

# Integrated Marketing Communication Plan Guide

Saint Leo Advertising Agency  
Project MKT310

Creating Your IMC Plan

## Read this IMC Plan Guide

It tells you exactly how to have a successful IMC Plan.



YES, THIS MEANS YOU!

## The Role of the IMC Plan

- Describes the IMC environment
- Coordinates activities with objectives and goals
- Details how we will implement the plan
- Get a good grade in the class
- Become an IMC Wizard

## General Requirements

- Professionally written PowerPoint presentation
- Well organized
- Avoid fluff
- Spelling and grammar will count
- Slide numbers
- 12pt Times Roman or Arial
  - Special fonts for ads and other creatives are acceptable

## Narration Requirement

- For each slide you must provide a verbal narration similar to that you use when presenting in a classroom.
- You should fully address the content in the slide.
- The total narration for each slide should not exceed two minutes – typically about a minute or so will get the job done.

## Narration Tips

- In Doc Sharing you will find instructions on how to record a narration using PowerPoint.
- DO NOT read the slide – use a conversational style.
- Be clear and articulate.
- Be professional but informal – use humor and examples.
- Tell your story – just pretend you are chatting with your classmates.
- For an example of appropriate narration review the AVPs found in each Module.

## How to Submit Your Weekly Plan Components

- Each week you will add the assigned slides to those created in previous weeks.
- At the end of the project you should have a single PowerPoint presentation with ALL the assigned components.
- Each week there will be a Dropbox for you to submit your slides.

## How to Name Your Submission

- Each week select “Save As” in PowerPoint and name your weekly submission as follows:  
last name\_project name\_week
- For example:
  - smith\_teen driver\_week 4
- You MUST follow this format to get credit



## Required Contents

- Cover slide (1 slide)
- Objectives (1 slide)
- Segmentation (3-5 slides)
- Outdoor ad (2 slides)
- Print ads (4 slides)
- Direct mail (2-3 slides)
- Storyboard (6-8 slides)

## Module 1: Select Your Product or Service

- Access the PowerPoint titled “Product Selection” and review your options.
  - These are your only options.
  - You may not create one of your own.
- Select the product or service you like best.
- Go to the discussion in Module 1 and post your selection.

## Module 1: Cover Slide

- Project name
- Your name
- Course (aka your marketing firm) info
- Art is optional

# Example

The following is an example of a Cover Page slide.

# Puppy Palace

We Treat Your Puppy Like Royalty

John Smith  
MKT310  
Fall 2 2012



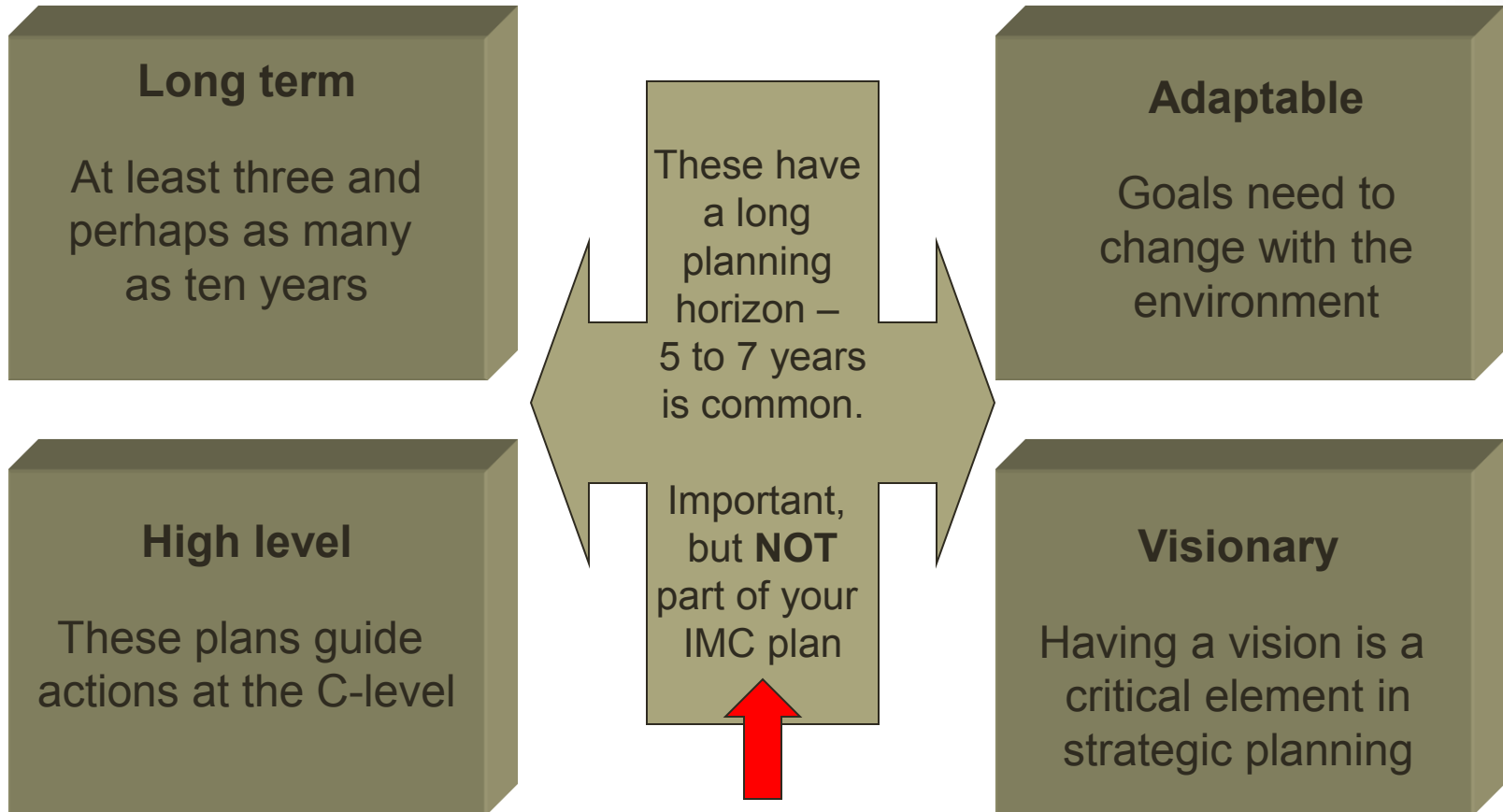
## Module 1: Flyleaf Slide (optional)

- This is optional – however a great place for photos, your logo or other art you think enhances your project

## Module 2: Objectives

- Everything you do in your plan will be driven by your objectives.
- Goals are usually longer term and strategic.
- **Objectives** focus on shorter planning horizons and are usually tactical.
- You need to be very accurate in describing these – use the SMART model.

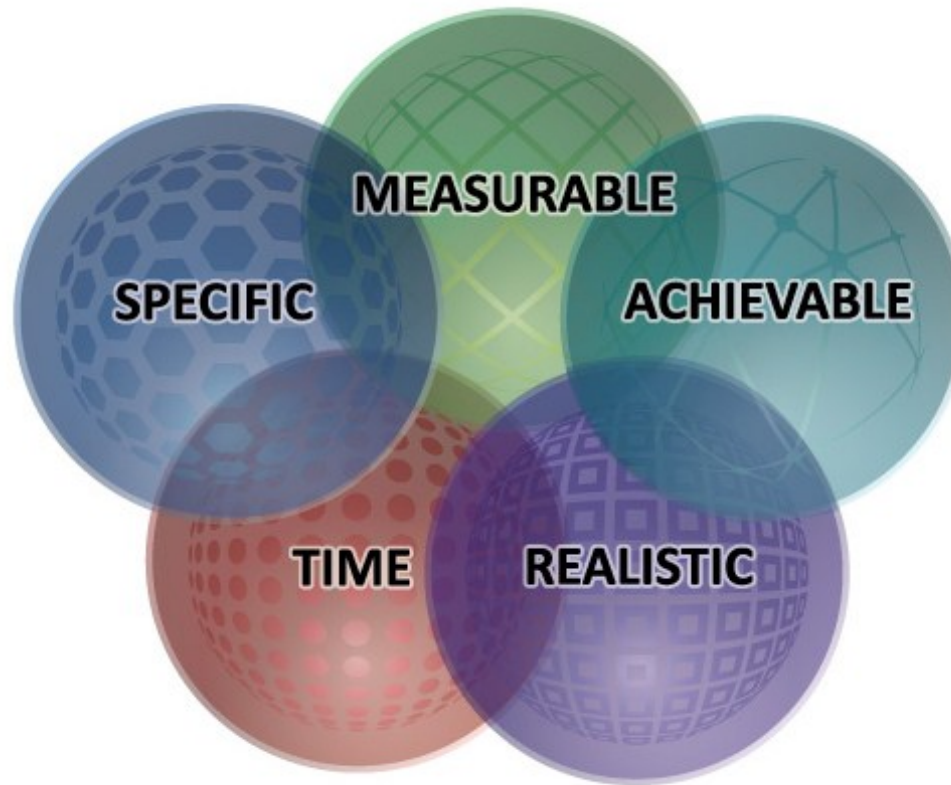
# Strategic Goals





# Tactical Objectives

## The SMART Model



# Example

The following slide has some examples of SMART objectives.

## Sunshine Power IMC Objectives

- Be at full output by end of 2012.
- Launch the “Sunshine Power” ad campaign in Q2 2012.
- Achieve a 9% return on equity for our investors by FY 2012.
- Increase brand recognition by 10% each year for the next three years.

## Module 3: Segmentation and Targeting

- Who are our best prospects and customers?
- Variables include:
  - Demographics
  - Geography
  - Psychographics
  - Behavioristic

## Segmentation Requirements

- A primary segment
- At least two secondary segments
- Perhaps a specialized or niche segment
  - optional
- Define each by at least two of the four variables
  - be specific and detailed (see example)
- Each segment **MUST** have a name (see example)

# Example

The following slide is a good example of segmentation. This is for a product similar to Elder Care.

# Senior Buddies Segmentation

## Baby Boomers

- Demographics
  - Age: 50-65
  - College Educated
  - Upper-middle Class
  - Women
- Psychographics
  - Doers
  - Concerned about time management
  - Family oriented
- Geographic
  - Fifty mile radius of our office

## Integrated Marketing Communication Action Plans

- This is the fun part of the project
- Advertising and promotion
- Action plans are specific
- They are, by definition, “actionable”
- Each action plan has very specific requirements
  - be sure to follow the directions



## Are Your Plans Compatible?

- Before you begin writing your promotional plan make sure you give some thought to the style and themes you will use.
- Your plans should have a common “look and feel”.

## Hot Tip

- Begin thinking about your advertising and promotion now. Creativity takes time.
- Watch for inspiration in the promotions and ads you see every day.
- Some examples follow...

# Example

I have provided you with examples of each media type. ALL of these are from student projects just like yours.

# Planning Slide

For EACH of your media slides you MUST have a **Planning Slide** that precedes it.

## Planning Slide Contents

- Description – a brief, bulleted description or single sentence
- Theme – what’s the theme or key idea in your promotion?
- Message – what is your central message?
- Target – which of your segments does this promotion target?

**THERE ARE FOUR MEDIA TYPES REQUIRED FOR THE PROJECT – THIS MEANS YOU SHOULD HAVE FOUR PLANNING SLIDES – ONE FOR EACH MEDIA TYPE**

## Module 4: Outdoor Advertising

- In Module 4 you will be required to create an outdoor ad.
- You have a number of options – be sure to review the PowerPoint slides in Module 4 for some unique examples.

# Example

The following slides are examples of a Planning Slide for a billboard (outdoor promotion) and the billboard itself.

This is for Senior Buddies.

## Billboard Planning

- This billboard will be at five street level locations, each a major intersection
- The theme is consistent with our other IMC plans – time savings with quality care
- Message – We do it all and save you time
- Target – Boomers Segment





# Senior Buddies

We'll do  
everything, so  
you don't have  
to!



800-555-1212

[www.seniorbuddies.com](http://www.seniorbuddies.com)

# Example

The following is an example of an outdoor promotion. This signage is designed to be a bus wrap in a tourist area.

This is also an interesting example of cooperative advertising.

# Route 66 Services Travel

**Let Route 66 Travel  
Services show you  
a different road to  
travel.**

**Call us at today:  
(888) ROUTE-  
66**



## Module 5: Print Advertising

- Print advertising allows you a number of options.
  - Magazines
  - Newspapers
  - Trade publications
    - .....just to name a few
- Be sure to consider your budget – a full page in a major magazine can run \$250K and up.

## Print Ad Examples

The two following slides are both examples of print ads designed for local magazines. Note that neither has been professionally designed by a graphic artist.

This is fine for your project – it is the concept and copy writing that matters.

# She has Mother's Day four times a year



Mom cats can produce up to four litters a year.

Which is four too many


[www.act.com](http://www.act.com)

800-555-1212

Most of these kittens will die before their first birthday. All will be homeless, sick and hungry.

Help us stop overpopulation by donating your time and skills to Animal Coalition of Tampa. With your help, we can save a mom cat from being a mom cat.





Taking care of our  
parents

## *Elder Care*

**“Say No to nursing homes  
and YES to in-home care”**

**Call us at 1 800 555 1234  
[www.eldercare.com](http://www.eldercare.com)**

## Module 6: Direct Marketing with Sales Promotion

- This week you will be required to develop a direct mail action plan.
- You may choose from either Direct Mail or Direct Email
  - Direct mail: You must look up postal regulations and incorporate them into your plan and design.
  - Email: You must research the CANSPAM Act and follow those regulations.
- Be sure to include in your Plan slide how you select your target(s) and how many pieces you will send.
- **You MUST incorporate a SALES PROMOTION in your direct marketing piece.**



## Sales Promotion

- Review the chapter in the text regarding sales promotion.
- You will also find sales promotion addressed in the slides for IMC Basics and in Module 6.

# Example

The two following slides are examples of the front and back of a direct mail postcard for a fund raiser.

If you choose direct email you must create a mock-up of your email.

# It's Cinco de Meow at ACT



Join Mewguel and his friends May 5, 2012 for an evening to help end pet overpopulation.

Sponsored by Corona Beer

Call 813-555-1212 for Reservations  
[www.acttampa.org](http://www.acttampa.org)



Standard 4.5" x 5.75" Coated Postcard

**MAY 5, 2012 7:00pm**  
**MAC'S ROAD HOUSE**  
**5000 OLD POST ROAD**

Animal Coalition of Tampa  
1719 Main Street  
Tampa, FL 33500

Indicia  
USPS  
non-profit

**SPECIAL OFFER WITH THIS POSTCARD**  
**BUY THREE AND THE FOURTH IS ON THE**  
**KITTIES!**  
**CORPORATE TABLES AVAILABLE**

ADDRESS BLOCK

**Call 813-555-1212 for Reservations**

**Music • Food • Cash Bar • Silent Auction**

## Module 7: TV Storyboard

- Begin by reading the slides describing a storyboard in Module 7.
- Your assignment this week is to develop a TV storyboard of no less than FIVE panels.
- Be sure to include an image, dialogue and sound effects or music for each panel.

# Example

The following is a storyboard for a 30-second ad promoting the non-profit vet clinic.

## 30 Second TV Storyboard

- Scene One
  - Video: Cat digging in a garbage can
  - Audio: Cats crying and cans banging
  - Script: "They didn't ask to be hungry"



## Panel 2

- Scene Two
  - Video: Feral cat colony
  - Audio: City noise and cats crying
  - Script: “or homeless”





## Panel 3

- Scene Three
  - Video: Injured cat in the street
  - Audio: Screeching tires
  - Script: "or in pain"



## Panel 4

- Scene Four
  - Video: Cat getting an injection
  - Audio: cats crying
  - Script: “or to be euthanized”



## Panel 5

- Scene Five:
  - Video: Spokesperson holding a cute kitty in ACT
  - Audio: Purring (very low in background)
  - Script: "But that is what happens 40,000 times a year in Hillsborough County alone. I'm (insert spokesperson name). There is an alternative. Like my little friend here you can have your cat or dog spayed or neutered and help end pet overpopulation."



**Remember: This is mandatory** – it counts for 20 points towards your project grade.

Points will be awarded based on the quality of your feedback, analysis and insights into the plan.

## Tips

- Read the chapters and slides carefully BEFORE starting your component for the week.
- Devise your theme first.
- Write your headline and sub-head.
- Then – write your copy.
  - Remember not to overdo your copy – KISS!
- For art look in [www.istockphotos.com](http://www.istockphotos.com) and Google images.