

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 New 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 the Webliography, you will find links to instructions on how to record and add narration and timings to a PowerPoint slide show. Links are provided for PowerPoint 2007, 2010, and 2013.
- 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)
- Social Media (2 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



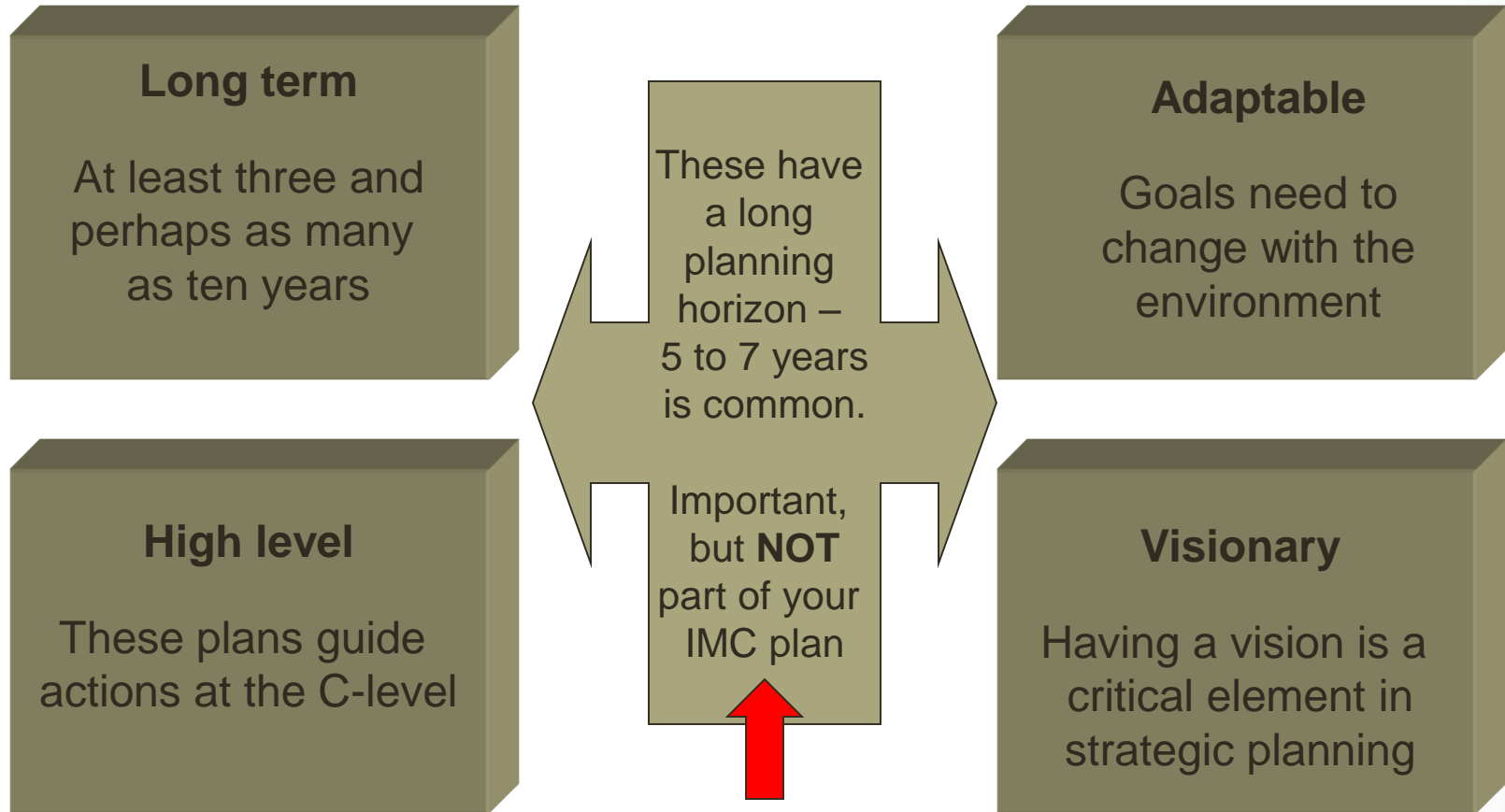
Module 1: Flyleaf Slide (optional)

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

Module 2: Objectives

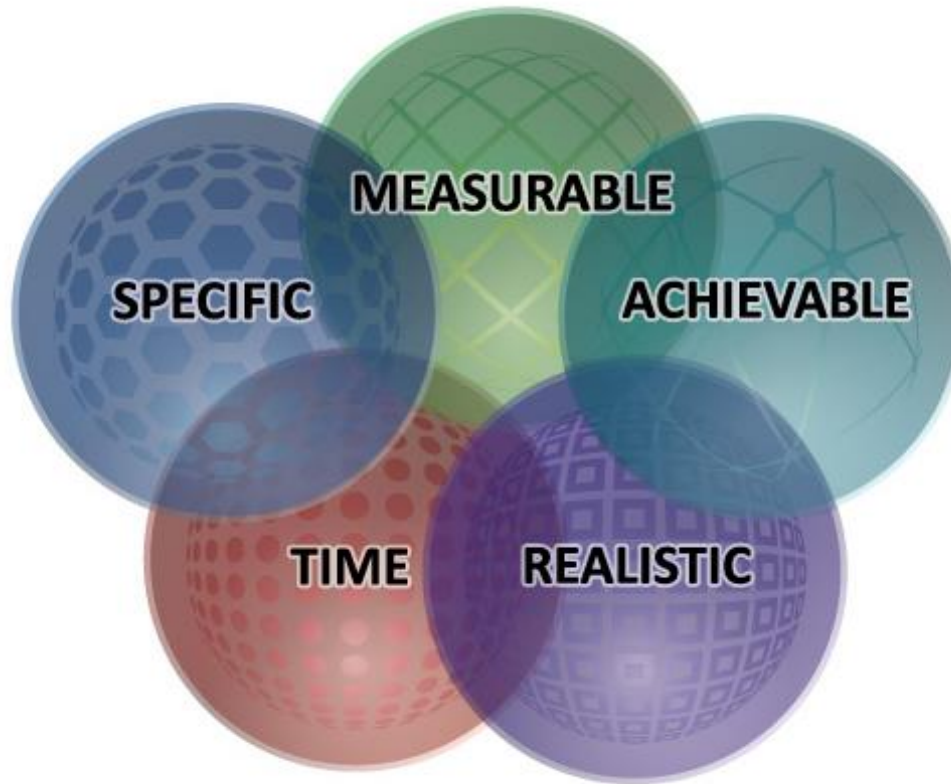
- Everything you do in your plan will be driven by your objectives.
- Goals are usually longer term and strategic.
- **Objectives** focus on shorter planning horizons and are usually tactical.
- You need to be very accurate in describing these – use the SMART model.

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

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: Social Media

- You have a number of platforms to choose from
- You also have many types of content you can employ
- Make sure that your choices match your objectives and target audience
- Remember that this assignment and this week's discussion can be very similar. You will probably be able to use your work in the discussion for this part of your plan.

Requirements:

- A planning slide
 - Objectives – what do you want the social media campaign to accomplish
 - Which platforms
 - What content
 - Target audiences

Requirements (cont.)

- 2-3 slides – what you include will vary with the content and platform you select
 - Example of the sites you will use – this might be a mock up of your Facebook or Pinterest page
 - Mock up of your content – this might include
 - Blogs,
 - Photos
 - Tweets
 - Ads
 - Stories or articles
 - Use your imagination – social media has many options

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 CANNSPAM 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



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 and Google images.