

# Integrated Marketing Communication

## Learning Objectives

### Topic 1 – IMC and Brand Equity Enhancement

- Explain the nature of IMC and why it is important
- Examine brand equity and how it relates to IMC
- Brief overview of how IMC has changed in the digital age

### Topic 2 – Communication Process

- Apply the elements to the communication process
- Understand how meaning is transferred (from sender to receiver)
- Understand and compare uses of the consumer processing model (CPM) and the simpler hedonic experiential model (HEM)

### Topic 3 – Persuasion and Message Strategies

- Understand the elaboration likelihood model and the importance of consumer motivation opportunity and ability
- Explain the difference between central and peripheral route processing
- Understand automatic influences processes on persuasion
- Apply different message strategies

### Topic 4 – Segmenting, Targeting and Brand Positioning

- Explain the reasons and benefits of segmentation and positioning
- Explore different forms of segmentation and the associated limitations
- Understand brand positioning and the role it plays in developing communication strategies

### Topic 5 – Objectives and Planning

- Understand the objectives of advertising
- How to set objectives and how it is influenced by the hierarchy of effects model
- Understand the important issues when establishing media objectives, including reach, frequency, scheduling, and recency planning,
- The importance of budgeting and cost considerations

### Topic 6 – Advertising Media

- Understand the structure of the broadcast and print media channels
- Understand how effectiveness of advertising (particularly TV advertising) is measured
- Identify and weigh/compare the different strengths and weaknesses of each medial channel
- Examine the various support media and their role in communicating value

### **Topic 7 – Digital Marketing I**

- Understand the role of digital marketing
- Understand social media and how brands can leverage it; examine the advantages and disadvantages to being on social media
- Examine what content consumers share (what goes viral), why this happens and what marketers can do about it

### **Topic 8 – Digital Marketing II**

- Examine different social media platforms and understand the trade-offs on using social media
- Examine what content consumers share (what goes viral) why this happens and what marketers can do about it
- Understand what marketing analytics are and how they function, particularly in terms of how they augment traditional insights

### **Topic 9 – Marketing Public Relations and Sponsorship**

- Understand how marketing public relations differs from other public relations, and the different types of MPR
- Examine how to respond to negative PR and be able to apply this knowledge
- Explore the role of sponsorship and cause-related marketing in overall marketing communications and in MPR
- Examine influencer marketing, aka sponsorship in the digital era

### **Topic 10 – Direct Marketing, Sales, Promotion & Personal Selling**

- Examine the direct marketing, understand the advantages and limitations and the different forms that direct marketing takes (vehicles)
- Comprehend the role of direct marketing in developing the most possible customer lifetime value
- Understand the strengths and limitations of sales promotions
- Understand and be able to explain the different steps in the personal selling process

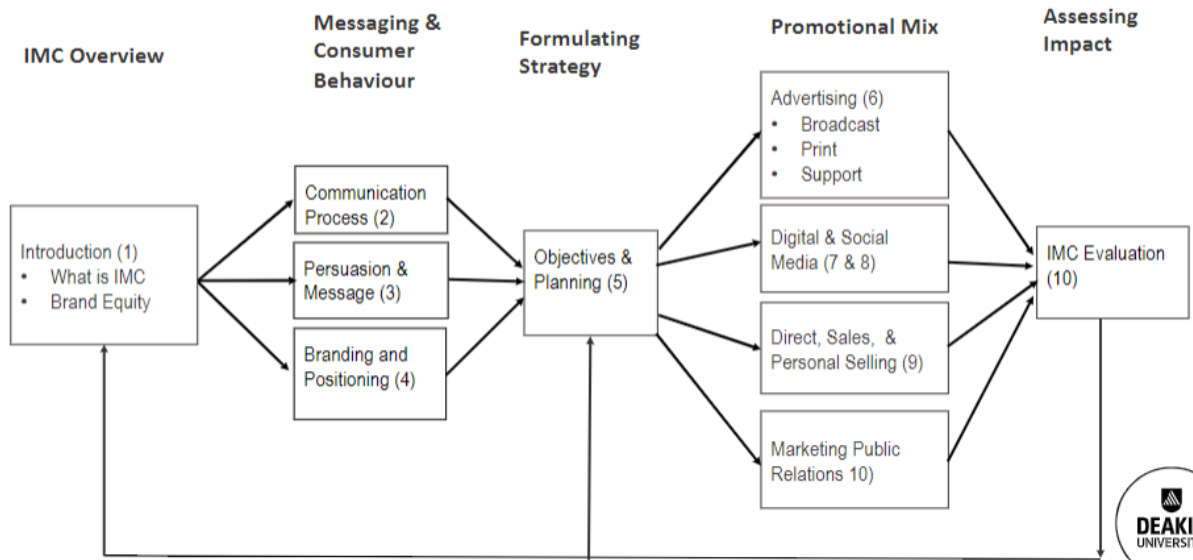
### **Topic 11 – Evaluating IMC**

- Understand the essentials of effective evaluation
- Explain the evaluation process and the importance of testing the entire IMC process
- Know which tools are used to evaluate IMC success
- Briefly examine the future of evaluation

## Week 1 – IMC and Brand Equity Enhancement

*Explain the nature of IMC and why it is important*

### IMC as an *Integrated System*

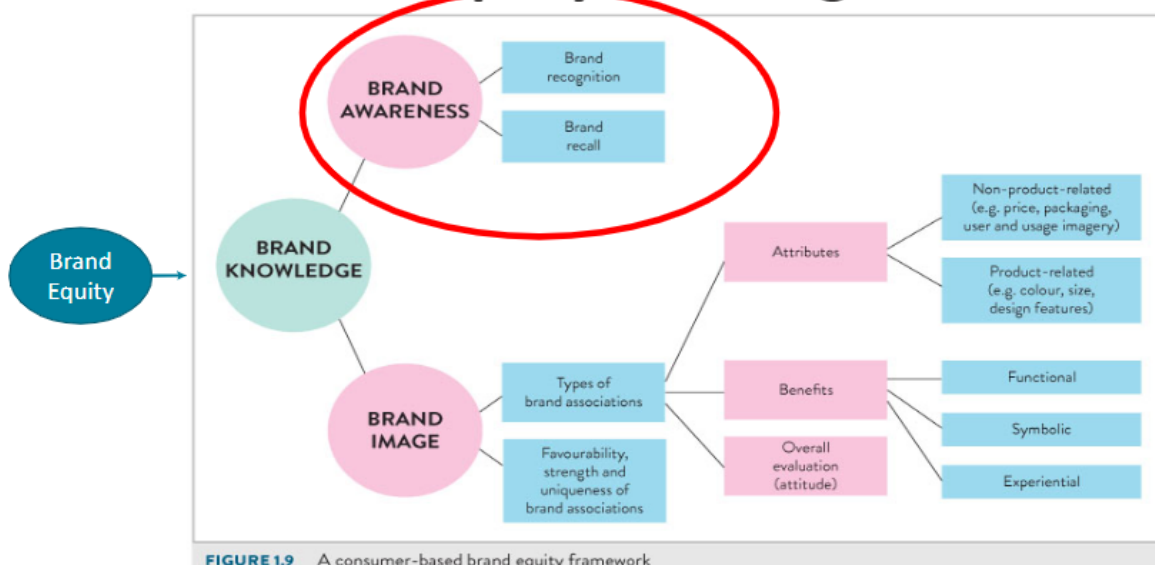


**IMC:** The integration of all marketing activities associated with planning, developing, implementing and evaluating brand communication

- Is a process
- Speak with one voice
  - Clear, consistent, compelling (concise, coordinated and comprehensive)
- Integrates the promotional mix with the marketing mix (e.g. 7 p's) to build brand equity

*Examine brand equity and how it relates to IMC*

## Brand Equity Building Framework



**FIGURE 1.9** A consumer-based brand equity framework

**Brand Equity:** The equity value that an established brand has built over its history

- Consumers willing to pay more for product, talk positively about it, and buy a newly released product (e.g. new iPhone)
- Brand awareness
  - Recognition
  - Recall
- Strong, unique and positive brand associations

**Brand Awareness** (Follow sequence)

**Top of mind awareness:** pinnacle of brand-name awareness occurs when company's brand is first brand that consumer can recall when thinking of product category

**Brand Recall:** relatively high level of awareness of particular brand, where brand is so well known that many consumers can recall the brand without prompts

**Brand Recognition:** relatively low level of awareness of particular brand where the consumer may be able to identify a brand if given prompts

**Unaware of Brand**

**Types of benefits**

**Functional**

- Provides solutions for practical problems (utility)
- Materials, quality, craftsmanship
- Faster processing power on your laptop

**Symbolic**

- Provides self-image enhancement, identity, and belongingness benefits (social status)
- Social signals, storytelling and prestige
- Having the newest iPhone to signal trendiness and wealth

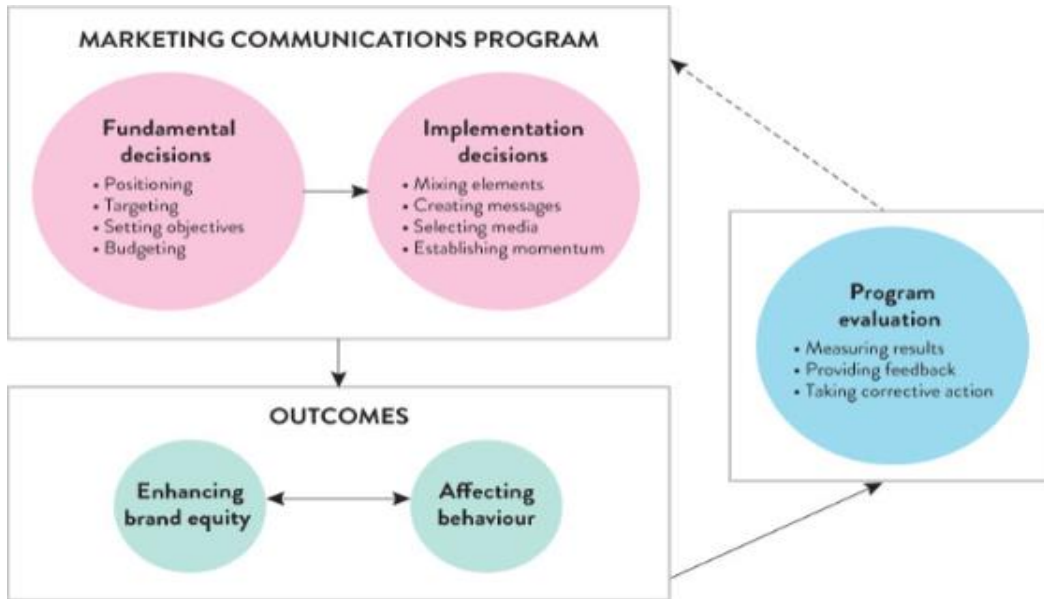
**Experiential**

- Provides sensory, cognitive and affective stimulation (feelings)
- Sensations and feelings
- Rollercoasters and skydiving
- Sad movie

**How IMC helps achieve Equity**

1. **Profile the target market** - Determine the message/positioning
2. **Use the relevant media channels** - Reach the target consumer
3. **Achieve communication Synergy** - Speak with one voice, build brand equity
4. **Influence the target market** - Sales, awareness, loyalty, behaviour
5. **Build customer relationships** - Repeat purchases, positive WOM, community

## IMC Model



## Setting objectives:

|                                 |                                   |
|---------------------------------|-----------------------------------|
| Informing                       | Introducing new brand/product     |
| Persuading                      | Change frequency of use           |
| Reminding                       | Changes to product                |
| Adding value                    | Enhance/change brand image        |
| Assisting other company efforts | Stimulate point-of-purchase sales |

## IMC Elements

|                                                                                                                                                    |                                                                                                                                                       |
|----------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>• Sponsorship</li> <li>• Personal selling</li> <li>• Sales promotion</li> <li>• Public relations</li> </ul> | <ul style="list-style-type: none"> <li>• Advertising</li> <li>• Point of purchase</li> <li>• Direct marketing</li> <li>• Digital marketing</li> </ul> |
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## Media Channels

|                                                                                                                          |                                                                                                                       |
|--------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>• Newspaper</li> <li>• Facebook</li> <li>• Television</li> <li>• Radio</li> </ul> | <ul style="list-style-type: none"> <li>• Twitter</li> <li>• Email</li> <li>• In person</li> <li>• In store</li> </ul> |
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***Brief overview of how IMC has changed in the digital age***

**IMC Digital Age:** One way communication has become more interactive and reciprocal

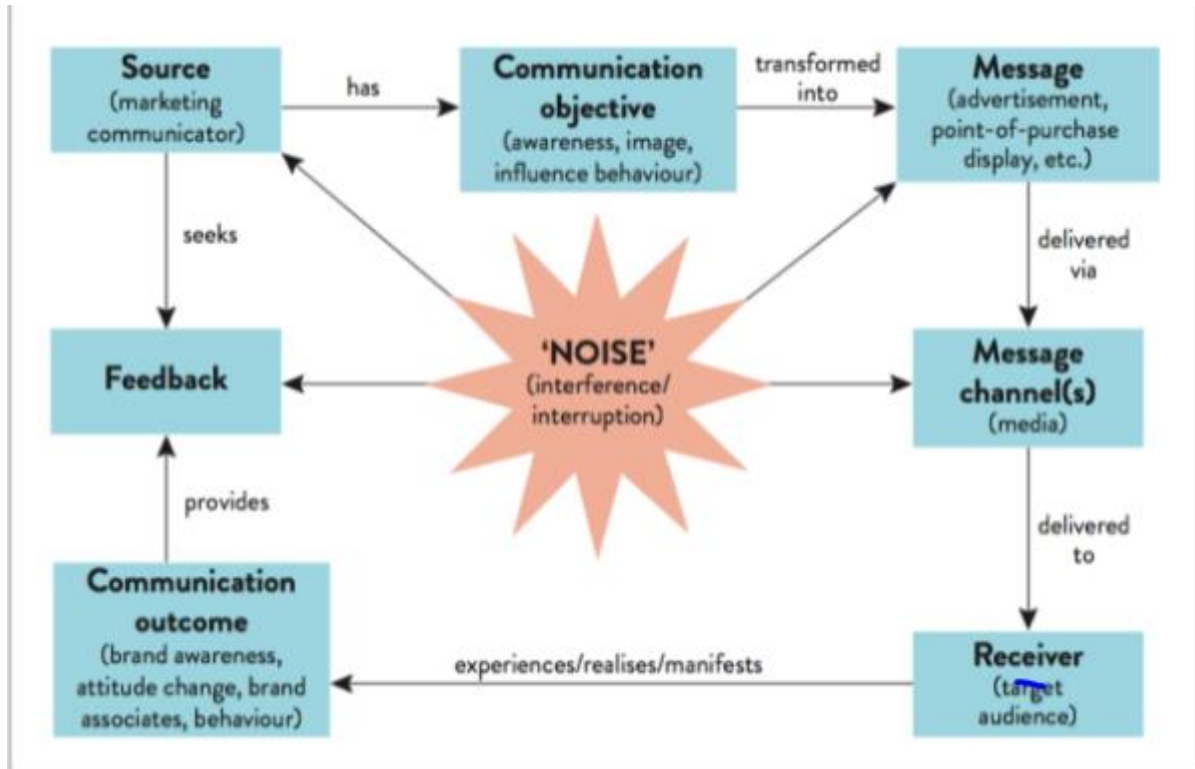
- Transition towards use of mobile and video

|                         | Traditional Media                                                          | Social Media                                                              |
|-------------------------|----------------------------------------------------------------------------|---------------------------------------------------------------------------|
| Market Research         | Surveys or focus groups conducted infrequently with limited customers      | Continuous, detailed feedback from customers using online communities     |
| New Product Development | New products created by R&D with limited feedback from customers           | Customers contributing new product ideas to brand team on regular basis   |
| Customer Interactions   | One-way marketing from the company; two-way dialogue occurred in the store | Customers expect brands to listen and engage with them on a regular basis |
| Brand Positioning       | Brand positioning created with agency and dictated to consumers            | Brand positioning created and shared with most engaged, loyal customers   |
| Targeting               | TV ad created for the masses, some minimal targeting via program selection | Digital campaigns reach consumers in an entirely personalized manner      |
| Creative                | Campaign created with agency and executed over six-month plan              | Campaign constantly evaluated and evolved based on real-time data         |

## Week 2 – Communication Process

### *Apply the elements to the communication process*

**Communication:** transfer of meaning from the sender to the receiver



### *Understand how meaning is transferred (from sender to receiver)*

**Meaning:** The perception (mental) and affective (emotional) reactions evoked when presented with words, symbols or other signs

- Meaning is internal, subjective and can differ from person to person
- Over time a brand can become its own symbol for meaning

**Symbols:** used to establish a relationship between brand and a referent (idea)

- Often symbolic relationship is established using figurative or non-literal language

**Simile:** Comparative like or as e.g. 'it's like a blast of hydration'

**Metaphor:** Transfers (relatively simple) associations or makes comparisons without using literal descriptions e.g. red bull

**Allegory:** extended metaphors to create a narrative

- Can use characters, figures and events
- Often uses personification