

Integrated Marketing Communications:

Connecting with Consumers in the
Seamless World



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The **Message** Strategy: The Key **Connector**



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Review

- AVATAR and Communications objective
 - Importance
 - Types
 - Source
 - Level
 - AVATAR
 - SMART Objective
- Brief
- Group Work Assignment



Agenda

- Review and admin
- Message
 - Intro
 - Role in IMC
 - Concept in message design
 - Message design techniques
 - Receiver
 - Sender



Admin



Group Work Assignment for Message Class

Gr.	Bring one Ad each
	<p>Message Design Technique: Message structure -- Message sidedness (p.g133 แก่มุมของสาร)</p> <ul style="list-style-type: none">- One-sided- Two-sided e.g. refutation
	<p>Message Design Technique: Message structure -- Message conclusion (p.g133 การสรุปสาร)</p> <ul style="list-style-type: none">- Conclusion drawing: Explicit- Conclusion drawing: Allow consumers to draw their own conclusion
	<p>Message Design Technique: Message attractiveness (p.g134 ความดึงดูดเชิงอารมณ์ความรู้สึกส่วนตัว, เกี่ยวเนื่องกับผู้อื่น) -</p> <ul style="list-style-type: none">- Personal feeling e.g. pride, fear- Social-related feeling e.g. belonging, self-esteem
	<p>Message sender selection: Reference group (p.g137-138 ผู้ที่มีอิทธิพลต่อการสื่อสารฯ)</p> <ul style="list-style-type: none">- Membership group: Primary (e.g. family, close friend), Secondary (e.g. classmate, online product reviewer)- Reference group: e.g. celebrity

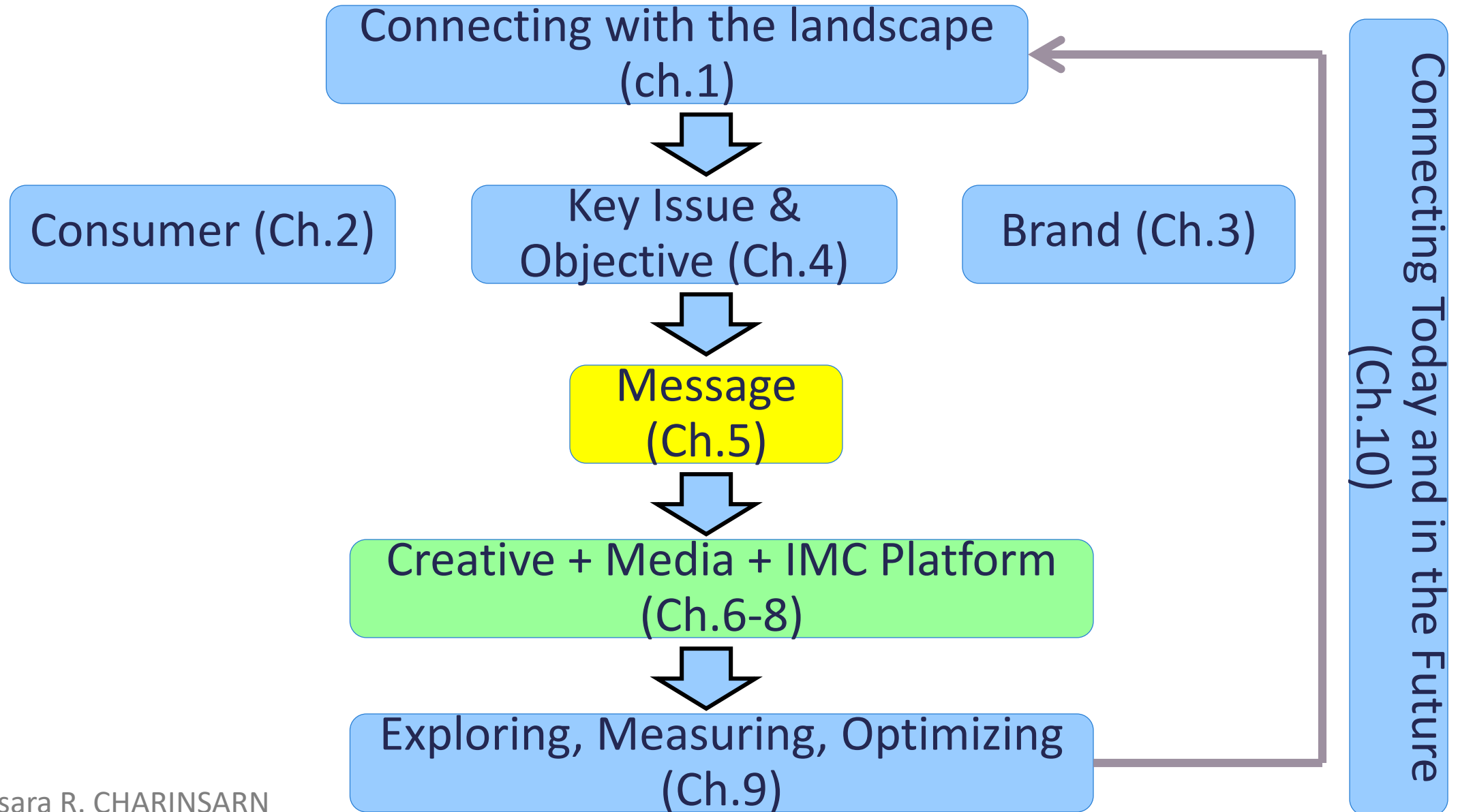


Message role in IMC



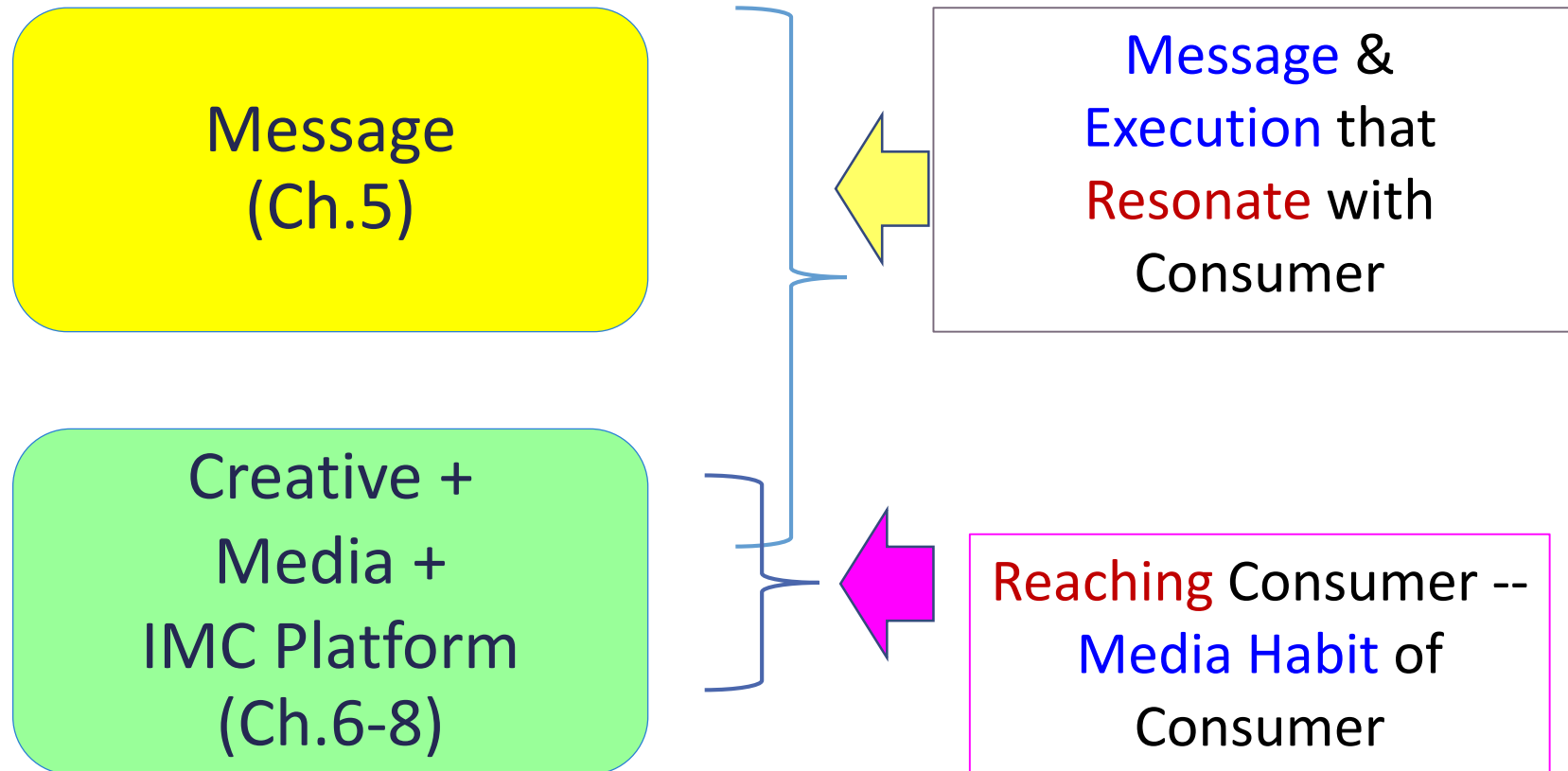
Connecting with Consumers

Which box is “What to Say” and “How to Say”?





Turning Consumer Understanding into IMC





Concept in message design



Concept in Message Design

- Answer objective
- Resonate with consumers
- Reflect brand positioning
- Has big idea/ story in the message: e.g. “Just do it”, SK-II

The Big Idea (Major Selling Idea)

The Big Idea: Major Selling Idea/ Campaign Theme

“A big idea attracts the consumer’s attention, gets a reaction, and sets the advertiser’s product or service apart from the competition’s.” For example,

- We try harder (Avis)
- Intel inside
- Just do it

Example 1 (Hypermarket)

Example 1 (Porsche Taxi)

Example 1 (Insurance)

Example 4 (The Other IBM)



Message design techniques

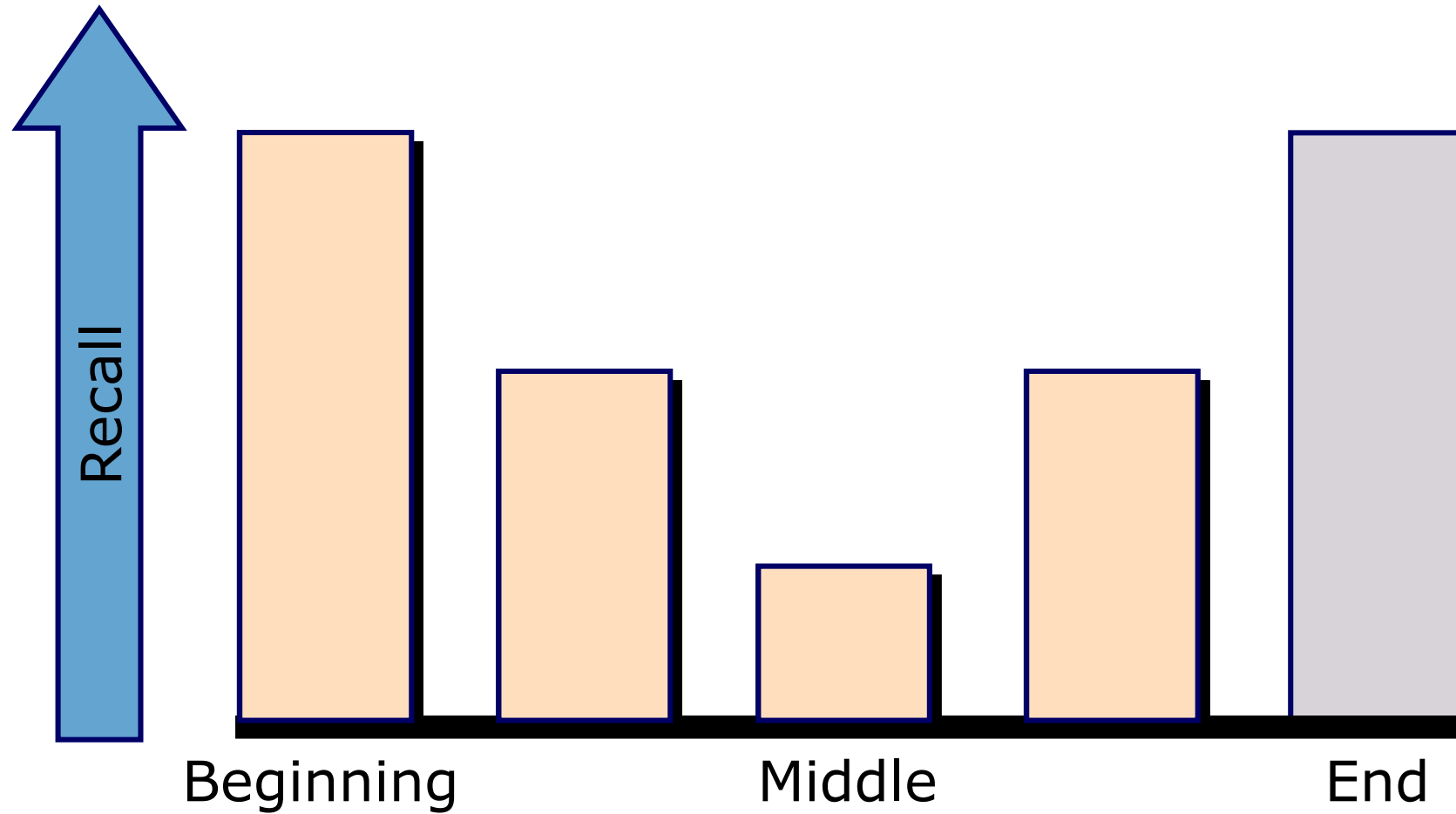


Techniques in Message Design

Message structure

- Presentation sequence

Recall and Presentation Order





Techniques in Message Design

Message structure

- Presentation sequence
- Message sidedness
 - One-sided
 - Two-sided e.g. refutation
- Message conclusion
 - Conclusion drawing: Explicit
 - Conclusion drawing: Allow consumers to draw their own conclusion



Techniques in Message Design

Message attractiveness

- Cognitive
- Affective
 - Personal feeling e.g. pride, fear
 - Social-related feeling e.g. belonging, self-esteem
- Combination



Techniques in Message Design

Verbal and non-verbal communication

- Verbal
- Nonverbal



Message: Receiver



Consumer's **Readiness** in receiving message

- Consumer background (field of reference) e.g. SES
- Ability and Motivation/willingness to process information



Message: Sender

Group discussion

- What's the good characteristic/quality of the source/sender? What characteristic/quality a sender has to have in order to be persuasive? Explain and give examples.
- What are the different types of influencers? Explain and give examples.
- What's the criteria in choosing celebrity? Explain and give examples.
- What's the risk of using celebrity? Explain and give examples.



Message's Sender

- Influencer
 - Membership group
 - Primary group e.g. family
 - Secondary group e.g. classmate, chat room member (closer than tertiary)
 - Tertiary group e.g. online review, online community
 - Reference group e.g. celeb

Example (Dove : Decorative Models)



Message's Sender

- Sender's attribute
 - Credibility
 - Attractiveness
 - Power

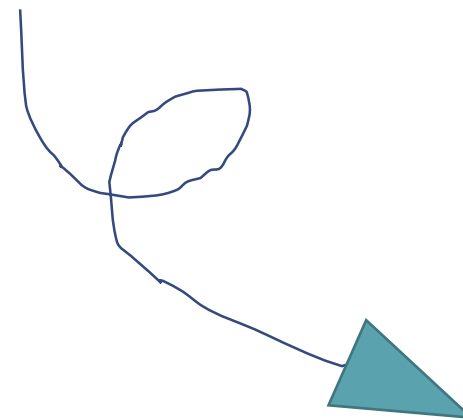
Example (Dove : Dermatologists)

Example (Got milk)



Message's Sender

- Celebrity Sender
 - Choosing criteria
 - Risk





Message's Sender

- Celebrity Sender
 - Choosing criteria
 - Fit with target group
 - Fit with brand
 - Influential
 - Positive image
 - Value for money



Message's Sender

- Celebrity Sender
 - Risk
 - Not acceptable (by target group)
 - Over-exposed
 - Over-shadow
 - Celebrity's behavior

Example (Power Bar - 1)

Example (Power Bar - 2)



Message: Last but not least...

Conveying the **Message** In order to ...

Role of Advertising (Ad)

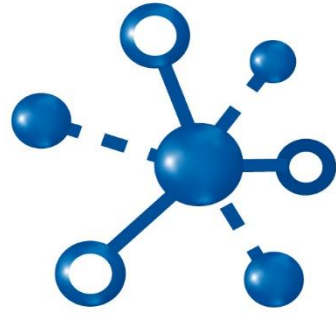
- Inform
- Persuade
- Create image, change image
- entertain





Your Message: The Key Connector



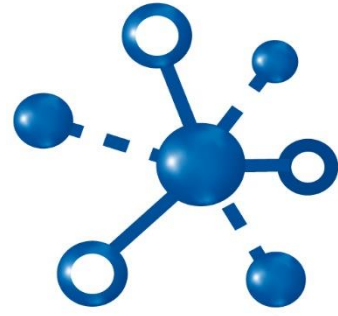


Conclusion



What did we cover today?

- Review and admin
- Message
 - Intro
 - Role in IMC
 - Concept in message design
 - Message design techniques
 - Receiver
 - Sender



Q & A
