

Marketing Management LCMB7001

Assignment 1



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Contents

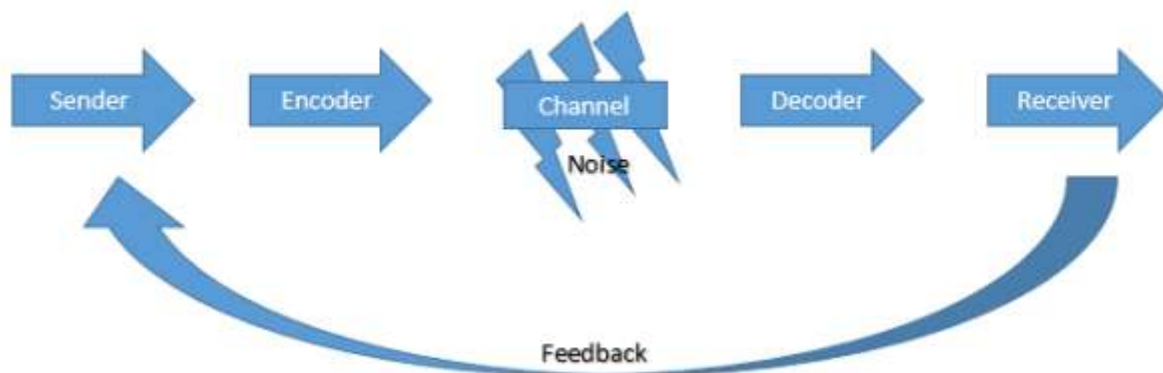
1.Introduction	1
2.Comunications.....	1
3.Integration Marqueting Communications.....	2
3.1 Definitions.....	2
3.1.1. Establish your overarching campaign goal.....	2
3.1.2. Choose your Channels and set your individual goals.....	3
3.1.3 Workflow.....	3
3.1.4. Create an adatable marqueting asseste and message.....	3
3.2 Kind of Integration of Marqueting at the Comunication.....	3
3.2.1 External.....	3
3.2.2 Internal.....	3
4. Adidad Promotions.....	4
5. Marketing Channels.....	5
6. Branding And Brand Equilty.....	6
7. Keller’s Brand Equilty Model.....	6
7.1 Identify: Who are you?.....	6
7.2 Meaning: What are you?.....	6
7.3 Response: What about you?.....	7
7.4 Relationship what about you and me?.....	7
8. Customer Journey and Touchpoint Map.....	8
8.1 Customer journey.....	8
8.2 Touching Map.....	8
9. Engagement Model And Conclusion.....	9

1.Introduction

In the following analysis, I will make a deep analysis of the communication models having some fixation in the model of The Shannon and Weaver which will guide me to see the communication model or way of marketing that our company Adidas uses in addition to a brief reference to two communication such as interpersonal and impersonal.

Further on I will describe the integration of marketing in communication by interpreting the different types of communications and promotions that Adidas uses, guiding you through a description of the client's trip, finally, I will include a conclusion explaining the result of all that we have discussed above and adding some recommendations to improve Adidas's.

2.Communications



Starting with a brief definition[Communication Definitions] of it, communication is the way verbal or no verbal that everyone uses to transmit the message from the sender to the receiver it can include whatever the sender wants to handover to the receiver with the target of getting feedback from the receiver to avoid any misunderstanding that can be created during the way as many factors can influence during the time that the message takes to arrive at the receiver.

Following the concept of communications, there are many models to describe any communications between a sender to the receiver, but the Shannon & Weaver's model as you can see in the picture below the communication is a linear process where can appear much noise that may influence into the channel to deliver the message such as physical, psychological noise or semantic noise that includes the multiple of meaning which can be left by changing the spelling of one word.

The forms that each business involves enticing the consumers to purchase their goods or items illustrate this concept of communication in the marketing of the contact, in this case, the message will contain the advertisements that the brands have or will have in the future, the company will be influenced by input or feedback from the customers to the brand depending on how the promotions are getting into the costumers which can be positive where the brand will need to increase their offer or the other way around where the brands will have to redirect their promotions for the welfare of the organizations.

3.Integration Marqueting Comunications

3.1 Definitions

As Integration Marketing Communication[IMC] It will include all the vias or ways that any company use to show their products into the market and then the customers will buy their products or services, also this method will unite the company's message into a single one which will make it easier for the company to reach out the customers, as there are so many marketing channels the company should centralize its messages in one and avoid creating different impacts on customers so that is how all customers receive the same information, following this definition the company should choose the best marketing practice to make her goals possible to achieve this the brand will have to include few relevant aspects.

3.1.1. Establish your overarching campaign goal

First of all having a unique campaign goal will easier attract the new customer to it and make it successful for the next times but this campaign goal should be related to one of the following Key Performance Factor like engagement, top, impact, sentiment, lead generation, and sales.

3.1.2. Choose your Channels and set your individual goals

In this step nowadays there are many ways to make your products or service out to the customers like digital marketing, events and sponsorships social media, and sales promotions which will help the company to reach your integrated marketing program where you will show to everyone your brand.

3.1.3 Workflow

By workflow, any single integration marketing practices are functional as will help the company to achieve its targets because everyone at the company will work as a team and make easier the way that the company is acting to achieve all the goals that the brand has as a group, but the main key is that all the workers have to know what they need to do to help each other and get the goals done.

3.1.4. Create an adaptable marketing assets and message

As soon as you have got great teamwork, target or campaign goals plus your customer or audience behind your brand you should be capable to fit everything into your integrated marketing strategy which will deliver an equal message to all by having your guidelines.

Following these qualities will have obtained an orderly integration of marketing in the community from which you can deduct several benefits such as the already mentioned unification of the message thus avoiding the confusion of the customers and in turn improve your reputation as a brand as it will reach the same way on all customers and finally create a relationship of loyalty between customers and your products which will result in increased sales and benefits and starting point for the future promotions.

3.2 Kind of Integration of Marketing at the Communication

Following this factors or relevant aspect of the IMC it can be go for three different kind of approaches others than:

3.2.1 External

This one will be in use when the brand wants to get an outsourcing point of view different from the one that came from the company, this approach can be more useful as it will include different perspectives of marketing as it will not be connected with the firms.

3.2.2 Internal

This way to approach the IMC to the customer is totally the opposite of the one describing before as it is coming from the employees or workers who will make their own impression of the new ones before they reach the market which generates excitement and prosperity in favor of the brand itself.

To the end of this chapter, I will get the reason or reasons that justify the use of good Marketing into the communications (IMC), by means of this, as I have mentioned previously, all integration of marketing in communication has the main purpose of concluding or unifying the same message in all the brand's promotional channels to avoid diversity and confusion among consumers.

After this analysis theory, I will drop the promotion that Adidas is using at the moment where it shows her IMC also following their promotions I will explain a few recommendations or other possible promotions to put into practice.

4. Adidas's Promotions

Currently and since a while, Adidas is using different ways and means to approach her product to the customers, I have found a change in her strategy of marketing when the brand created a new profile at the social media like Instagram or Twitter called Adidas Original that has more followers than the primary account.

At the moment Adidas is using a different mechanism to promote their products as other brands are having main and influencers person on their publicity Adidas has put the focus on the personal and direct involvement of influencers in the actual process like I can see in the following example from her Twitter on 2017 was saying "Strikingly similar. Completely unique. Nothing is original except your true self. " and followed by this photo



Another technique or way that Adidas is adapting in her campaigns is giving to the consumers the chance to be part of the history and participate in it, like for example give them the chance to include their face at the Stan Smith trainers like as they did in 2014:



After these two promotions I will describe the marketing channels in general and make references to Adidas practices.

5. Marketing Channels

To define the marketing channels I will include all the ways that the companies and brands are using to promote their product. They can do by millions of ways but I have divided them into two principal types of channels: Offline, which will be playing out of the Internet that can be an ad on the television, electronic billboard, etc., in the other hand their Online Channels, which are all the ways to promote your products via the Internet.

Having these two primary channels able to promote your brand, many companies use both sides together to make the promotion of your products or services to the customers, as Adidas is including both channels in her practices. I will add the reason why I do support their practices.

These practices that mix both kinds of channels [Integration Channels] are original from the proliferation of marketing channels that integrate both marketing channels in one, which will be delivering the unique message to the customers. From there, I have a deduction that the integration of these two channels will help to make more customers loyal to the brand through the customer

satisfaction, having this two channels together in one will cancel out the disadvantages that any of those have by individual use so the company by mixing both channels will get the of them.

6. Branding And Brand Equity

Over this chapter I will display the differences between Branding and Brand Equity, first at all, I will explain briefly the definitions of these two concepts, the first one is unite to the background of Adidas or any company before it will become a relevant brand as here the company started to create her reputation at local environment after that the brand will appear into a world environment where it will know around the world by being famous and recognize by millions of people which is totally different as it was because it is being known by more people than was at beginning of the brand.

7. Keller's Brand Equity Model

This model is helping the companies to create the best experiences for the customers to make them comfortable with the products or services that they are purchasing by understanding how they feel or their impressions from the items that the brand is offering to everyone, on this model, few steps will have to follow from the company to achieve the best results[Keller Brand Equity]. This model is a pyramidal system that shows us how every single brand should get their marketing strategy by following the next steps as the next picture describe:



As the picture is showing there are 4 steps to be taking to approach the best marketing practices and make possible the goals that the company have as targets, let now describe all the four step by individual analysis:

7.1 Identify: Who are you?

First at all every company or brand should be mature to describe how the customers are seeing them to establish an identity for that they must first know which are the customers needs and the way that the customers interaction with the brand it will help you to fight against the other competitors.

7.2 Meaning: What are you?

When the brand has find out her identity for the company then the brand should be able to get her reputation at the market, this is the meaning of the brand to the customer how look and style has to them to approach the brand to the reputation the company has to fit in two different aspect; in one side it should achieve the emotional need of the customers which is call brand imagery and another principal for all the company is the brand performance which include the functionality , reliability and the price that is including at the products or services that the company sell.

7.3 Response: What about you?

In this step the brand need to get as much as opinion or feedback for their customers to improve their weakness by doing some survey on the social media and get pain points and areas of customer dissatisfaction

7.4 Relationship what about you and me?

On this last step the brand need to do their resonance to abstract how your regular or loyal customers are and consider what factor determines or influences customers to lean on your brand and rule out the competition.

8. Customer Journey and Touchpoint Map

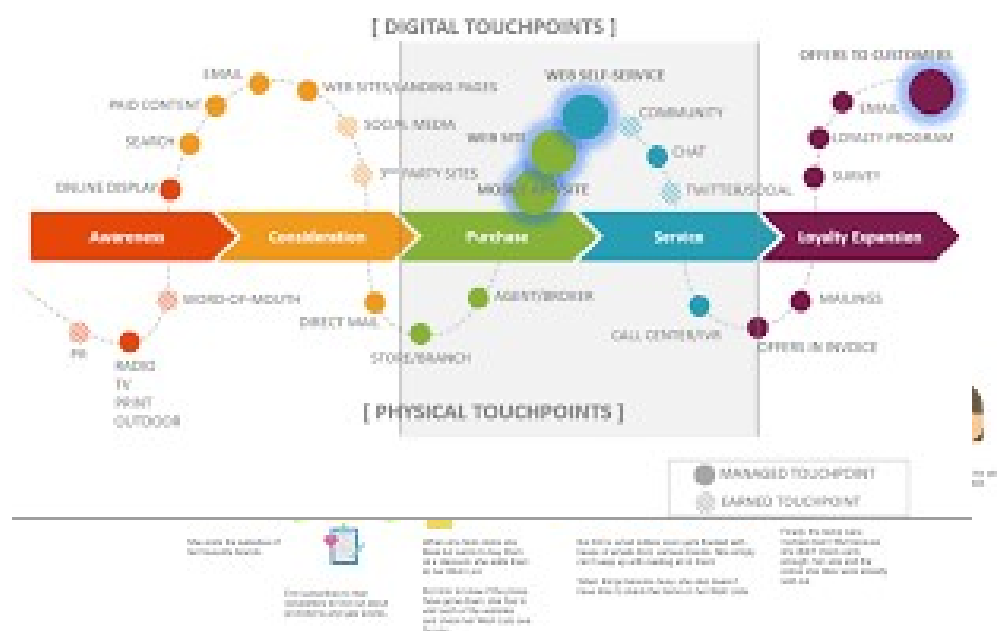
Customer journey and touchpoint map are very close elements that they are going close and together as the customers during their journey to purchase anything include all the way from the time that the customer hear for first time about the brand until the time that the customer will finish their experience with the brand, in the meantime are coming the touchpoint when the customers has personal interactions with the company this intereactions can be direct or indirect as the marqueting channels that the company is using to promote their products, let is breakdown this two things and meet them seperately to clearly explain individually.

8.1 Customer journey

The customer journey includes the general environment that covers everything that can influence the customer like the touchpoint or any factor that will challenge the way or experience where the customers are using to purchase or buy the service that any company is offering to the public.

The objective of any customer journey will be to find an answer to the question of how by concreting their job toward the customer experience for that is because the brand needs to accomplish few things like visualizing customers motivations, create cross-team alignment around the business, remove the internals interference and then make improvement into your marketing channels to make easier to the customers.

After this definition let's get Adidas Customer journey detailed including the touching points plus the marketing channels that Adidas is applying currently, firstly I will treat the customer journey in pictures which I will describe all the steps that a customer is doing to make realty their purchases.



At the below pictures are two customer journey that I will start to describe, the first one show the different steps that any customer has to go through until their experience with the brand come up to the end with the physical and emotional touchpoints that may influence in their way other like social media ad, word of mouth or survey which will be during the customer journey, the second photos show the customer journey from a specific customer who at the beginning is looking for the best options to make a purchase, the customer firstly is making a search comparing different brands to choose from then by the online and offline marketing channels that Adidas and the other companies will help them to choose a brand after that the customer will decide with products or service will be the best by hearing and getting information from the marketing channels by the end the customers will do their shopping and then regarding their experience with the products will give a feedback to the brand in which part of the journey the company can improve a better experience for the next time.

8.2 Touching Map

As Touching map I understand that is everything that can influenced over the customers to make them change their opinion about your brand, service. products or bussinnes, the touchpoint are distrubtied over the whole expereince that the customers do during their customer journey it means they can appear before, during or after the purchase is being process.

Following this definitios the primary things that any company has to identy is whose are the touching points, forn that the company need to make a list of place where the customers can get in touch or contact regarding your brand, after that the brand has to fight the touching points by leading a good customer experience and then delivery a great customers expectations.

9. Engagement Model And Conclusion

At engagement model include the whole work that I had describe over the last 9 chapters that means what I can deduce from it that the Engagement Model is part of the strategy that every brand or company must include in order to satisfy firstly the needs of the customers and then to fulfill those expectations or objectives that the company sets itself in the short term. By focusing on our company, Adidas[Annual Report] has focused its marketing on a model that leads to customers and intends to have its own brand balance as opposed to historically spending most of its marketing revenue on its partnerships rather than on the relevant element of the marketing equation, the customer.

There are several determining factors in the marketing that Adidas currently uses, such as having a reason to believe that it makes Adidas different from other brands, then the reason to buy from which Adidas tries to unite and harmonize the communication in a way that favors and improves Adidas' reputation and finally sports communities where loyalty grows as the brand is making countless efforts in those countries where it is most influential and where it will gain the most customers.

Finally as a conclusion that I have deduce from this general vision of Marketing , Promotion leaving the focus into the Integration Marketing Communication and the customer journey few ideas for

example I have repeated on numerous occasions the relevance of the clients or the power that they have on every brand since they will be those that determine the future of the company of the same way of having to adapt our practices in marketing depending on his needs, on the other hand, every brand will have to take care as it acts to be creating his position and reputation in every competitive market and this way to generate the best brand equity.

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