

# **13. DESIGNING AND MANAGING INTEGRATED MARKETING COMMUNICATIONS**

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# The Changing Marketing Communications Environment

- In 1960, a company could reach 80 percent of U.S. women with one 30-second commercial aired simultaneously on three TV networks: ABC, CBS, and NBC
- Today, the same ad would have to run on 100 channels or more to achieve this marketing feat



Ads are appearing everywhere—  
even on eggs for this popular CBS  
television show.





# What are 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 they sell.**



**Represents the voice of the company and its brands**



**Contribute to Brand Equity and drive sales**

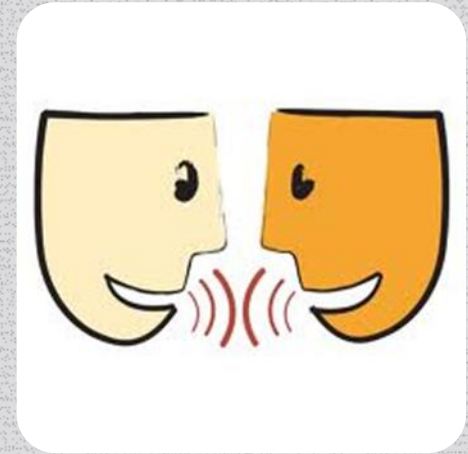


# Marketing Communications Mix

- 1. Advertising:** any **paid** of **nonpersonal presentation** and **promotion** of ideas, goods, or service by an **identified sponsor** via print media, broadcast media, network media, electronic media and display media
- 2. Sales promotion:** a variety of short term **incentives to encourage trial or purchase** of a product/service including consumer promotions (samples, coupons and premiums), trade promotions (advertising and display allowances) and business and sales promotions (contests for sales reps)
- 3. Events and experiences:** **company sponsored activities** and programs designed to create daily or special **brand related interactions with consumers**
- 4. PR and publicity:** a variety of programs directed **internally to company or externally** to consumers, other firms, the government, and media to **promote or protect company image** or its individual product communications

# Marketing Communications Mix

5. **Direct marketing:** use of mail, telephone, fax, email or Internet to **communicate directly** with or solicit **response or dialogue from specific customers** and prospects
6. **Interactive marketing:** **online activities and programs** designed to engage customers or prospects and directly or indirectly raise awareness, improve image, or elicit sales of products and services
7. **Word Of Mouth (WOM):** **People to people oral, written or electronic communications** that relate to the merits or experiences of purchasing or using product or services
8. **Personal selling:** **Face to face interaction** with one or more prospective purchasers for the purpose of making presentations, answering questions and procuring orders.





# Communication Platforms

## Advertising:

- **Print and broadcast ads**
  - **Packaging inserts**
  - **Cinema**
- **Brochures and booklets**
- **Posters and leaflets**
  - **Directories**
  - **Reprint of ads**
  - **Billboards**
  - **Display signs**
- **Point Of Purchase displays**
  - **Logos**
  - **DVDs**

## Sales Promotion:

- **Contests,**
- **lotteries**
- **Premiums and gifts**
  - **Sampling**
  - **Fairs and trade shows**
  - **Exhibits**
- **Demonstrations**
  - **Coupons**
  - **Rebates**
- **Low-interest financing**
- **Trade-in allowances**
- **Continuity programs**
  - **Tie-ins**



# Communication Platforms



## Events/ Experiences

- Sports
- Entertainment
- Festivals
- Arts
- Causes
- Factory tours
- Company
- Museums
- Street activities

## Public Relations

- Press kits
- Speeches
- Seminars
- Annual reports
- Charitable donations
- Publications
- Community relations
- Lobbying
- Identity media
- Company magazine



# Communication Platforms

## Personal Selling

- Sales presentations
- Sales meetings
- Incentive programs
- Samples
- Fairs and trade shows

## Direct Marketing

- Catalogs
- Mailings
- Telemarketing
- Electronic shopping
- TV shopping
- Fax mail
- E-mail
- Voice mail
- Blogs
- Websites



# Communication Platforms

## WOM

- Person-to-person
- Chat rooms
- Blogs

you are here: [iVillage](#) ► [Message Board Central](#)

*Live It, Talk About It*

### Message Board Central

Welcome to iVillage's message boards! Enjoy lively conversations, get information and advice on topics that matter to you, find support and have fun. Our moderated message boards are hosted by iVillage Community Leaders, whose names are listed on the top of each board.

Search for a board about  [GO!](#)

[iVillage Tour Guide](#) [How to use the boards](#)

#### Featured Message Boards

- ★ Feminism Today
- ★ Politics Today
- ★ Light & Lean Cooking
- ★ In The Loop with iVillage
- ★ Get a Makeover
- ★ In the News
- ★ Kick Start Change Challenge
- ★ Stay at Home or Work Debate
- ★ Know 5 to Stay Alive
- ★ Supercharge Change for Better Health

#### Important Information

Register now for a free RLS guide and money saving offer

[Register Now](#)

**Mirapex**  
pramipexole hydrochloride tablets  
*When your legs feel better, you feel better.*

**Live Conversations**  
HAPPENING RIGHT NOW on...

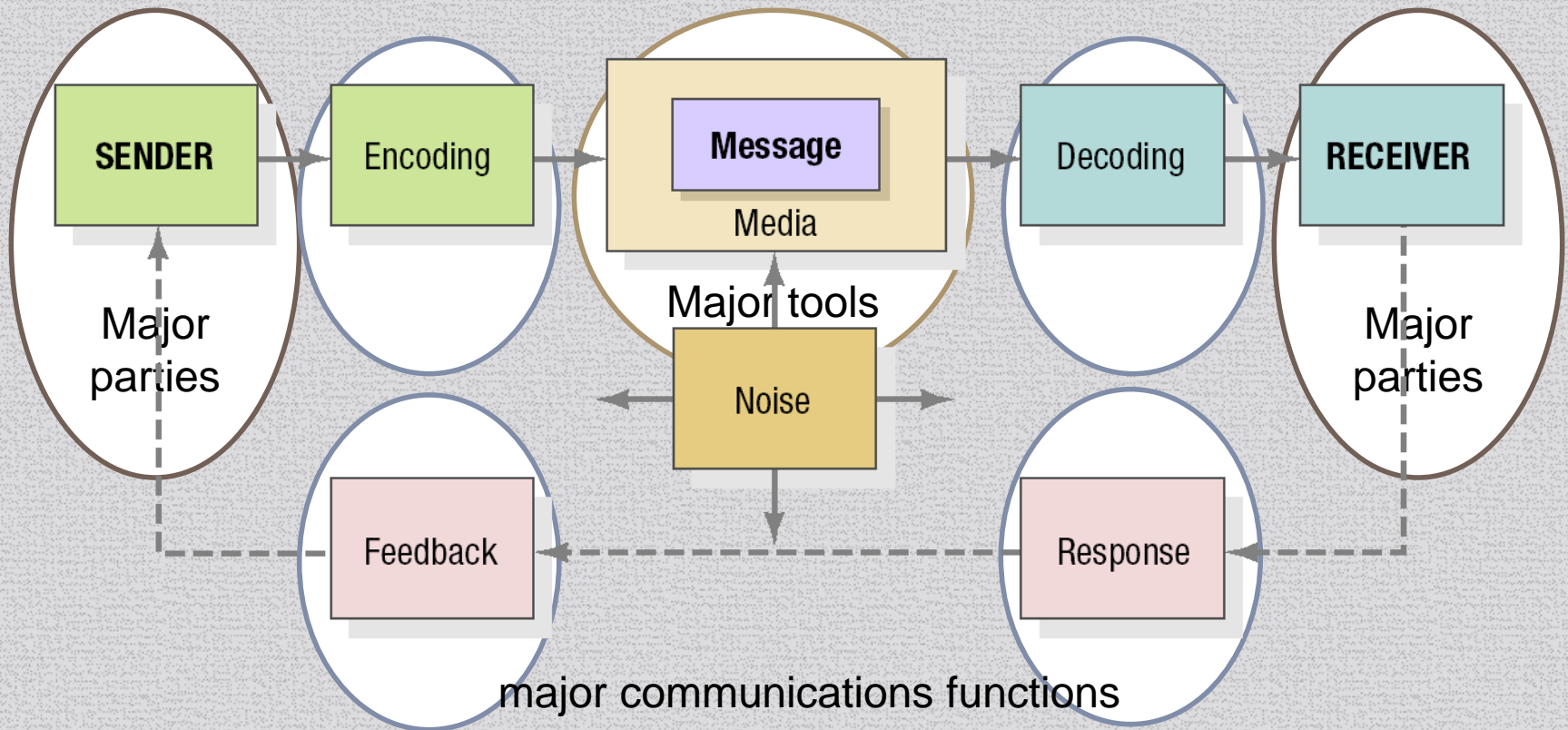
- Kick Start Change Challenge
  - [Can't stand the father of your children?](#)
  - [What changes have you made this year?](#)
  - [needing help...](#)

#### Today on iVillage

##### Message Board Communities

- Beauty & Style** [see all](#)
  - Get Great Hair
  - Beauty Comes in All Sizes
  - 20s & Terrific
- Entertainment** [see all](#)
  - TV Lovers
  - Politics Today
  - The Write Stuff
- Food** [see all](#)
  - Frugal Kitchen
  - Light & Lean Cooking
  - Cooking 101
- iGo Green** [see all](#)
  - Green Tips & Tricks
  - Fitness Walking
  - Living Simple & Green

# Macromodels of the Communication Process: Elements in the Communications Process





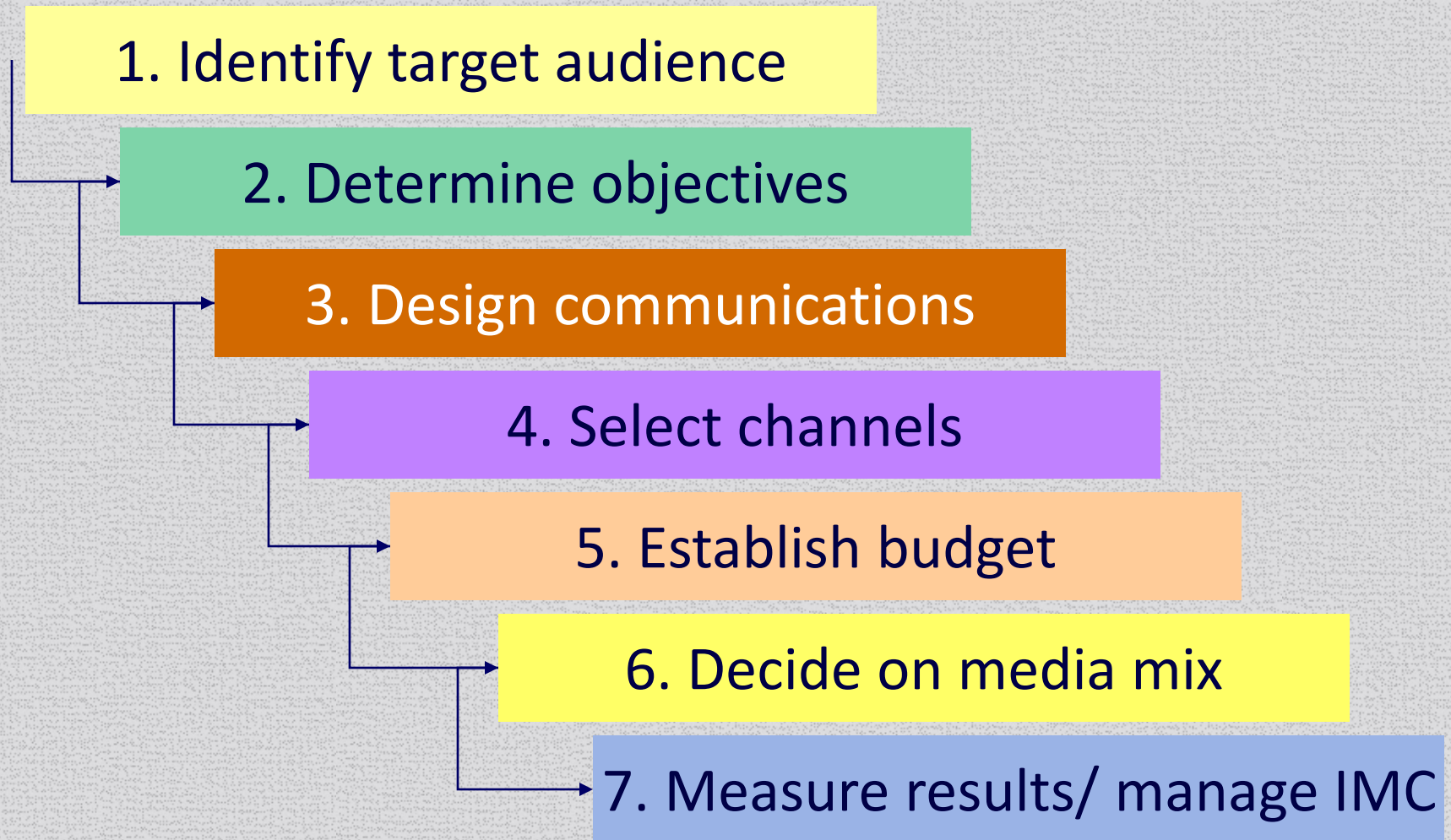
# Micromodel of Consumer Response:

## Response Hierarchy Models

Models

Stages	AIDA Model <sup>a</sup>	Hierarchy-of-Effects Model <sup>b</sup>	Innovation-Adoption Model <sup>c</sup>	Communications Model <sup>d</sup>
<b>Cognitive Stage</b> learn	Attention ↓	Awareness ↓ Knowledge ↓	Awareness ↓	Exposure ↓ Reception ↓ Cognitive response ↓
<b>Affective Stage</b> feel	Interest ↓ Desire ↓	Liking ↓ Preference ↓ Conviction ↓	Interest ↓ Evaluation ↓	Attitude ↓ Intention ↓
<b>Behavior Stage</b> do	Action	Purchase	Trial ↓ Adoption	Behavior

# Steps in Developing Effective Communications



# Steps in Developing Effective Communications

## 1. Identify Target Audience

- Potential buyers
- Current users
- Deciders
- Influencer
- Groups
- Particular publics
- General public

## 2. Determine objectives

- Category need
- Brand awareness (recognize brand)
- Brand attitude ( evaluate the brand's perceived ability to meet a currently relevant need)
- Brand purchase intention



### 3. Designing the Communications

- Message strategy  
(What to say)
- Creative strategy  
(how to say it)
- Message source  
(who should say it)
- Global adaptation





# Creative Strategy

**The way marketers translate their message into specific communication**

**→ Informational and Transformational appeals**

## **Informational appeals:**

Elaborates on product or services attributes

- Problem solutions ads
- Product demonstration ads,
- Product comparison ads,
- Testimonial from unknown or celebrity endorsers

## **Transformational appeals:**

Elaborates on non product-related benefit or image

- It might depict what kind of person uses a brand or what kind of experiences result from use
- Negative and Positive appeals:
  - Fear
  - Guilt
  - Shame
  - Humor
  - Love
  - Pride
  - Joy

# Message Source

Jenny Craig Commercials - Featuring Kirstie Alley - Mozilla Firefox

http://www.jennycraig.com/commercials/

**Jenny Craig** (800) 597-Jenny  
To have a consultant call you now, [click here](#).

Lose 20 pounds for just **\$20\***  
\*Plus the cost of food.

programs success stories recipes etools menu planner commercials

myJenny login [click here](#)

### Watch our TV Commercial

PEOPLE ARE GETTING BEHIND ME IN MY DECISION TO GET HEALTHY

WATCH THE NEW QUEEN LATIFAH COMMERCIAL

**NEW! Queen Latifah Interview** - Diane Sawyer interviews Queen Latifah about Jenny Craig

New clinical study shows just how well Jenny Craig works!  
[Click here for more details](#)

Lose 5 X More  
Obesity 2007-16: 939-949  
Pook CL, et al

start NETGEAR WG511v2... Microsoft PowerPoint... Adobe Acrobat - [Go... Gmail - Inbox - Tracy... Jenny Craig Commer... 11:49 AM

## Celebrity Characteristics

- Expertise
- Trustworthiness
- Likeability





# Issues Facing Global Adaptations

- Is the product restricted in some countries?
- Are there restrictions on advertising the product to a specific target market?
- Can comparative ads be used?
- Can the same advertising be used in all country markets?



## 4. Select the Communication Channels



- **Personal Communication Channels**

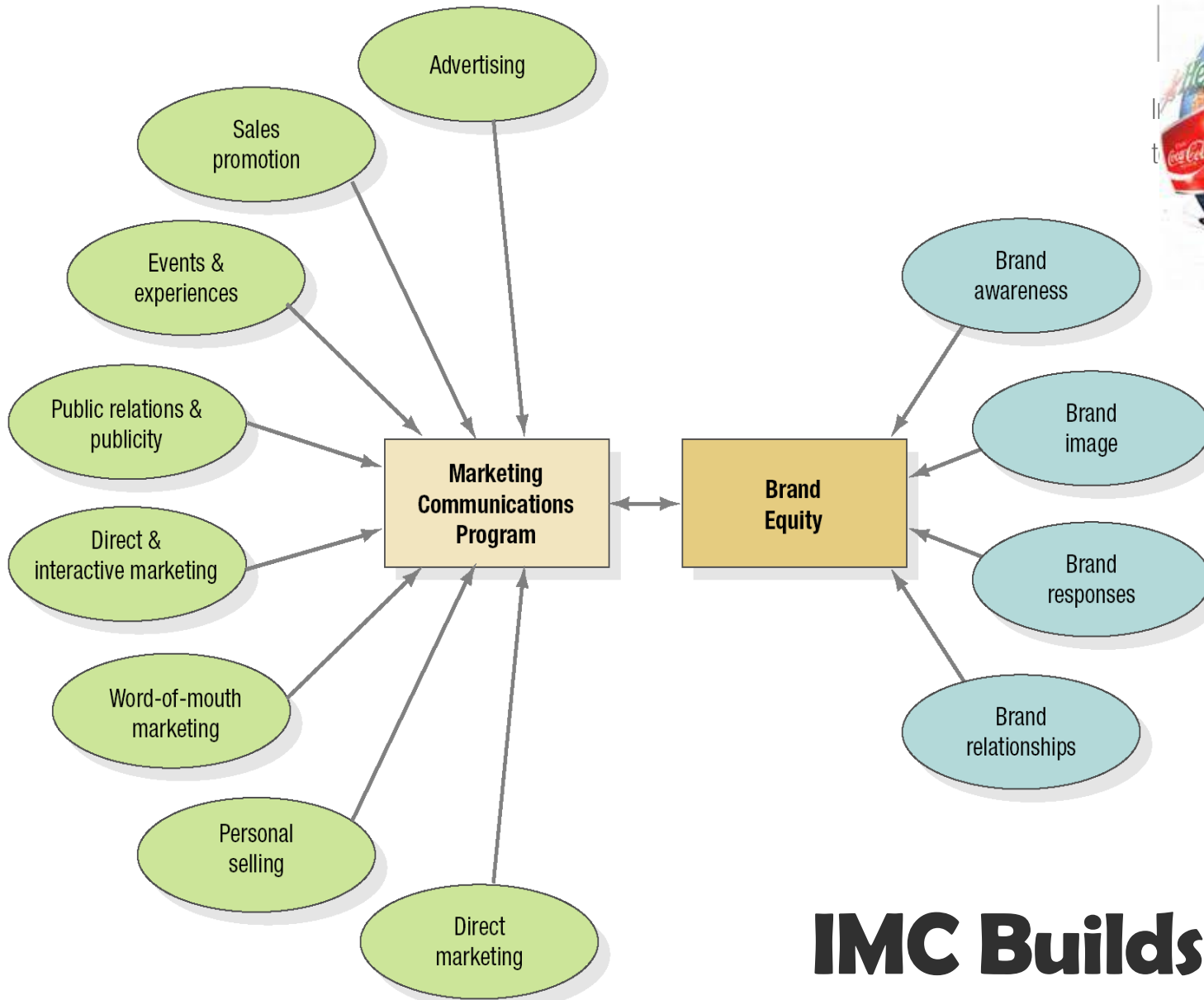
Let two or more persons communicate face-to-face or person-to-audience through a phone, surface mail or e-mail.

- Advocate channels : company sales people contacting buyers in the target markets
- Expert channels: independent expert marketing statements to target buyers
- Social channels: neighbors, friends, family members and associates talking buyers

- **Non Personal (Mass) Communication Channels**

Communications directed to more than one person and include advertising, sales promotions, events and experiences, and public relations.

- **Integration of Communication Channels**



# IMC Builds Brands



## 5. Establish the Budget



**Affordable**

**Percentage-of-Sales**

**Competitive Parity**

**Objective-and-Task**

## 6. Deciding on the marketing communications mix

### Characteristics of The Marketing Communications Mix

#### Advertising

- **Pervasiveness**  
Seller and buyer receive and compare the message of various competitors
- **Amplified expressiveness**  
Dramatizing the company and its brands and products through artful use of print, sound and color
- **Control**  
Advertiser can choose the aspects of the brand and product on which to focus communications

#### Sales Promotion

- **Ability to be attention-getting**  
Draw attention and lead the consumer to the product
- **Incentive**  
Incorporate some concession, inducement or contribution that gives value to the consumer
- **Invitation**  
Include a distinct invitation to engage in the transactions

# Characteristics of The Marketing Communications Mix

## **Public Relations and Publicity**

- **High credibility**  
More authentic and credible to readers than ads
- **Ability to catch buyers off guard**  
Reach prospects who prefer to avoid mass media and targeted promotions
- **Dramatization**  
Can tell the story behind a company, brand or product

## **Events and Experiences**

- **Relevant**  
Consumer is often personally invested in the outcome
- **Engaging**  
Live, real time quality
- **Implicit**  
Indirect “soft sell.”



# Characteristics of The Marketing Communications Mix

## Direct Marketing

- **Customized**  
Can be prepared to appeal to the addressed individual
- **Up-to-date**  
Can be prepared very quickly
- **Interactive**  
Can be changed depending on the person's response

## Word-of-Mouth Marketing

- **Influential:** people trust others they know and respect
- **Personal :** can be a very intimate dialogue that reflects personal facts, opinions, and experiences.
- **Response:** buyer is often given personal choices and encouraged to directly respond.

## Personal Selling

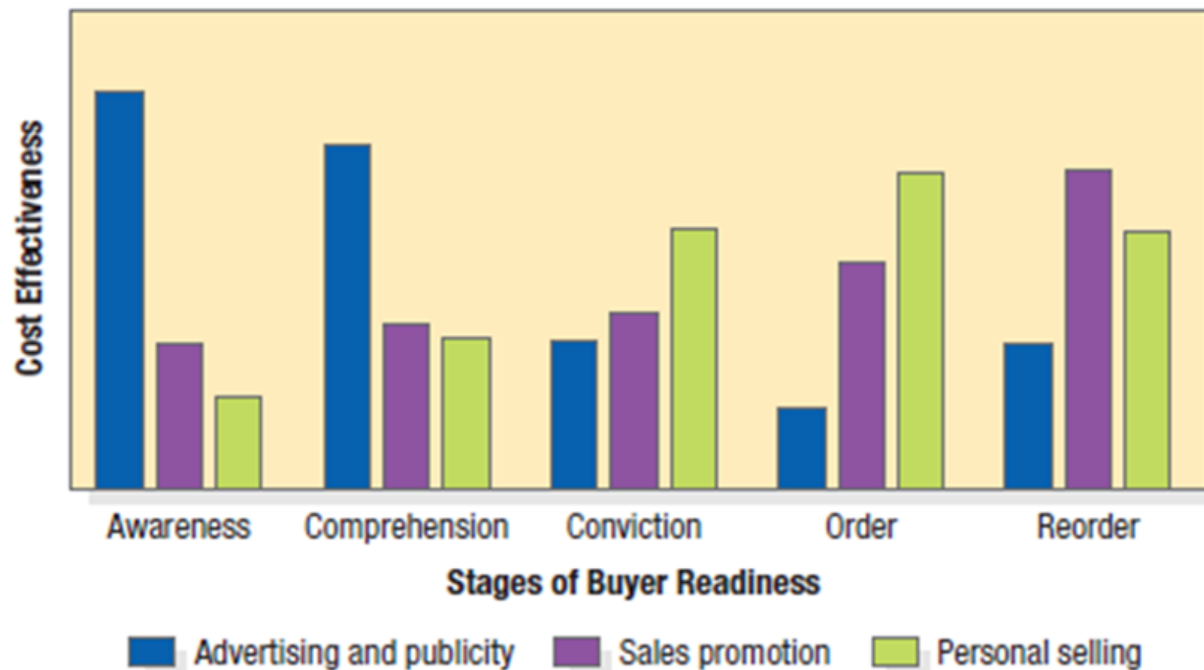
- **Personal interaction**  
Each is able to observe the other's reactions.
- **Cultivation**  
Permits all kinds of relationships
- **Response**  
Buyer is often given personal choices and encouraged to directly respond.

# Factors in Setting the Marketing Communications Mix

- **Type of Product Market**

- Consumer marketers tend to spend comparatively more on sales promotion and advertising;
- Business marketers tend to spend comparatively more on personal selling.

- **Buyer Readiness Stage**



- **Product Life-Cycle Stage**

- ❑ Introduction stage:

- Advertising, events and experiences, and publicity
    - Personal selling to gain distribution coverage and sales promotion and direct marketing to induce trial.

- ❑ Growth stage: word of mouth and interactive marketing.

- ❑ Maturity Stage: Advertising, events and experiences, personal selling.

- ❑ Decline stage: sales promotion continues strong, other communication tools are reduced, and salespeople give the product only minimal attention.



"I'M A GREAT  
LOVER."



MARKETING

"I'M A GREAT LOVER.  
I'M A GREAT LOVER.  
I'M A GREAT LOVER."



ADVERTISING

"TRUST ME.  
HE'S A GREAT  
LOVER."



PUBLIC RELATIONS

"I UNDERSTAND  
YOU'RE A GREAT  
LOVER."



BRANDING