicity have the highest cost-effectiveness.
 - Followed by personal selling to gain distribution coverage
 - Sales promotion to induce trial
- In the **growth stage**:
 - Demand has its own momentum through word-of-mouth.

Product Life Cycle Stages and Marketing Communications Tools

- In the **maturity stage**:
 - Sales promotion
 - Advertising
 - Personal selling all grow more important in that order.
- In the **decline stage**:
 - Sales promotion continues strong.
 - Advertising and publicity are reduced
 - Salespeople give the product only minimal attention.

Measuring Communications Results

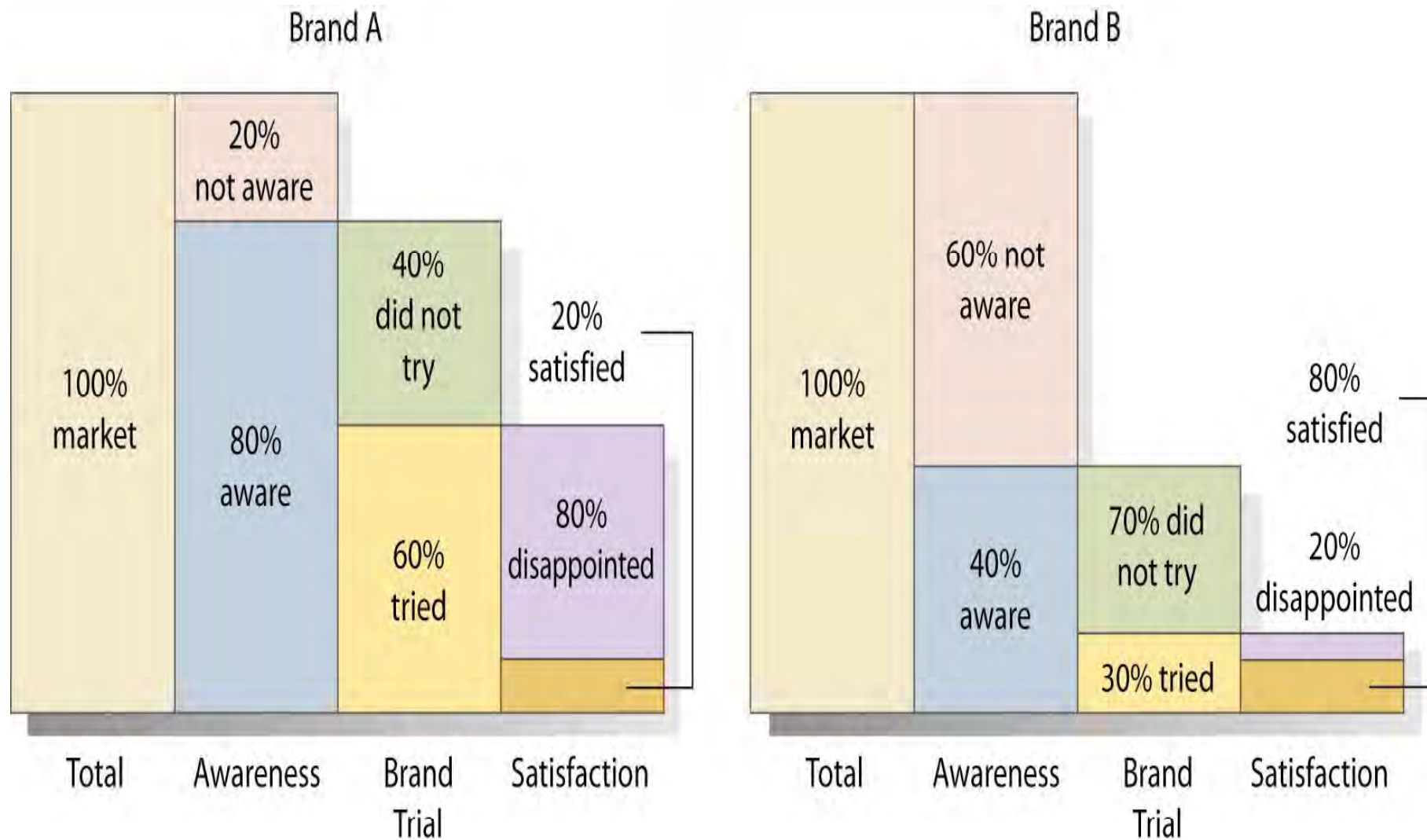
- Know **outcomes** & **revenues** from communications investments
- Behavior change measures - capture real payoff
- Measure its impact on target audience
- Figure 17.6 - example of good feedback measurement

Measuring Communications Results

- Members of the target audience are asked:
 - Whether they recognize or recall the message.
 - How many times they saw it.
 - What points they recall.
 - How they felt about the message.
 - Previous and current attitudes toward the product and the company

Figure 17.6

Current Consumer States for Two Brands



MANAGING THE INTEGRATED MARKETING COMMUNICATIONS PROCESS

As defined by the American Association of Advertising Agencies, integrated marketing communications (IMC) is a **concept of marketing communications planning that recognizes the added value of a comprehensive plan**

Integrated marketing communications (IMC)

- The IMC plan evaluates the strategic roles of a variety of communications disciplines such as general advertising, direct response, sales promotion, and public relations and combines these disciplines to provide:
 - **Clarity**
 - **Consistency**
 - **Maximum impact through the seamless integration of messages**

One of a series of
Tiger Woods ads
that was part of the
Accenture
rebranding
campaign.



Growing necessity of IMC-

1. A multitude of mini markets each requiring its own approach.
2. The proliferation of new types of media
3. The growing sophistication of consumers

Coordinating Media

- Media coordination can occur **across** and **within** media types.
 - Personal and non-personal communication channels should be combined to achieve maximum impact.
 - A single-vehicle, single-stage campaign is a one-time mailing offering a cookware item.
 - A single-vehicle, multiple-stage campaign would involve successive mailings to the same prospect.

Coordinating Media

- A more powerful approach is the **multiple-stage campaign**.
- Multiple media deployed within a tightly defined time frame can increase message reach and impact.
- Research has shown that promotions can be more effective when combined with advertising.
- Many companies are coordinating their online and off-line communication activities.

Figure 17.7 Example of Multiple-Vehicle, Multiple-Stage Communication Campaign



Implementing IMC

- Integrated marketing communications has been slow to take hold for several reasons:
 - Large companies employ several communications specialists to work with their brand managers who know comparatively little about the other communication tools.
 - Many global companies use a large number of ad agencies located in differing countries and serving different divisions.

Implementing IMC

- To facilitate one-stop shopping & integrated marketing, agencies acquire
 1. Promotion agencies
 2. PR firms
 3. Design consultancies
 4. Web site developers &
 5. Direct mail houses

Implementing IMC

■ IMC produce

1. Stronger message consistency
2. Greater sales impact &
3. Much lower total communications cost

How Integrated is Your IMC Program?

- 6 criteria to determine if communications are truly integrated:
 - i. Coverage*
 - ii. Contribution*
 - iii. Commonality*
 - iv. Complementarity*
 - v. Versatility*
 - vi. Cost*

Marketing Debate – Has TV Advertising Lost Power?

Long deemed the most successful medium, television advertising has received increased criticism as being too expensive and, even worse, no longer as effective as it once was. Critics maintain that consumers tune out too many ads by zipping and zapping and that it is difficult to make a strong impression. The future, claim some, is with online advertising. Supporters of TV advertising disagree, contending that the multisensory impact of TV is unsurpassed and that no other media option offers the same potential impact.

- **Take a position:** *TV advertising has faded in importance versus TV advertising is still the most powerful advertising media.*

Marketing Discussion

Pick a brand & go to its Web site. Locate as many forms of communications as you can find. Conduct an informal communications audit. What do you notice? How consistent are the different communications?