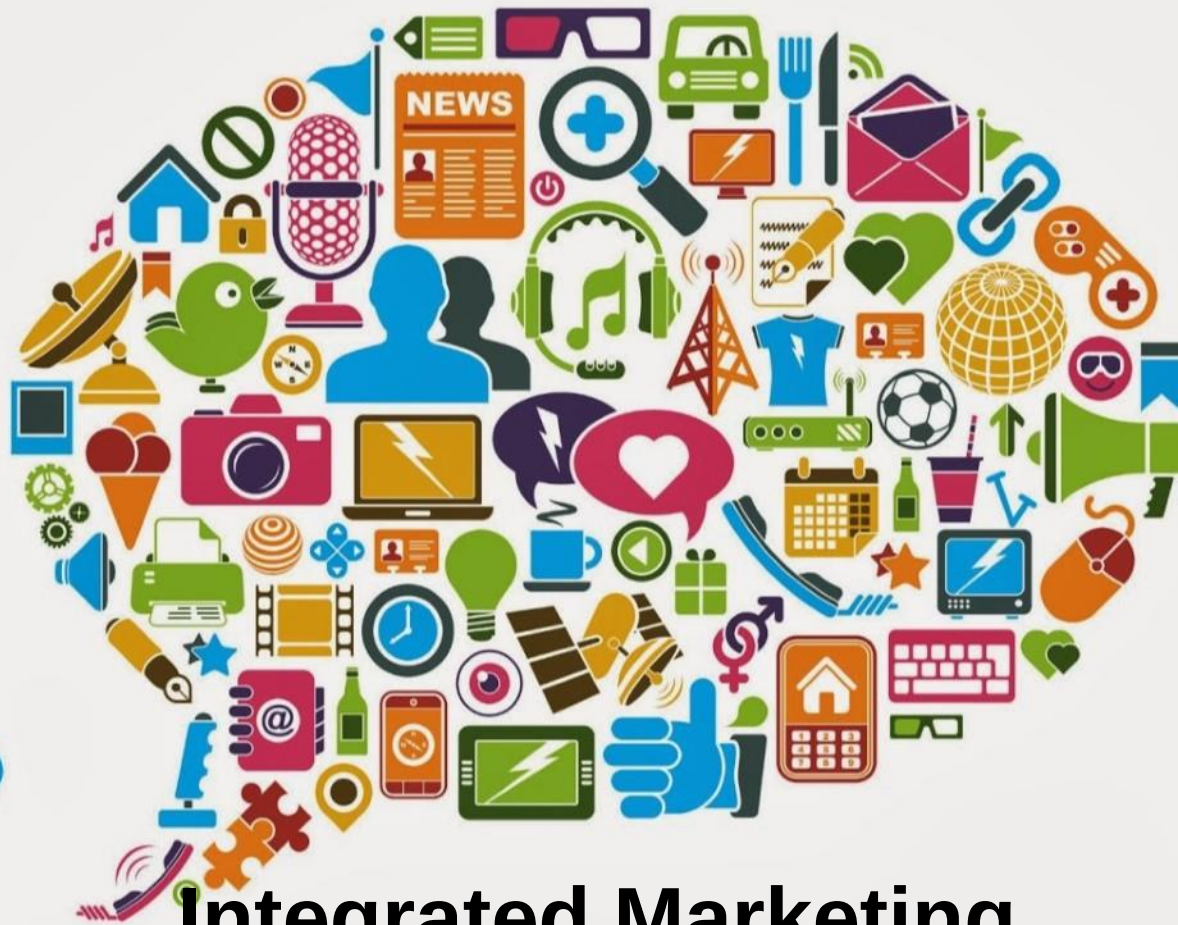




Integrated Marketing Communications

Marketing Management



PRIFYSGOL CYMRU
Y Drindod Dewi Sant
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Trinity Saint David

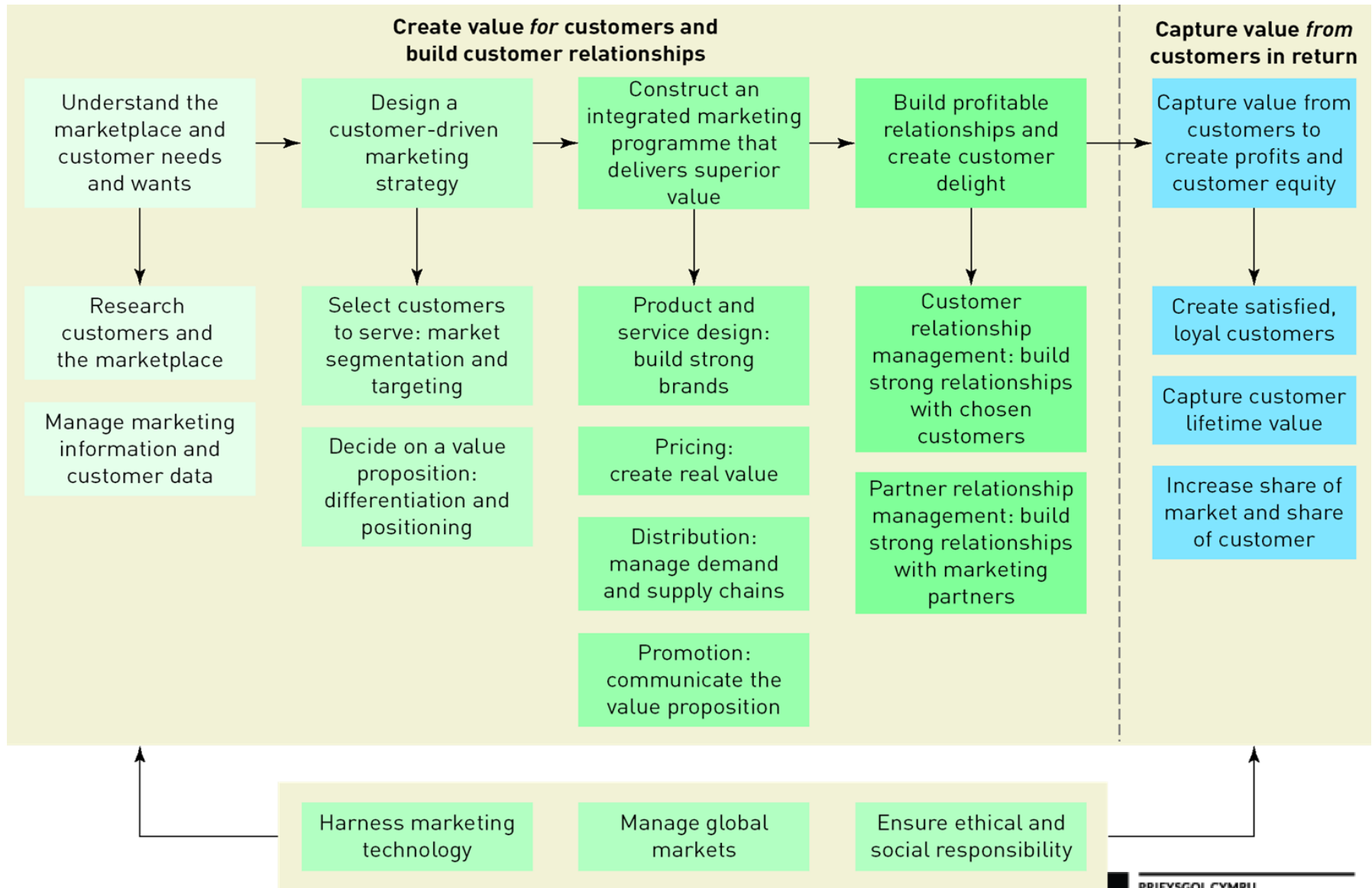
Session objectives

- To evaluate the promotional mix in relation to creating communications relevant to the target audience
- To analyse the importance and characteristics of integrated marketing communications
- To appraise appropriate theoretical frameworks for developing integrated marketing campaigns

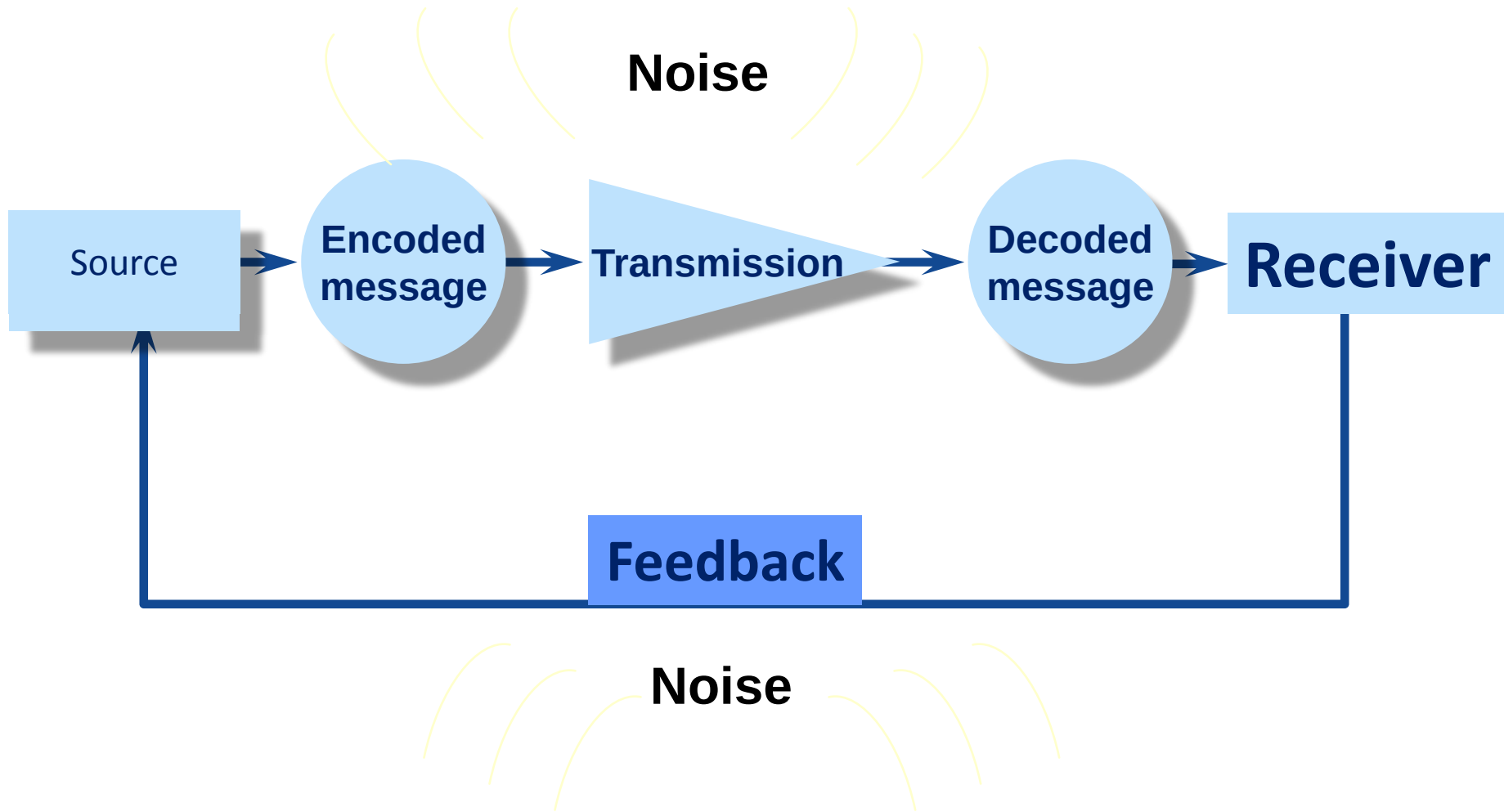
Marketing Management



An expanded model of the marketing process



The Communication Process

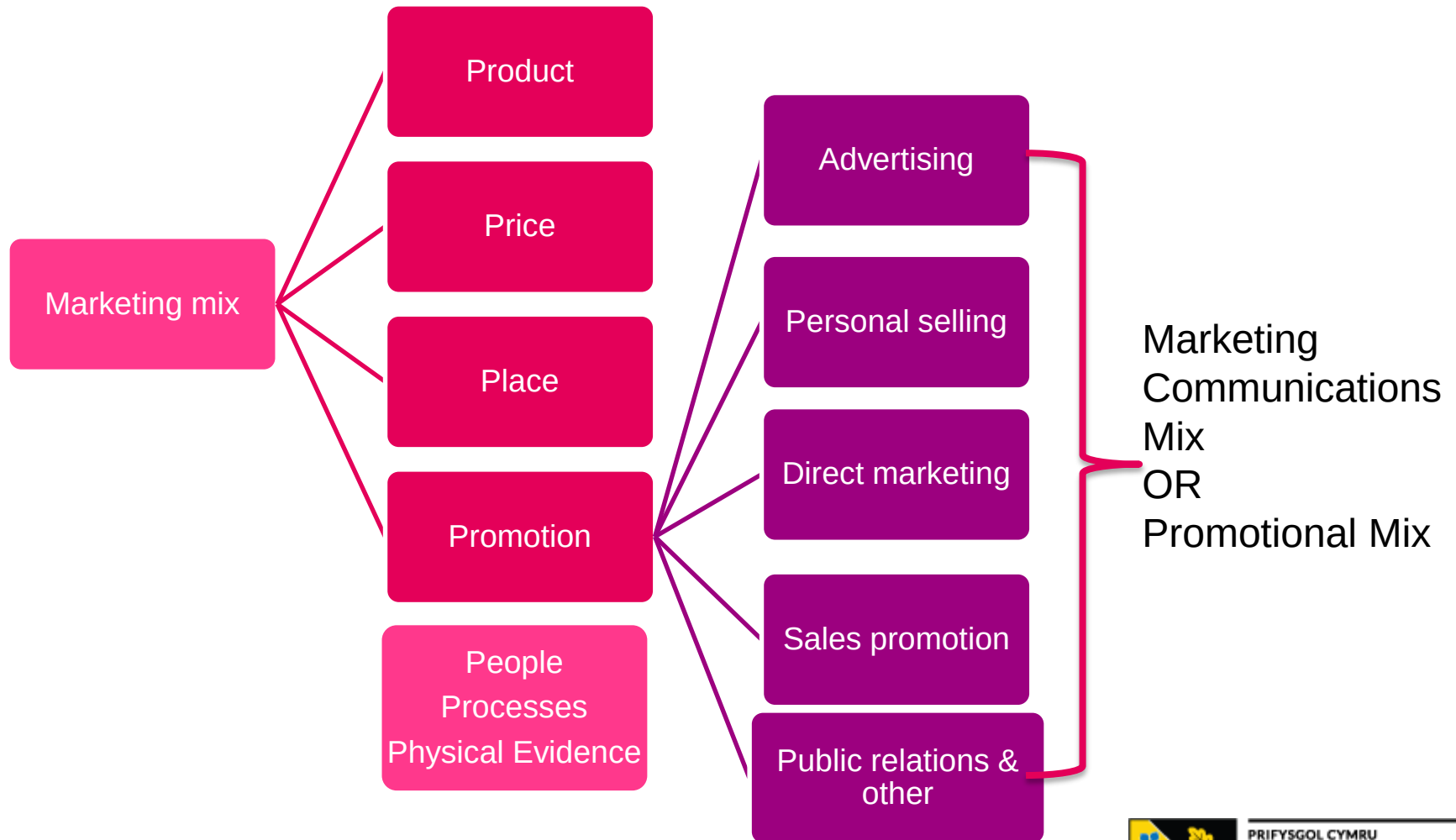


Promotional Mix

- The main offline communications techniques available to the marketer are:
 1. Advertising;
 2. Sales promotion;
 3. Publicity;
 4. Sponsorship;
 5. Direct marketing;
 6. Other techniques such as exhibitions, product placement, guerrilla marketing, ambient marketing.

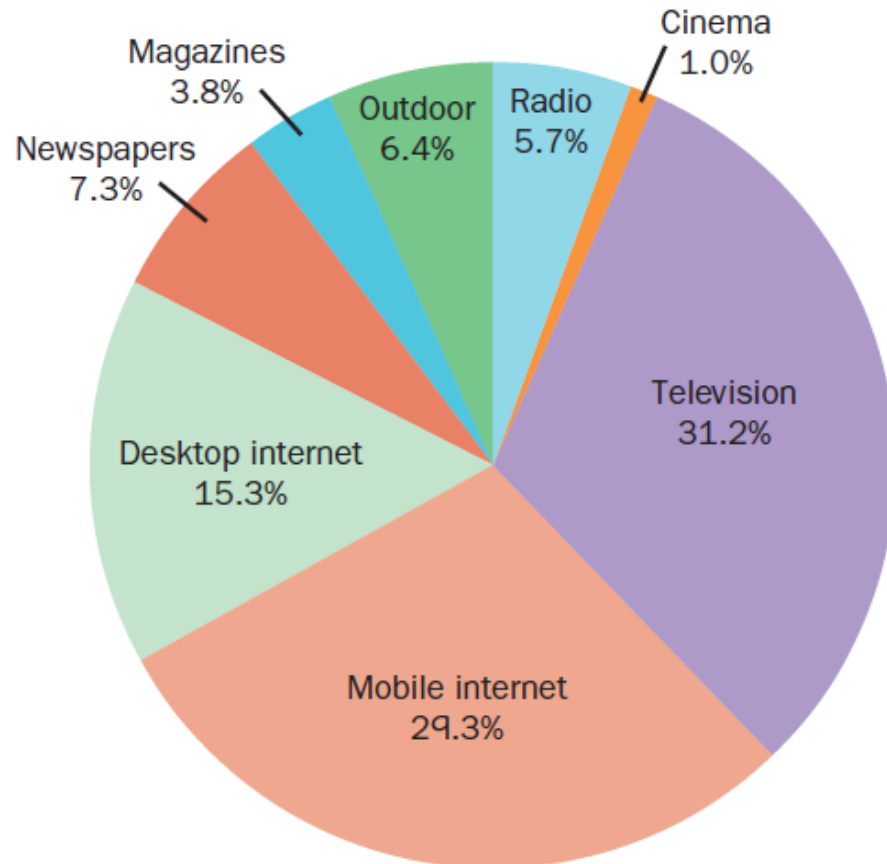
Marketing communications and the marketing mix

The main offline communications techniques available to the marketer



Global Advertising Expenditure By Media – forecast 2020

Figure 10.3 Global advertising expenditure by media – forecast 2020



Source: ZenithOptimedia

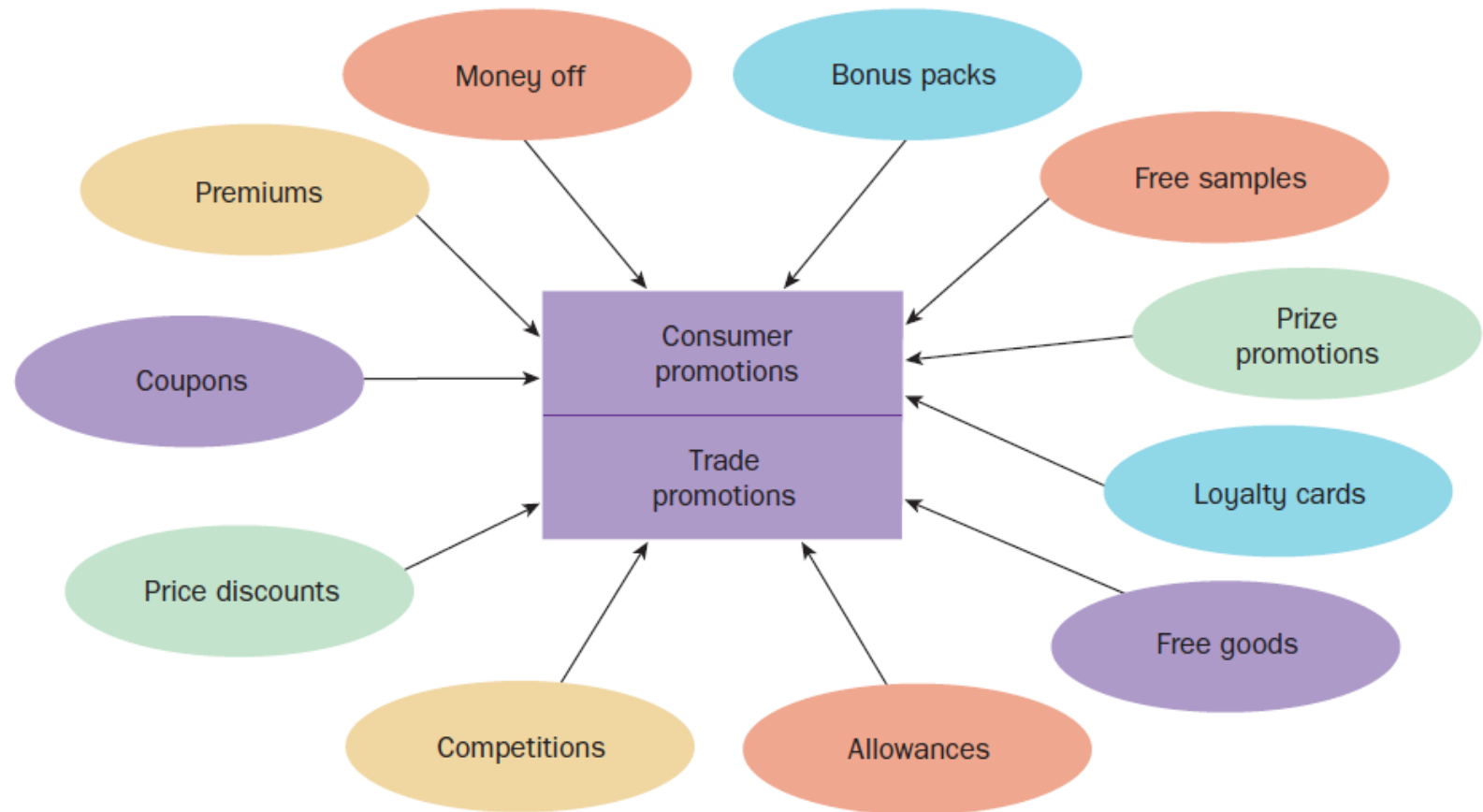
Message Decisions

- The *advertising message* translates an organization's basic value proposition into an *advertising platform*— that is, the words, symbols, and illustrations that are attractive and meaningful to the target audience.
- Example: Rihanna's association with Puma gave its sales a significant boost in 2017.



Sales Promotion Strategy

Figure 10.4 Consumer and trade promotions





Free in-pack gifts have been used by many magazine publishers in a bid to counter declining sales

Bring a Friend



A wide variety of businesses such as apparel retailers, gyms and educational establishments run 'bring a friend' promotions as a way of growing their potential database of customers



Sponsorship

The five key principles of sponsorship are:

- Gaining publicity
- Creating entertainment opportunities
- Fostering favourable brand and company associations
- Improving community relations
- Creating promotional opportunities

Sponsorship



Adidas has been an extensive user of sports sponsorship in building its brand globally.



- Sport
- Programmes
- Art
- Events

Programme sponsorship



Amazon sponsor of Bake Off



Xfactor – *Just Eat*
Marketing Management



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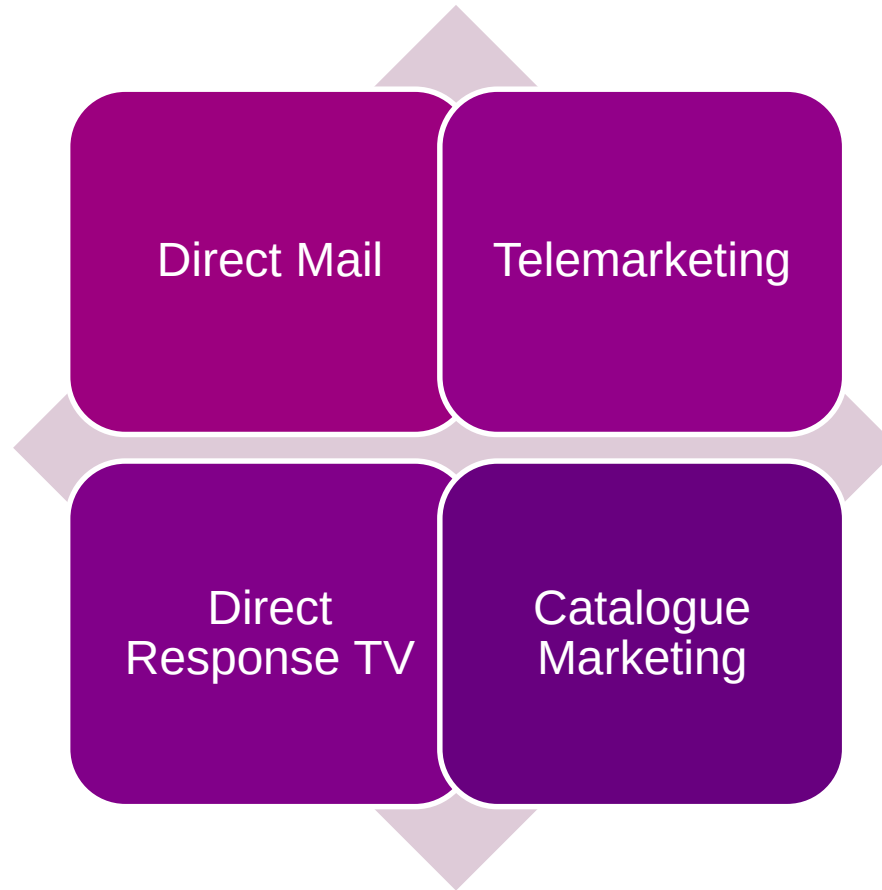
Guerilla Marketing

The delivery of advertising messages through unexpected means and in ways that would almost “ambush” the consumer to gain attention.



Exhibit 10.6 This very clever piece of guerrilla marketing demonstrates the possibilities of this communications tool.

Direct Marketing Media



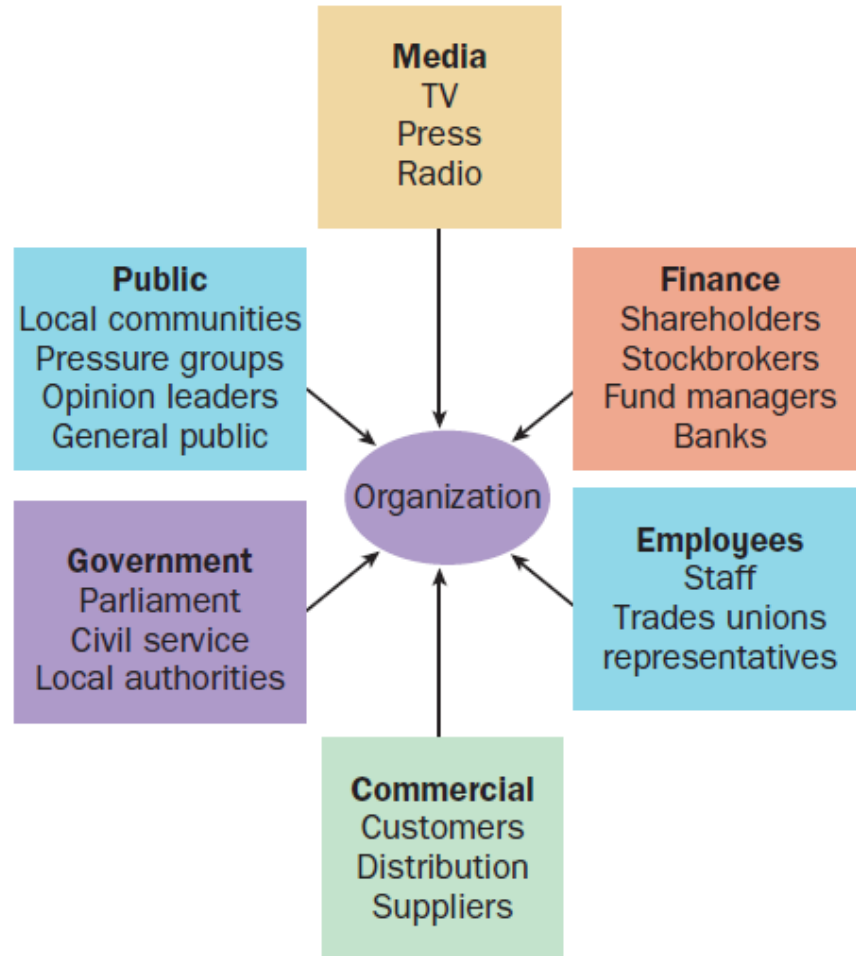
Public Relations & Publicity

Public Relations (PR) is concerned with managing the interactions between a company and its publics, e.g., consumers, suppliers, the local community, employees, shareholders, pressure groups.

There has been a significant growth in PR. Key reasons are recognition by marketing teams of the power and value of PR, increased advertising costs, and improved understanding of the role of PR.

Public Relations and Publicity

Figure 10.5 An organization and its publics



Other Promotional Techniques

- *Exhibitions* are unique in that, of all the promotional tools available, they are the only one that brings buyers, sellers, and competitors together in a commercial setting.
- Exhibitions can have a variety of objectives, including
 - identifying prospects and determining their needs;
 - building relationships;
 - providing product demonstrations, making sales;
 - gathering competitive intelligence fostering the image of the company.
- *Product placement* is the deliberate placing of products and/or logos in movies, television, songs, and video games, usually for a fee.
- Product placement has grown significantly as:
 - the brand can benefit from the positive associations from being in a film or television show;
 - many consumers do not realize that the brand has been product-placed;
 - repetition of the movie or television show means that the brand is seen again and again;
 - promotional and merchandising opportunities can be generated on the show's website.



Ambient Advertising

- Refers to advertising carried on outdoor media that does not fall into the established outdoor categories such as billboards and bus signs. Examples include:
 - Shopping bags;
 - Petrol pump nozzles;
 - Balloons;
 - Banners towed by airplanes;
 - Street pavements;
 - Overhead lockers in airplanes
 - Digital out-of home (DOOH)



<https://mobilemarketingmagazine.com/innocent-super-juice-mediacom-doooh-automated-trading-desk>

Ethical Issues in Advertising

Advertising in the UK should be legal, decent, honest, and truthful. The advertising Standards Authority administers the British advertising codes of practice. Sometimes these codes are broken using some of the following practices:

- Misleading advertising can take the form of exaggerated claims and concealed facts.
- Advertising may deceive by omitting important facts from the message.

 **innocent**
little tasty drinks



Marketing Management

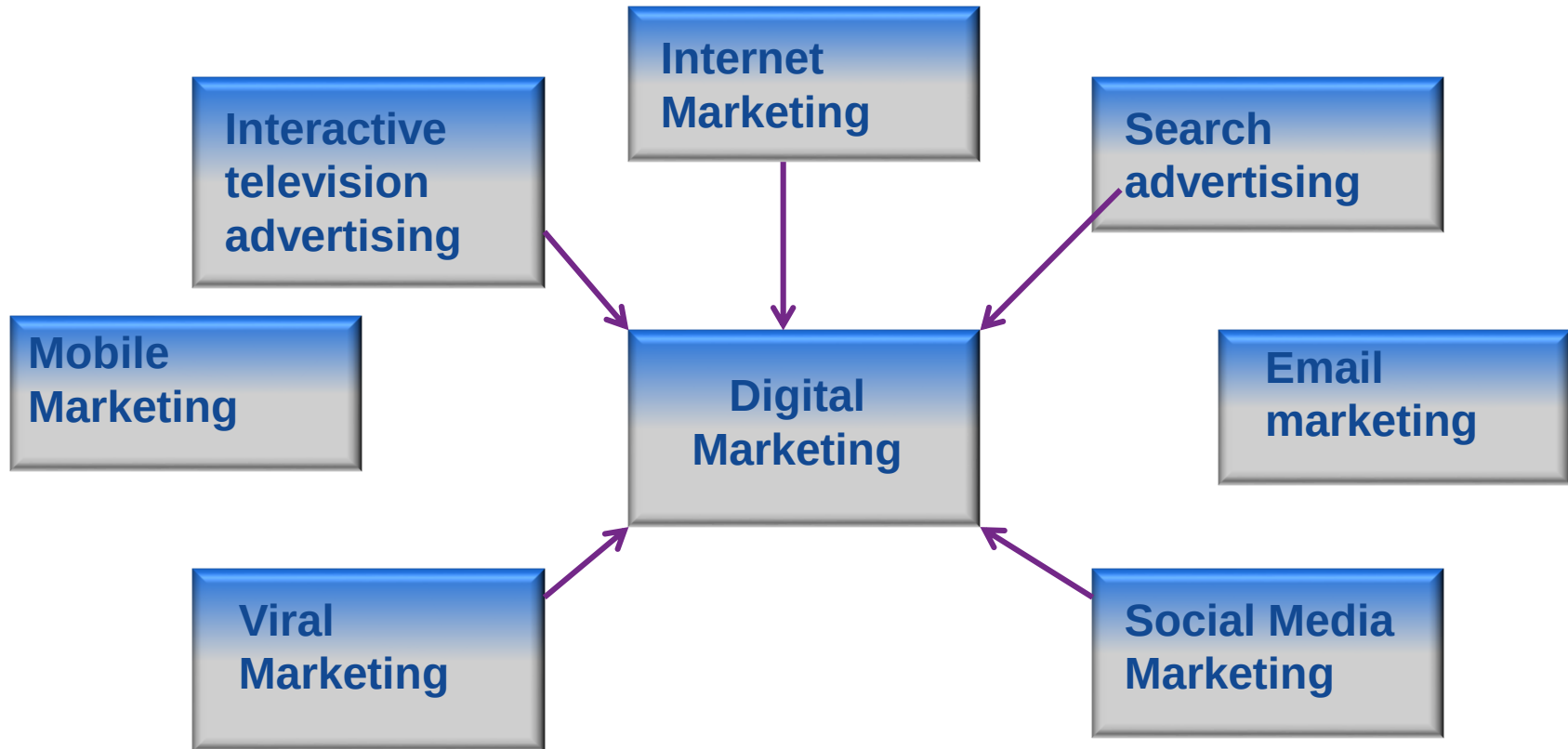


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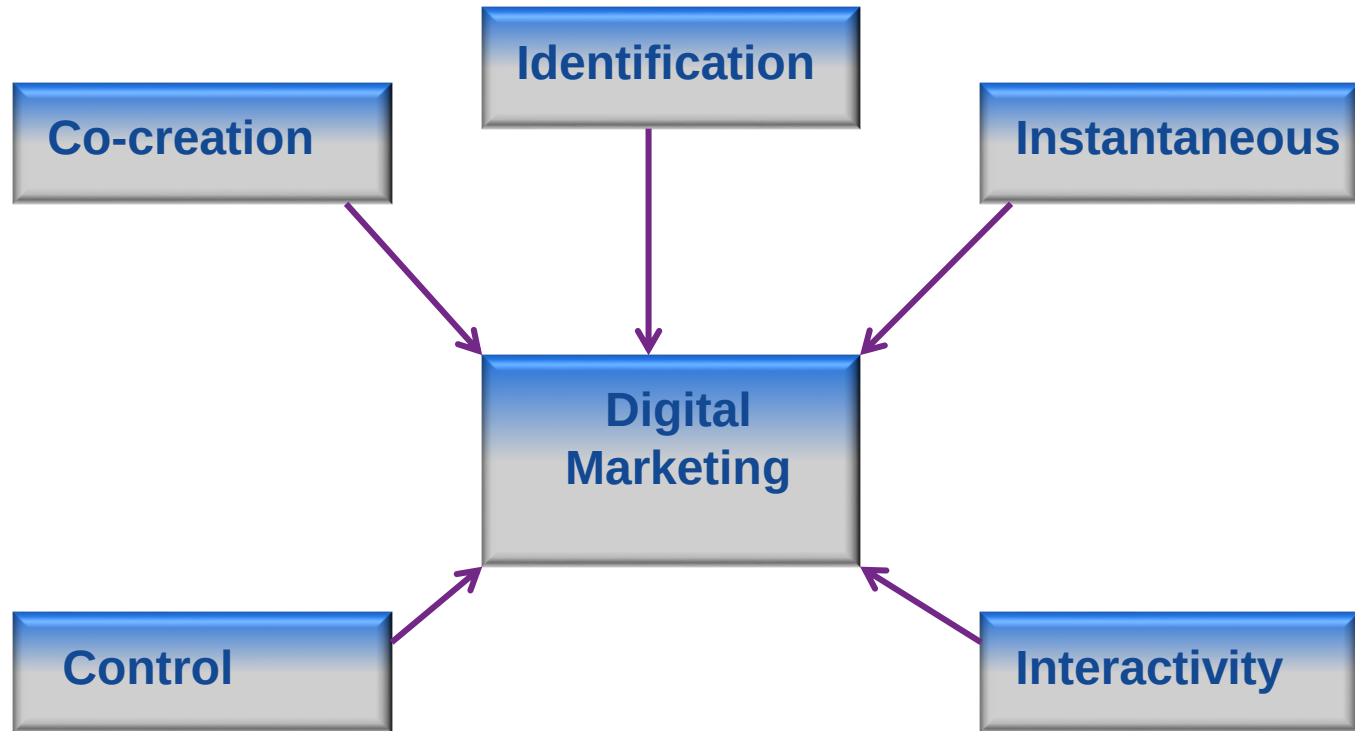
Business ethics

- Visit www.business-ethics.com – select any two of its ‘popular stories’ and consider their implications for both business and society

Forms of Digital Marketing

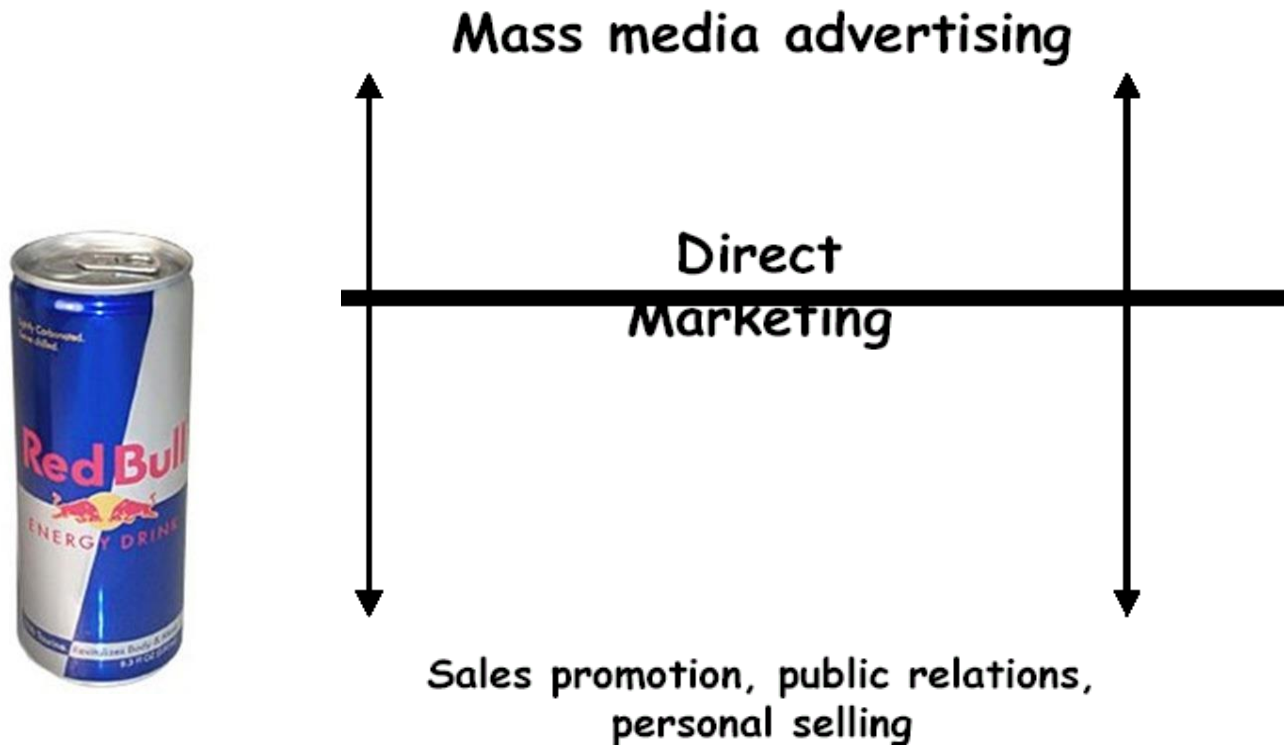


Unique Features of Digital Marketing



Marketing Communications

Above, below and through the line



Push-Pull Strategy



Push

Manufacturer

Wholesaler

Retailer

Consumer

Pull

Manufacturer

Wholesaler

Retailer

Consumer

The role of Marketing Communications

DRIP Framework

Differentiate

- Communicating how the product/service is different to competitors' products/services.

Reinforce

- Reminding people of the product/service and past experiences of it.
- Reassuring them that they have made the right choice in purchasing it.

Inform

- Providing information about the product/service.

Persuade

- Persuading current or prospective customers to purchase products/services.

Integrated Marketing Communications

- IMC means unifying all marketing communication messages and tools to send a consistent, persuasive message promoting the brand's goals.
- Synergy*** means messages have more impact working jointly than on their own.

Stages in Developing an Integrated Communications Campaign

Figure 10.2 A framework for implementing integrated marketing communications



Organising for Campaign Development

- First, small companies may develop the advertising in ***co-operation with people from the media.***
- Second, the advertising function may be conducted ***in-house*** by creating an advertising department staffed with copy writers, media buyers, and production personnel.
- Third, because of the specialist skills that are required for developing an advertising campaign, many advertisers opt to work with an ***advertising agency.***
- A fourth alternative is to use in-house staff (or their full-service agency) for some advertising functions, but to use ***specialist agencies*** for others.

Integrated Marketing Communications



Kotler & Armstrong 2010

Characteristics of an IMC program

- Creates a single unified voice
- Begins with the customer
- Seeks to develop relationships
- Involves two-way communication
- Focuses on stakeholders
- Generates a continuous stream of communication
- Measures results based on actual

Source: Solomon et al, Marketing Real people, Real Decisions, 2nd Edition, Pearson 2014

Media Choices

Table 10.1 Media choices

Media class	Media vehicle
Television	Channel 4 News; Eurosport
Radio	Classic FM; Star FM
Newspapers	The Guardian; El Mundo
Magazines – consumer	Hello!; Glamour
Magazines – business	Marketing Week; Construction News
Outdoor	Billboards; bus shelters; London Underground
Internet	Google Adwords; YouTube videos; Facebook advertising
Cinema	Particular movies
Exhibitions	Motor Show; Ideal Home
Product placement	TV programmes; music videos; video games
Ambient	Street pavements; buildings

Advantages of IMC

- Encourages a strategic approach
- Produces a consistent message
- Can reduce costs
- Can produce more effective communications
- Can clarify positioning (resulting in competitive advantage)
- Encourages coordinated brand development
- Forces management to review processes and procedures
- Can lead to a reduction in the number of agencies to manage

Disadvantages of IMC

- Encourages centralisation and bureaucracy
- Can require additional management time to achieve consensus
- Suggests a single, uniform message – may dilute creativity
- Single message may not be suitable for global brands
- Single message may not be suitable for all media
- Requires culture change and may experience resistance

Classic & Integrated Communications

<u>Classic Communications</u>	<u>Integrated Communications</u>
Aimed at acquisition	Aimed at retention, relationship management
Mass communications	Selective communications
Monologue	Dialogue
Information is sent	Information is requested
Information provision	Information - self service
Sender takes initiative	Receiver takes initiative
Persuasive 'hold up'	Provide information
Effect through repetition	Effect through relevance
Offensive	Defensive
Hard sell	Soft sell
Salience of brand	Confidence in brand
Transaction orientated	Relationship-oriented
Attitude change	Satisfaction
Modern: linear, massive	Postmodern: cyclical, fragmented

How to spread your idea

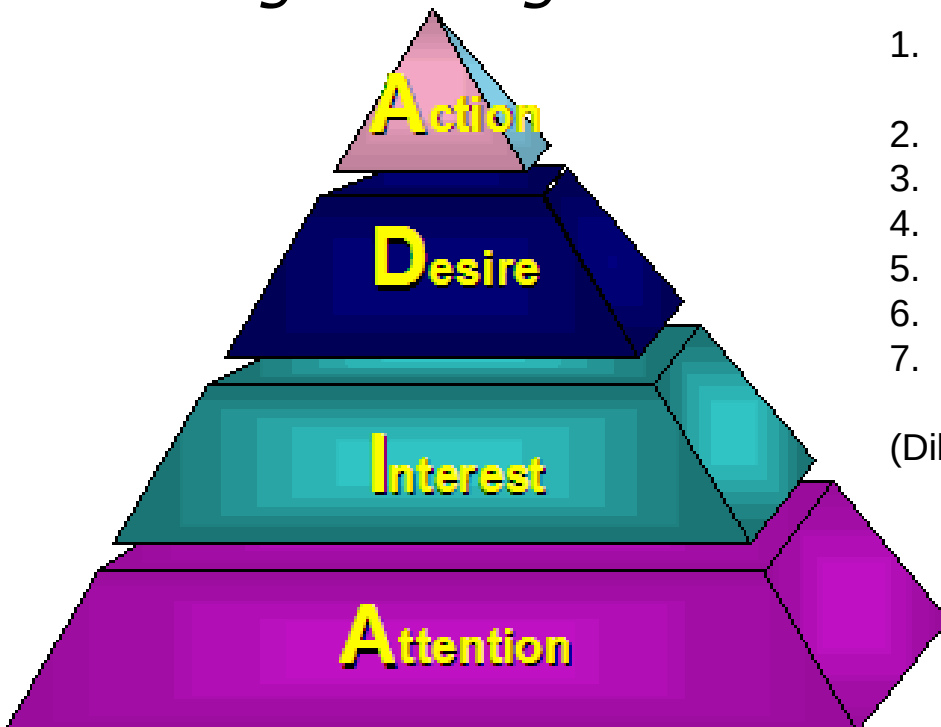
On moodle - Worth a watch!

[Seth gedin - How to get your ideas to spread](#)

Promotion – getting the message across by taking the consumer along a pathway

AIDA Model of Marketing Communication

The sequence of events that occur in effective promotional communication is taking the customer through 4 stages:



1. Ad. headline critical in attracting attention & creating interest
2. Introductory/explanatory statement
3. Identify specific desire/solve specific problem
4. Advantages and benefits
5. Indication of why the product is the best
6. Substantiate these claims
7. Prompt the buyer into action i.e. Buying the product

(Dibb, Simkin et al, 2006)

AIDA in action

In examining your organisations marketing activities explain how this model might work

Case studies

- <https://www.thinkbox.tv/Case-studies/Brand-films/How-Nationwide-found-its-Voice>
- <https://www.thinkbox.tv/Case-studies/Brand-films/Waking-the-sleep-shoppers-A-proper-effective-campaign-for-Yorkshire-Tea>
- <https://www.thinkbox.tv/Case-studies/Brand-films/McDonalds>
- <https://www.thinkbox.tv/Case-studies/Wickes>
- <https://www.thinkbox.tv/Case-studies/PayPal>
- <https://www.thinkbox.tv/Case-studies/Gala-Bingo>
- <https://www.thinkbox.tv/Case-studies/Brand-films/Suzuki>
- <https://www.thinkbox.tv/Case-studies/Brand-films/Guinness>
- <https://www.thinkbox.tv/Case-studies/Dominos-The-Journey-to-Greatness>
- <https://www.thinkbox.tv/News-and-opinion/Events/Supercharge-transform-your-business-with-TV>



Summary

- Advertising plays an important role in marketing communications
- There are a range of theories of 'how advertising works'
- Developing messages and converting them into a language that can be understood by the target audience is an important part of advertising
- There are a range of approaches to message development and creative execution
- The choice of approach depends on factors such as the level of involvement, product knowledge and self construal

Summary

- The marketing database is the foundation on which direct marketing campaigns are built.
- Customer relationship management (CRM) is a development from database marketing and makes use of technology to build and foster business relationships with customers.
- Direct marketing is where consumers are precisely targeted through a variety of different techniques including direct mail, telemarketing, mobile marketing, direct response advertising and catalogue marketing
- Digital marketing continues to grow rapidly. It has five main characteristics, namely, easy identification of targets, interactivity, instantaneous communications, consumer control and co-creation of outputs.
- There are seven major forms of digital marketing , namely, Internet marketing, search advertising, email marketing, social media marketing, viral marketing, mobile marketing and interactive television advertising.
- Personal selling plays an important role in the marketing mix.