

MK 201

Integrated Marketing Communications (IMC) Strategy II

By Ajarn Suwalya Khemvaraporn

Media Mix



Advertising

- Can reach masses of geographically dispersed buyers.
- Can repeat a message many times.
- Is impersonal, one-way communication.
- Can be very costly for some media types.
- Low cost per exposure, though overall costs are high
- Consumers perceive advertised goods as more legitimate
- Dramatizes company/brand
- Builds brand image; may stimulate short-term sales

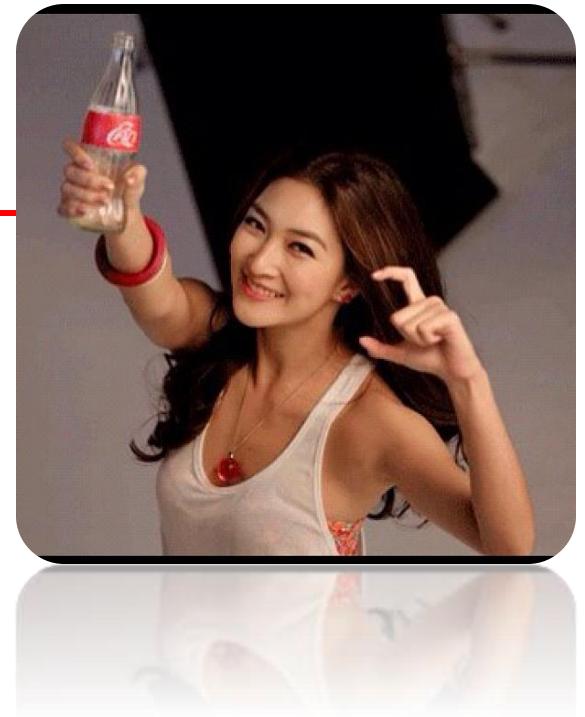


TABLE 12.3 Profiles of Major Media Types

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TV advertising has vast reach. Microsoft's inspiring Super Bowl XLVIII ad, "Empowering" – about how technology improves our lives- Drew 100+ million TV viewers and triggered millions of online views and shares.



Creative Ads



Personal Selling

- Personal interaction allows for feedback and adjustments
- Allows relationship building.
- Most effective tool for building buyers' preferences, convictions, and actions
- Buyers are more attentive
- Sales force represents a long-term commitment
- Most expensive of the promotional tools

With personal selling, the customer feels a greater need to listen and respond, even if the response is a polite "No Thank you."





Professional selling: It takes more than fast talk and a warm smile to sell expensive airplanes. Boeing's real challenge is to win business by building partnerships-- day- in, day- out, year-in, year-out—with its customers.



Salespeople link the company with its customers. To many customers, the salesperson is the company.



Great salespeople: The best salespeople possess intrinsic motivations, a disciplined work style, the ability to close a sale, and perhaps most important, the ability to build relationships with customers.

Sales Promotion



- Makes use of a variety of formats: premiums, coupons, contests, etc.
- Attracts attention, offers strong purchase incentives, dramatizes offers, boosts sagging sales
- Offers strong incentives to buy.
- Invites and rewards quick consumer response.
- Stimulates quick response
- Effects are short lived
- Not effective at building long-term brand preferences

Sales Promotion

- Sales promotion consists of **short-term incentives** to encourage the purchase or sales of a product or service.
- The idea behind sales promotion is to generate **immediate sales.**



**Buy cash card 100 baht
Get free 30 baht added**
Simply show your VISA card
at Food Haven
15 June – 15 Aug at Basement fl.
Enjoy food selections from every part of Thailand
at "Food Haven"

*For more information please contact Information Counter, G Fl., Silang Blvd.
Terms & Conditions
• Privilege is valid between 15 June – 15 August 2012
• Please present your passport along with VISA card to redeem premium gift
• This privilege cannot be transfer to cash or refunded
• Premium gift might be changed upon supplied last
• To redeem privilege food cash card please present your VISA card & only allow 1 card per 1 cash card per day
• Terms & Conditions may be changed without prior notice

AMAZING THAILAND GRAND SALE
BRINE BALIKAS
2 0 1 2

more people around the world go with VISA **VISA**

THAILAND Always Amazing Here

JUNCCEYLON

Sales Promotion

Today's food marketers are using more and more push promotions, including consumer price promotions.





Tesco Lotus TV Commercial

7,016 views



nickandkao
812 subscribers





TESCO LOTUS Promotion TV AD 540730

6,986 views



Dewar's Video

163 subscribers






Tesco Lotus: Power of Woman - Leo Burnett Group Thailand

12,843 views

👍 70 💬 2 ➦

 **ADSTAR (best commercials)**
1,953 subscribers





Mobile Coupons: Drugstore chain Walgreens makes coupons available to its customers through several mobile channels.

Public Relations

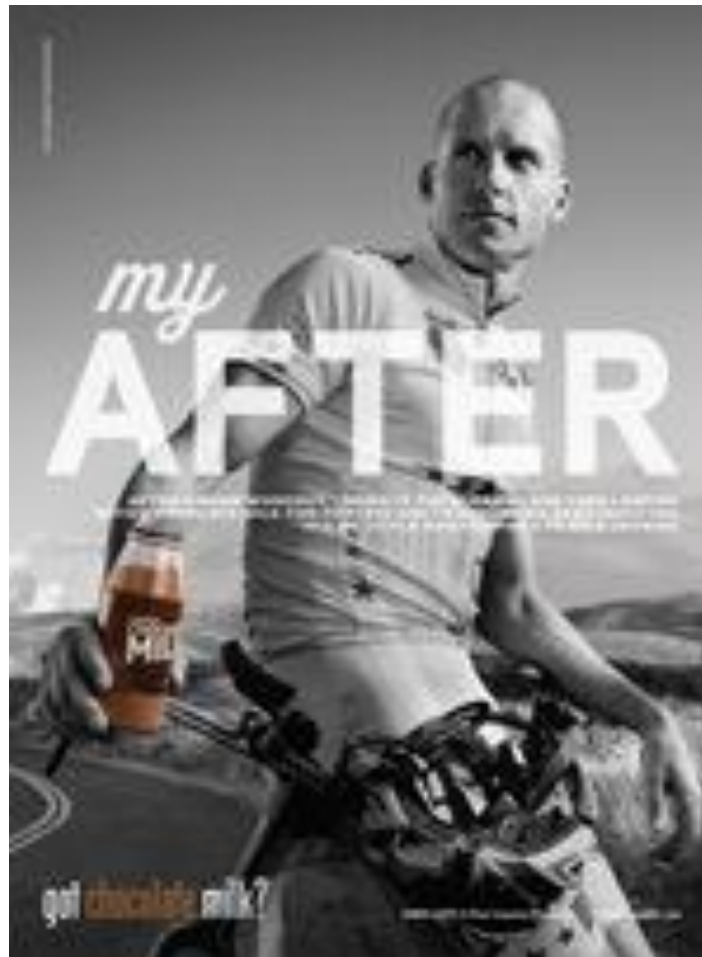


- Very believable and credible
- Reaches people who avoid salespeople and ads.
- Can dramatize a company or product.
- Tends to be used as an afterthought.
- Planned use can be effective and economical.
- Many forms: news stories, news features, events and sponsorships, etc

Public Relations (PR)

- Public relations involves building good relations with the company's various publics by obtaining favorable publicity, building up a good corporate image, and handling or heading off unfavorable rumors, stories, and events.





MilkPEP's "Built With Chocolate Milk" public relations campaign is repositioning chocolate milk as a sports recovery "after" beverage for both everyday and well-known adults, here Ironman World Champion Chris Lieto.



Got7กับMilk 🍼 😊 😊 เด็กๆมาชวนดื่มนม อ้าว!ชนแก้ว 🥰 😊 😍

3,324 views

👍 153 🗨️ 0 ➡️



kkooii B&B
8,360 subscribers



Public Relations (PR)

- Role and Impact of Public Relations
 - **Strong impact** on public awareness at lower cost than advertising
 - **Greater credibility** than advertising
 - Publicity is often **underused**
 - Good public relations can be a **powerful brand-building tool**



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Public Relations Functions

- Press relations or press agency
- Product publicity
- Public affairs

- Lobbying
- Investor relations
- Development



Public Relations Tools



- **News**
- **Speeches**
- **Special events**
- **Buzz marketing**
- **Mobile marketing**
- **Written materials**

- **Audiovisual materials**
- **Corporate identity materials**
- **Public service activities**
- **Company Web site**





ละครเวที The Sound of Manee | เบลล่า ราณี & น้องยูกิ เฟิร์ส เฟิร์ล @Money Expo'18

3,229 views



Yuki Chatpawee

6,885 subscribers



Event Marketing

- Event Marketing(for event sponsorship): Creating a brand – marketing event or serving as a sole or participating sponsor if events created by others.



Event Marketing: Red Bull hosts hundreds of events each year in dozen of sports around the world, designed to bring high-octane world of Red Bull to its community of enthusiasts.





Top 10 Crashes - Red Bull Flugtag 2013 USA

2,013,388 views

4.6K 413



Red Bull

7,517,448 subscribers



Direct Marketing – Online Media

- Well suited to highly targeted marketing.
- Websites
- E-mail
- Mobile



Social Media

- Youtube
- Facebook
- Blog
- Twitter



Forms of Direct and Digital Marketing



We'll begin with the exciting new digital forms of direct marketing. But remember that the traditional forms are still heavily used, and the new and old must be integrated for maximum impact.



To realize its staggering marketing potential, Facebook is developing a growing portfolio of products and apps that will let it connect everyone in the world and make money doing it.

The screenshot shows the Priceline.com website interface. At the top, the logo "priceline.com" is on the left, and navigation links for "Hotels", "Cars", "Flights", "Vacation Packages", "Cruises", "My Trips", and "Help" are on the right. Below the logo is a large image of a man in a suit pointing. The main search area is titled "Search and Save on Hotels" and includes a search bar for "Where are you going?" with a placeholder "City, Airport, Point of Interest, Hotel Name or U.S. Zip Code". Below the search bar are fields for "Check-in" and "Check-out" (both with "Choose Date" and calendar icons) and a "Rooms" dropdown menu set to "1 Room". A green "Search Hotels" button is at the bottom of the search area. To the right of the search bar is a badge that says "For Deeper Discounts Name Your Own Price® Bid Now »".

Express Deals® - Save up to 60% on Hotels*

Get exclusive savings on your hotel with Priceline's Express Deals®. Save time and money with no bidding required!

[Search Express Deals®](#)



The advertisement features a scenic view of a resort pool and lounge area. A red "SALE" banner is in the top left corner. The text reads "Great Getaway Hotel Sale" and "Save up to 25% on select hotels". A green "Go" button is in the bottom right corner.

For Deeper Discounts - Name Your Own Price®



Save up to 60% on Hotels*
Bid Now »



Save up to 40% on Flights*
Bid Now »



Save up to 40% on Rental Cars*
Bid Now »

The new direct marketing model: Online travel agency Priceline.com sells services exclusively through online, mobile, and social media channels. Along with other online competitors. Priceline.com has pretty much driven traditional offline agencies into extinction.

THAILAND ONLINE POPULATION

This infographic provides information for how much use of social networking sites grew between 2012 and 2013 in Thailand



Thailand Population

66 million



Thailand Internet Users

25 million



Thailand Social Network Users

18 million



Thailand Online Population

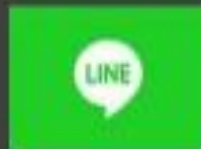
25 Million Internet Users



Facebook Users
25 Million



Over **16 million** users
also active via facebook mobile



Line Users
18 Million



Twitter Users
2 Millions

Over **55%** users
Return daily

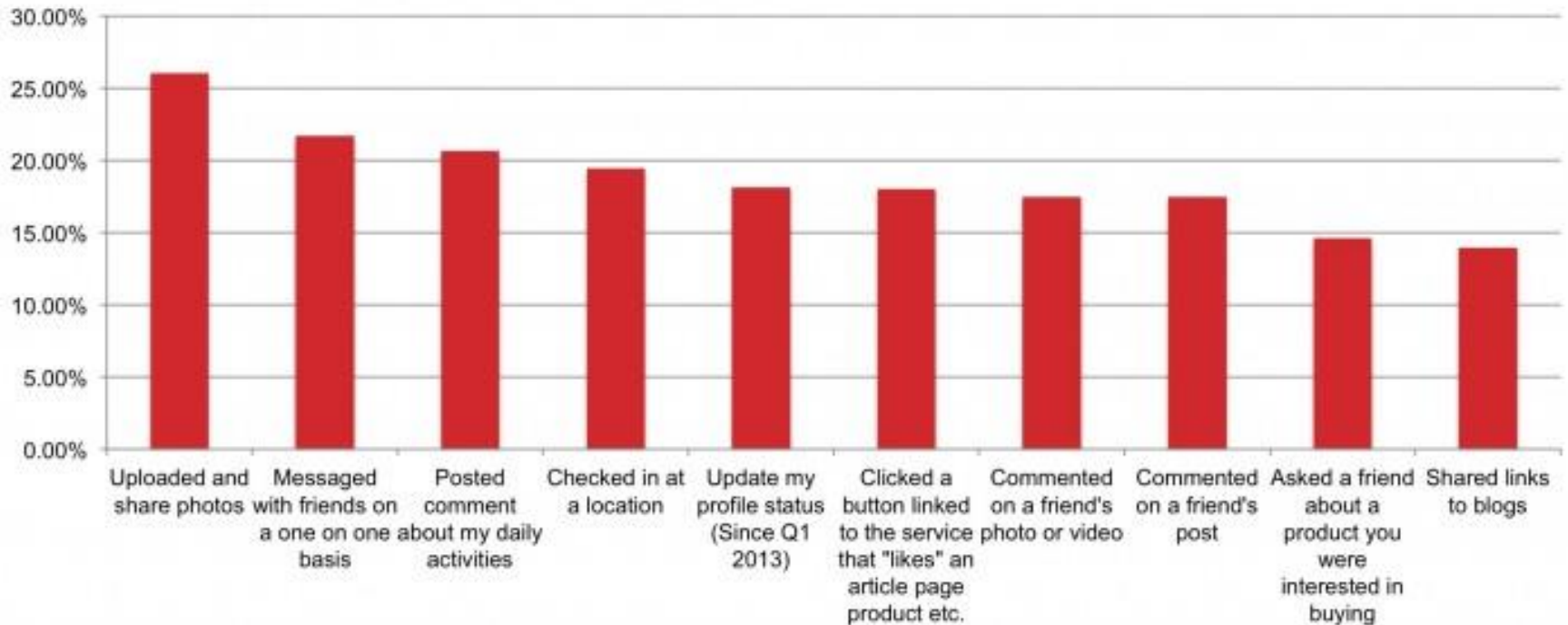


Line Users
900,000

62% of users
Age between 18 -34 years old

Cultural Influence

Top 10 Thailand Facebook Behaviors



Source: http://www.globalwebindex.net/products/data_pack/mobile-apps-types-used



Feeling so happy
that this New
Year I will be
reuniting with my
relatives....

**ดีใจมาก ปีใหม่
ญาติๆมาเจอกัน**

Multichannel Marketing

- Multichannel Marketing: Marketing both through stores and other traditional offline channels and through digital, online, social media



Major Decisions in Advertising



Setting Advertising Objectives

- An advertising objective is a specific communication task to be accomplished with a specific target audience during a specific period of time.
- Classified by purpose: **Inform, Persuade, Compare, Remind**

Do the math.
How much will it cost to fill up your player?

 +  = **\$10,000**
iTunes* 10,000 songs to fill an iPod®

 +  = **\$15^{per month}**
napster.com Your choice of a million songs on your compatible MP3 player

Purpose of Advertising

- **Inform**
 - Introducing new products
- **Persuade**
 - Becomes more important as competition increases
 - Comparative advertising
- **Remind**
 - Most important for mature products

TABLE 12.2 Possible Advertising Objectives

Informative advertising

Telling the market about a new product
Suggesting new uses for a product
Informing the market of a price change
Explaining how the product works

Describing available services
Correcting false impressions
Reducing consumers' fears
Building a company image

Persuasive advertising

Building brand preference
Encouraging switching to your brand
Changing customer's perception of product attributes

Persuading customer to purchase now
Persuading customer to receive a sales call

Reminder advertising

Reminding consumer that the product may be needed in the near future
Reminding consumer where to buy it

Keeping it in customer's mind during off seasons
Maintaining its top-of-mind awareness

Message Execution



TYPICAL APPROACHES

Testimonial Evidence or Endorsement

Slice of Life

Lifestyle

Scientific Evidence

Fantasy

Technical Expertise

Mood or Image

Personality Symbol

Musical



Message Execution



- Choose a **tone**
- Use **memorable, attention-getting words**
- Choose correct format elements
 - **Illustration**
 - **Headline**
 - **Copy**



The little child could be held
by his father just in time.

เด็กน้อยสามารถ
ถูกกอดโดยพ่อได้ทันเวลา



The little child could be held
by his father just in time.

The little child could be held
by his father just in time.



Selecting Advertising Media

- **Reach**
 - Percentage of people exposed to ad
- **Frequency**
 - Number of times a person is exposed to ad
- **Media Impact**
 - The qualitative value of a message exposure through a given medium



Top of Mind

Setting the Promotion Budget



Affordable

Based on What the Company Thinks it Can Afford

Percentage-of-Sales

Based on a Percentage of Current or Forecasted Sales or as a percentage of the unit sales price

Competitive-Parity

Set Budget to Match Competitors

Objective-and-Task

Set Objectives, Determine Tasks to Achieve Objectives, Sum of Task Costs Equals Budget



Setting the promotion budget is one of the hardest decisions facing company Coca-Cola spends hundreds of millions of dollars annually, but is that “half enough or twice too much”?

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Tactical Plans



GANTT Chart

Tactics	Jan.	Feb.	Mar.	April	May.	June	July.	Aug.	Sept.	Oct.	Nov.	Dec.
Print												
Business Magazines												
Ads in Magazines that appeals to business individuals.												
Social Media												
Youtube												
Blogs												
Instagram												
Twitter												
Facebook												
Outdoor												
Billboards displaying SterkStand												
Guerrilla Advertising												
Transit												
Ads on/in buses, & on the sides of bus stops												
Digital Media												
Website: SterkStand.com												

Media used	January	February	March	April	May	June
Posters: 2 versions	Poster 1: first 3 months			Poster 2		
Print Ads	2 Magazines					Advertorial
Event		5 Universities				

•Event

- Set up booth at 5 universities (CU, MU, TU, ABAC and BU)
- Booth layout: Shape of the island



Facebook

Free trip

Trip money refund

Gantt Chart for Six Month Campaign Events

	April	May	June	July	August	September
Social Media	Active	Active	Active	Active	Active	Active
Print Ad		Active				
Pro-mobile		Active	Active	Active		
Samples		Active	Active	Active		
Internship		Active	Active	Active	Active	Active
Radio Ad			Active			
YouTube			Active	Active		
TV Ad				Active	Active	
Trend Spot				Active		
Press Release					Active	
35th Event					Active	
Evaluation						Active

How to evaluate good advertising?

The “SMILE” APPROACH



S = simple, easy to understand

M = memorable, stick to consumer's mind,
measures by a day after recall

I = interesting, employ new story, has new
information to tell

L = linked to the brand, cannot be mistaken to other
brands/products

E = emotionally involving

LET'S PRACTICE "SMILE"



Good Ads vs. Bad Ads