

Integrated Marketing Communications:

Connecting with Consumers in the
Seamless World



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Exploring Measuring Optimizing



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Review

- IMC Platform
 - Definition, Concept, & Scope
 - Assignment Presentation
 - Platform Discussion and Workshop



Agenda

- Review and admin
- Exploring - Measuring - Optimizing
 - The Why – What – When – Where – How Research framework
 - Case Example
 - Workshop



Admin



Research Framework

Why – What – When – Where – How



The *Why* Research Framework

- To Explore
- To Measure
- To Optimize





The **What** Research Framework

- Brand
- Creative work in brand contact points
 - Sender
 - Message
 - Channel
 - Receiver



The **When** Research Framework

- Before implementing the IMC work
- During and After implementing the IMC work
- Continual e.g. tracking



The **Where** Research Framework

- Real-world situation e.g.
 - Testing in the real retail setting: See sales, visits, etc.
 - Testing two fb ad online
 - Etc.
- Pseudo-world (Lab/ Experiment)
 - e.g. Survey, FGD (Focus-group discussion), etc.



The **How** Research Framework

- Qualitative
- Quantitative
- Real data



The **How** Research Framework

- Qualitative
 - Observation
 - Participation
 - Focus Group Discussion (FGD)
 - In-depth interview

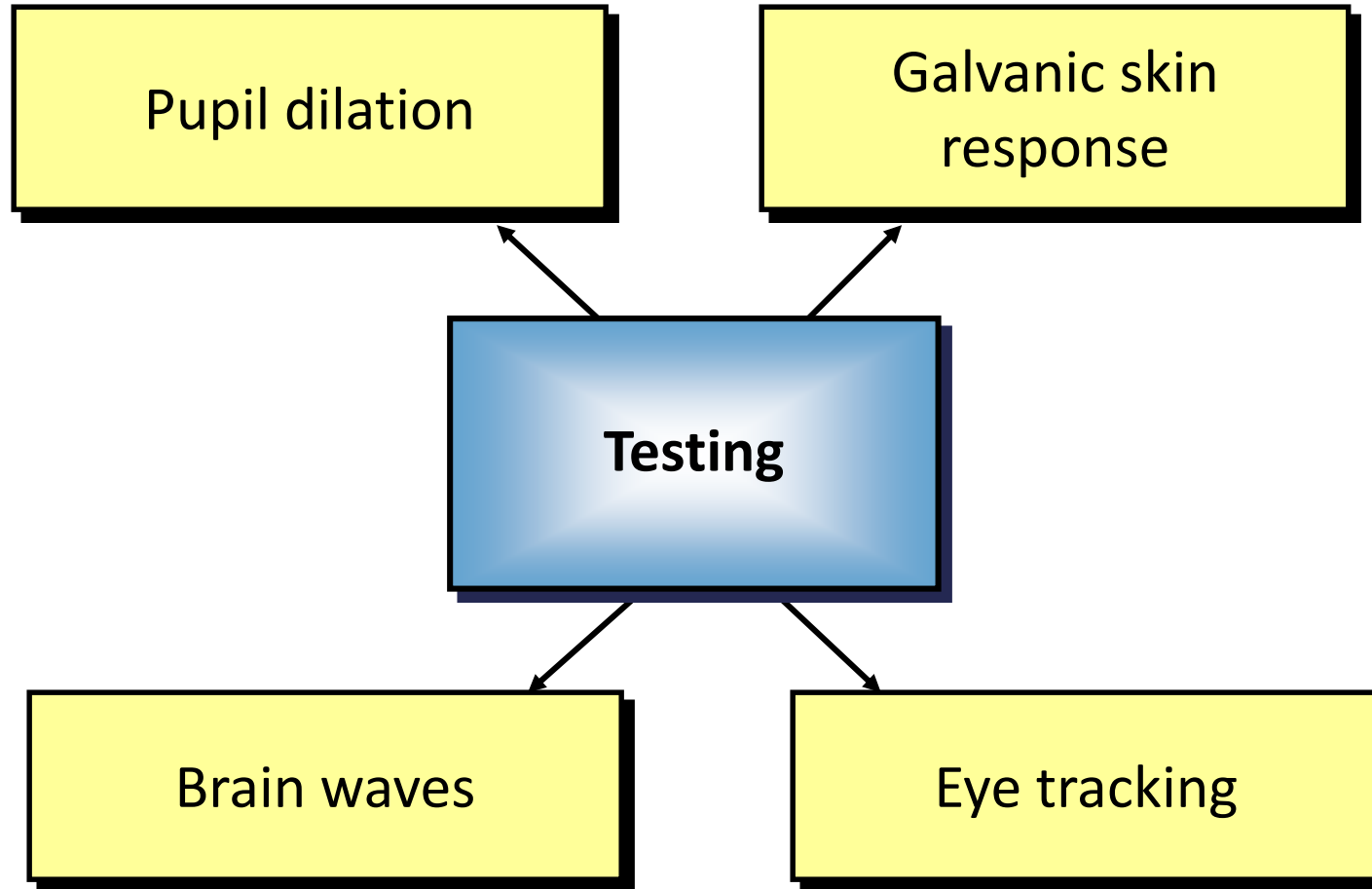


The **How** Research Framework

- Quantitative
 - Survey
 - Experiment
 - Physiological test



Physiological Measures





Physiological Test Measures

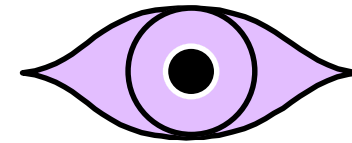
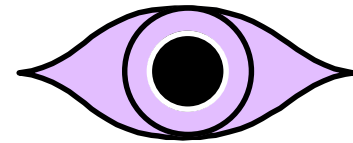
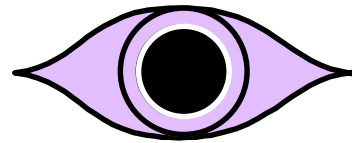
Pupil dilation

- Instrument: *pupilometer*
 - Dilation associated with action
 - Constriction indicates disinterest

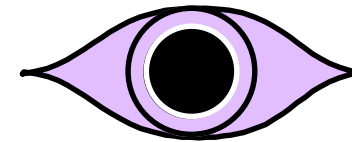
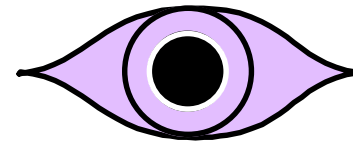
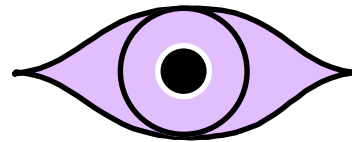
Subject

Stimulus Object

Male



Female



**Nude
Female**

**Nude
Male**

**Nude
Infant**



Using Eye Tracking to test ads





The **How** Research Framework

- Real data
 - Real-world experiment
 - Big data



Game - 1





Example



Example : Coca Cola is going to organize an event. The brand would like to explore/ get reaction of the event theme and activities.

Direction: Design the research framework.



Workshop

1. A shampoo brand would like to get consumers' reactions on their story boards in order to fine-tune and finalize the storyboard. The main focus is on how to best communicate the anti-hair falling message.

2. A mobile phone brand would like to objectively choose one presenter out of the three candidates. Previous FGD results revealed that the respondents like all three candidates.

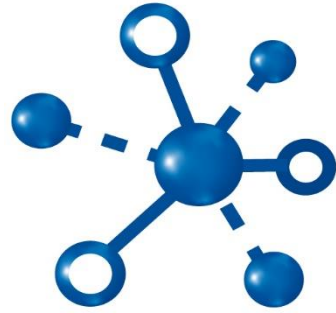
3. A start-up owner would like to gain consumer insight regarding its brands.

4. A new retailer would like to see the movement of its consumer awareness and consideration through out the year.

5. A media agency would like to understand consumer's reaction to the "stair step" media.

 Game - 2



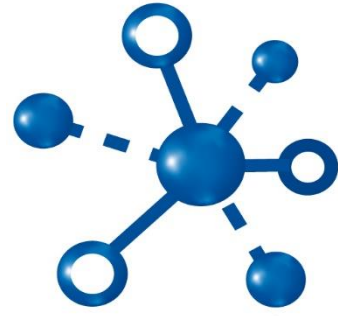


Conclusion



What did we cover today?

- Exploring - Measuring - Optimizing
 - The Why – What – When – Where – How Research framework
 - Case Example
 - Workshop



Q & A
