

Integrated Marketing Communications

Advertising

Selling

Promotion

Public Relations

What Is Integrated Marketing Communications?

- Integrated Marketing Communications
 - Coordination of promotional efforts for maximum informational and persuasive effect
 - Primary goal is to achieve and to support marketing objectives
 - This is primarily accomplished by sending an integrated and consistent message to consumers
 - Usually employs a variety of mediums

Why IMC Is Important

- Decreased use of mass media advertising
- Database marketing provides more precise targeting of customers
- More broadly diversified suppliers of advertising
- Increased management demands for return on investment in marketing efforts

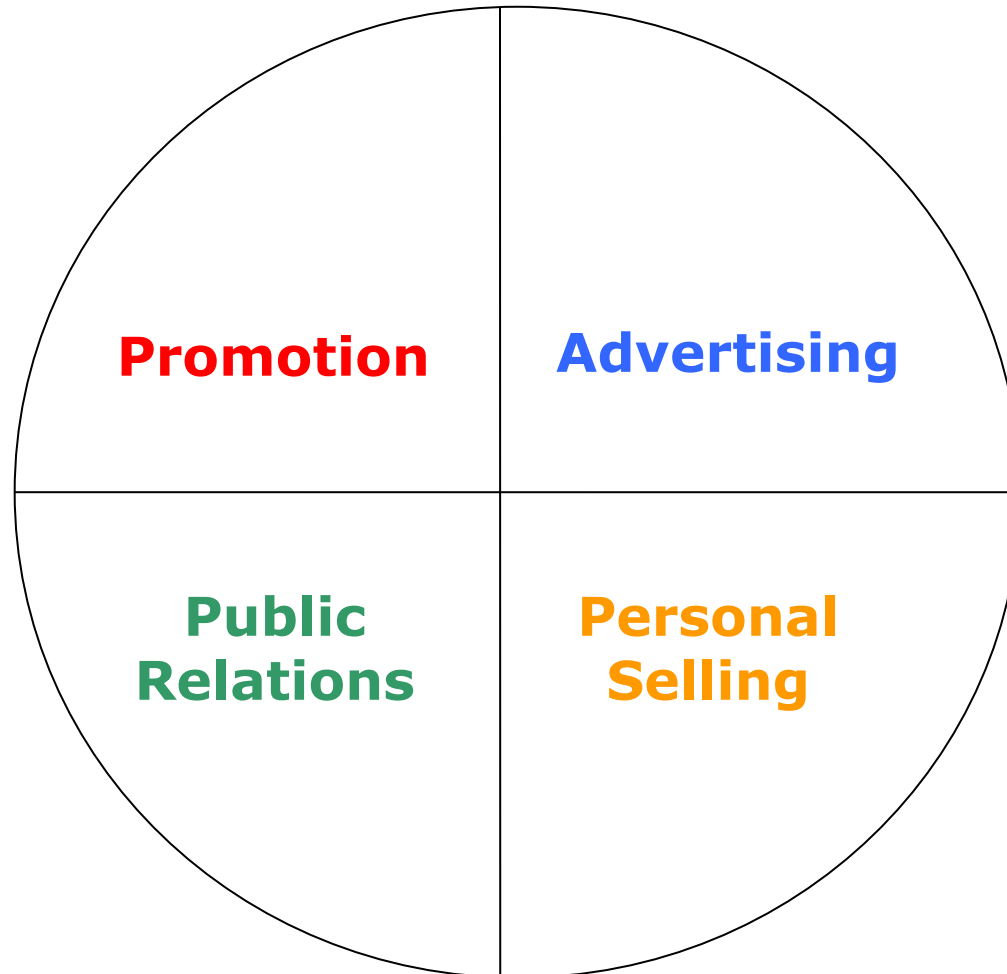
Objectives of IMC

- Create awareness
- Stimulate demand
- Product trial
- Identify potential customers
- Retain existing customers
- Brand image
- Counter competitive efforts
- Reduce sales fluctuations

Push vs. Pull

- Push
 - The seller focuses their promotional efforts on the next stage in the channel
 - Dealers, distributors, wholesalers
 - These in turn “push” it to the next stage
 - Places a greater burden on the channel members
- Pull
 - The seller focuses their efforts on the consumer who “pulls” the product through the channel
- Not uncommon to have a mix of the two

IMC Mix



Advertising

- A non-personal form of marketing communication intended to persuade or inform using any one of several mass media types:
 - Newspapers
 - TV
 - Radio
 - Internet
 - Billboards
 - Direct mail

Print Ad Example

b&w cat_coat 1-V.pdf 9/9/05 10:04:40 AM



HE WAS THROWN OUT OF THE HOUSE JUST FOR LOSING HIS COAT.

It's cruel to dump a pet to protect a sofa. But it happens all the time. The SPCA helps prospective owners choose just the right pet to suit their lifestyle. So come by and take your pick from hundreds of loving animals. And stop them from shedding any more tears.

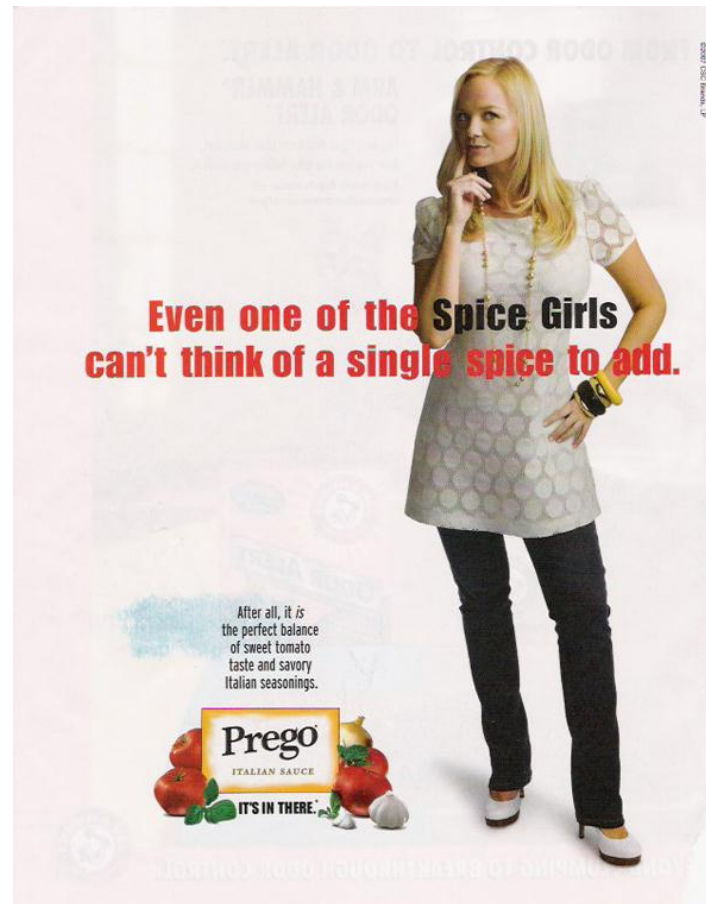


9099 130th Avenue North • Largo, FL 33773-1441
WWW.SPCAFL.ORG • (727) 586-3591

Print Ad Example



Celebrity Ads



© 2005 Prego

**Even one of the Spice Girls
can't think of a single spice to add.**

After all, it is
the perfect balance
of sweet tomato
taste and savory
Italian seasonings.

Prego
ITALIAN SAUCE

IT'S IN THERE.

Using Humor



*Need to lose a little weight
before your wedding?*

Advertising Campaign

- The design of a series of advertisements and their placement in various advertising media in order to communicate with a particular target audience
 - Got milk?
 - Gecko and Cavemen
 - Anti-smoking ads



Advertising Campaign Process



Defining the Advertising Objectives

- What does the firm hope to accomplish with the campaign?
 - Objectives should be clear, precise, and measurable.
 - revenue
 - positioning
 - brand awareness or image
 - education/informative

Identify and Analyze Target Audience

- Target audience is the group of consumers targeted by the campaign
 - Location and geographic distribution
 - Distribution of demographic factors
 - Lifestyle information
 - Consumer attitudes

Creating the Advertising Platform

- Basic issues or selling points to be included in the advertising campaign:
 - selling proposition
 - messaging
 - positioning

Determining the Advertising Budget

- Advertising budget for a specified period
 - Geographic size of the market and distribution of buyers within the market are important factors in determining the size of the budget
 - Are there objectives other than market opportunity?
 - Awareness and visibility
 - Product rollout
 - Strategic positioning or competition

Developing the Media Plan

- Specifies media vehicles and the schedule for running the advertisements
 - the “when and where”
- Plan objectives focus on achieving the reach and frequency that the budget will allow
 - Reach: the percentage of consumers in a target market exposed to an advertisement in a specified period
 - Frequency: the number of times targeted consumers are exposed to an advertisement in a specified period

Developing the Media Plan (cont'd)

- Cost Comparison Indicator
 - A means of comparing the cost of vehicles in a specific medium in relation to the number of people reached
 - The indicator is stated as the cost for exposing one thousand people (CPM) to an advertisement in a medium.
- Media Scheduling Types
 - Continuous
 - Fighting
 - Pulsing

Creating the Advertising Message

Product Features, Uses,
and Benefits

Characteristics of the
Target Audience

Advertising Campaign
Objectives and Platform

Choice of Media

Collectively determine
the message which may
include images, words,
music, and special
effects as well other
non-verbal clues

Advertising Copy

- Copy: the verbal portion of advertisements
 - Includes headlines, sub headlines, body copy, and signature
- Copy guidelines:
 - Identify a specific desire or problem
 - Define why the product is the best way to satisfy the desire or solve the problem
 - State product benefits
 - Substantiate advertising claims
 - Ask the buyer to take action

Artwork, Illustrations, and Layout

- Artwork
 - An ad's illustration and layout
- Illustrations
 - Photos, drawings, graphs, charts, and tables used to spark audience interest
- Layout
 - The physical arrangement of an ad's illustration and copy



Personal Selling

What Is Personal Selling?

- Personal Selling
 - Paid personal communication that informs customers and persuades them to buy products
 - Most adjustable to customer information needs
 - Most precise (targeted) form of promotion methods
 - Most expensive element in promotion mix



Public Relations

Public Relations

- The practice of managing the flow of information between a firm and its public
 - Communications efforts used to create and maintain favorable relations between an organization and its stakeholders
 - Focuses on enhancing the image of the total organization

Stakeholders

- Another term for public is “stakeholders”
 - Customers
 - Vendors
 - Stockholders
 - Community
 - Governments

Tools of the Trade

- Company magazines
- Brochures
- Internal newsletters
- Speeches
- Annual reports
- Sponsored events
- Press releases

Publicity

- **Publicity:** a news story type of communication transmitted through a mass medium at no charge
 - News release
 - A short piece of copy publicizing an event or a product
 - Feature article
 - A manuscript of up to 3,000 words prepared for a specific publication
 - Captioned photograph
 - A photo with a brief description of its contents
 - Press conference
 - A meeting used to announce major news events

“There is no such thing as bad publicity except your own obituary”
--Brendan Behan, Irish writer

Advantages and Disadvantages

- **Publicity**
 - Advantages
 - Credibility
 - Significant word-of-mouth communications
 - A perception of being endorsed by the media
 - Limitations
 - Must be accepted by news media
 - Must be timely, interesting, accurate, and in the public interest
 - Inability to control content or time of release to public

Press Release

HEADLINE

Sub Headline With More Information

Introduction – 5 W's

Body paragraph two

Body paragraph three

Close - ###

Contact



Sales Promotion

Promotion

- A non-personal form of marketing communications intended to generate sales of a given product at a given time
 - Usually requires that a purchase be made to take advantage of the “offer”
 - coupons
 - BOGO
 - samples
 - rebates



Method Selection

- Objectives
- Product characteristics
- Target market characteristics
- Distribution channel(s)
- Number and types of resellers
- Competitive and legal environment
- Budget

Methods

- BOGO
- Premiums
 - Captain Midnight Secret Decoder Ring
- Rebates
- Coupons
- Repeat offers
- In store samples or demos
- POP displays
- Loyalty programs
 - Delta Airlines
 - Winn Dixie

Direct Marketing

- A form of non-personal marketing communications closely related to advertising
 - Direct mail
 - Broadcast emails
 - Infomercials
 - Telemarketing

Guerrilla Marketing

- Unconventional and often very edgy marcom technique using non-standard mediums
 - Low cost
 - High attention value
 - May miss some audiences
 - Generally not useful for B2B
 - Buzz, Viral and Ambassador tactics