

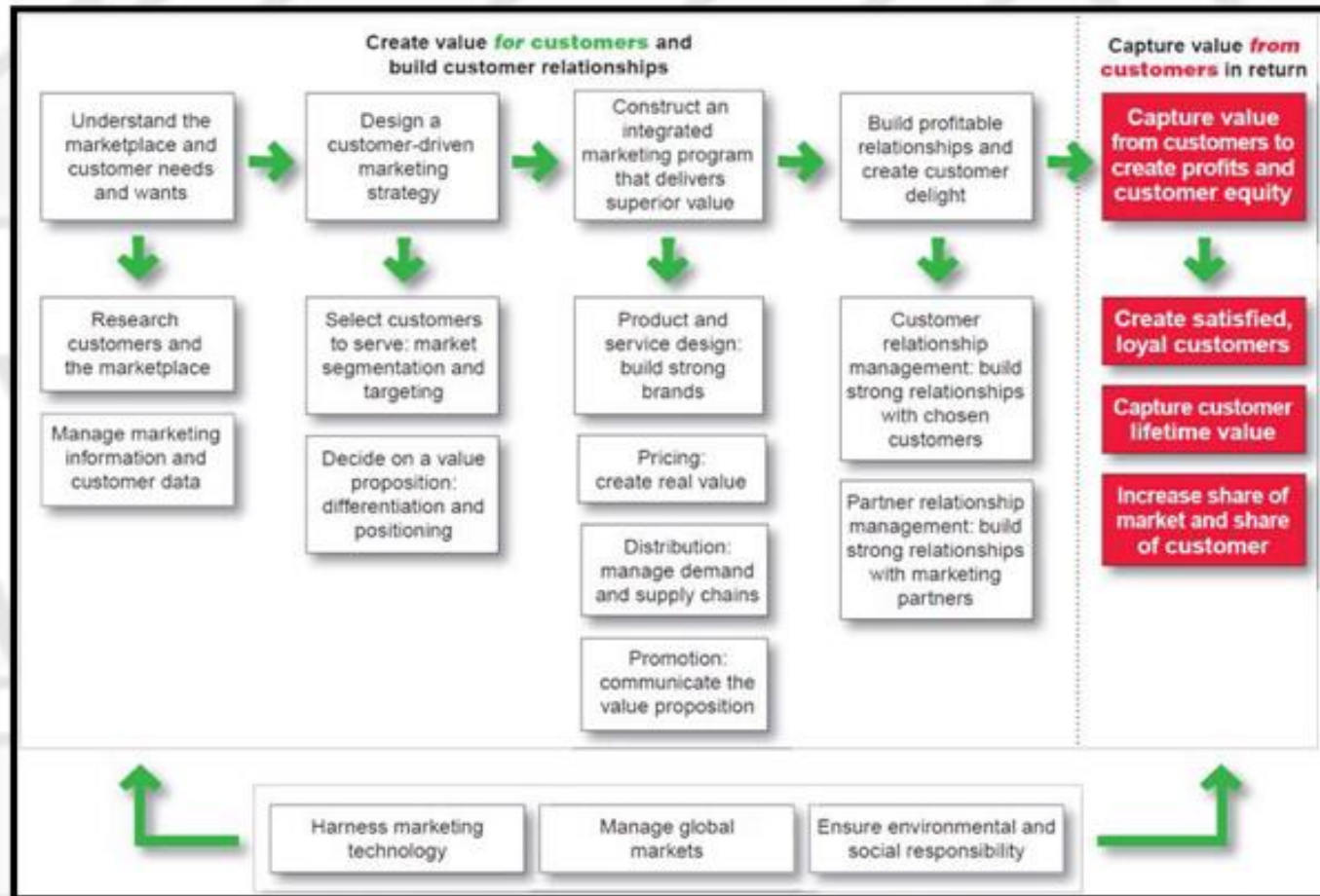


MK 201 Principles of Marketing  
Integrated Marketing Communications (IMC)  
Strategy I

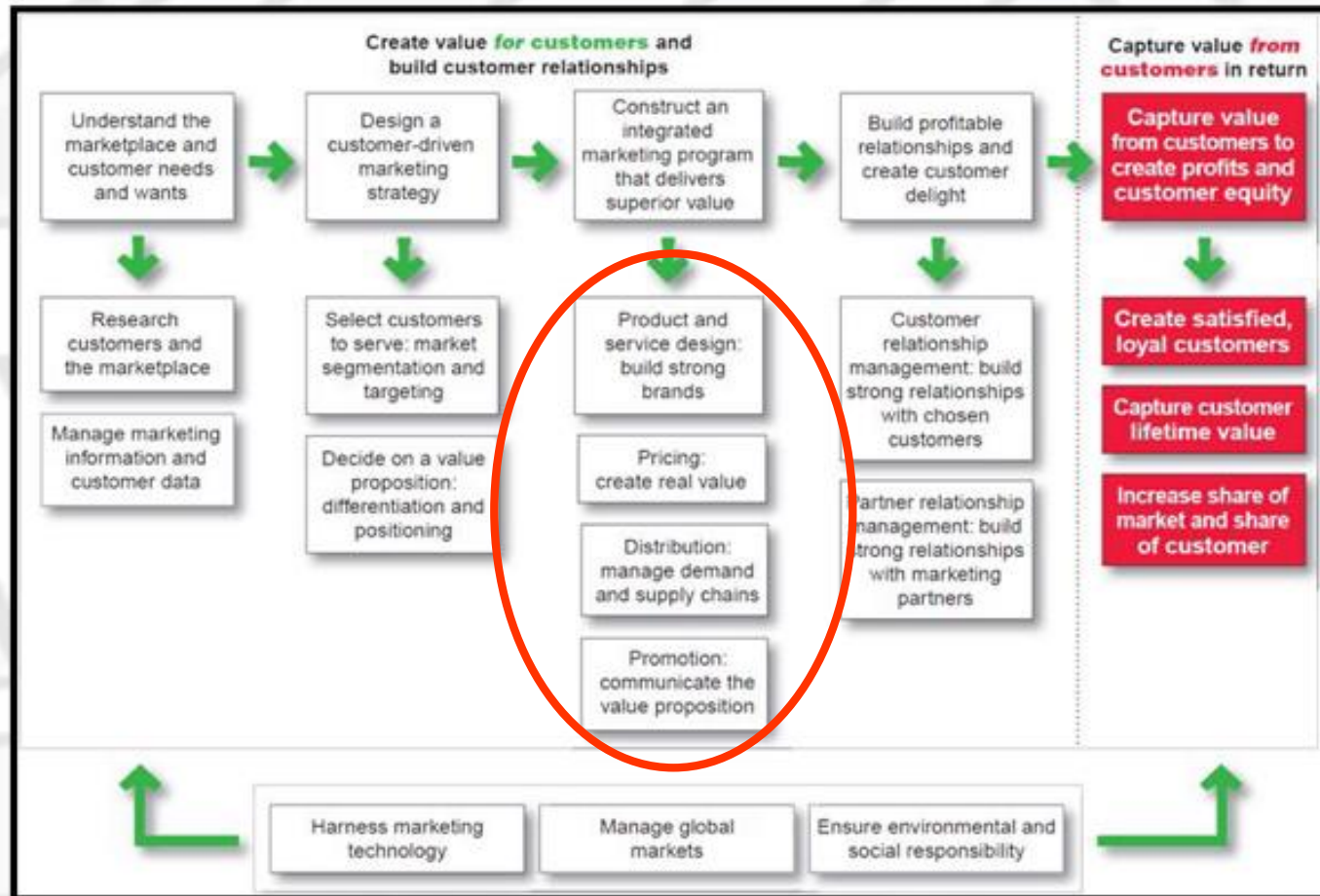
By Ajarn Suwalya K.  
Online Session July 22, 2020

Summer 2020

# Figure 1.6 - An Expanded Model of the Marketing Process



# Figure 1.6 - An Expanded Model of the Marketing Process



# Branding Recap



# BRANDING

is the way that your customer perceives you



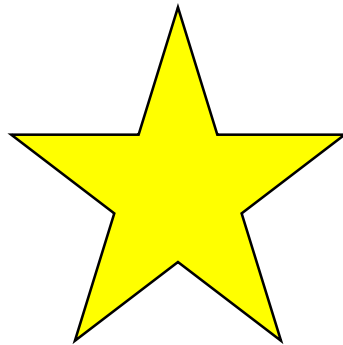
# Forbes Top 10 Most Valuable Brands

Rank ▲	Brand	Brand Value (\$bil)	1-Yr Value Change (%)	Brand Revenue (\$bil)	Company Advertising (\$mil)	Industry
1	 <b>Apple</b>	124.2	19	170.9	1,100	Technology
2	 <b>Microsoft</b>	63.0	11	86.7	2,300	Technology
3	 <b>Google</b>	56.6	19	51.4	2,848	Technology
4	 <b>Coca-Cola</b>	56.1	2	23.8	3,266	Beverages
5	 <b>IBM</b>	47.9	-5	99.8	1,294	Technology
6	 <b>McDonald's</b>	39.9	1	89.1	808	Restaurants
7	 <b>General Electric</b>	37.1	9	126.0	-	Diversified
8	 <b>Samsung</b>	35.0	19	209.6	3,818	Technology
9	 <b>Toyota</b>	31.3	22	182.2	4,200	Automotive
10	 <b>Louis Vuitton</b>	29.9	5	9.7	4,707	Luxury

# Recipe for success

The 4P's **must** revolve around the

# Positioning



# The Marketing Mix for Successful Brands

## 4P's

- Product – Clear Positioning?
- Price \$\$\$\$
- Place/Distribution
- Promotions- Effective communications?

Words...What words come to your mind?

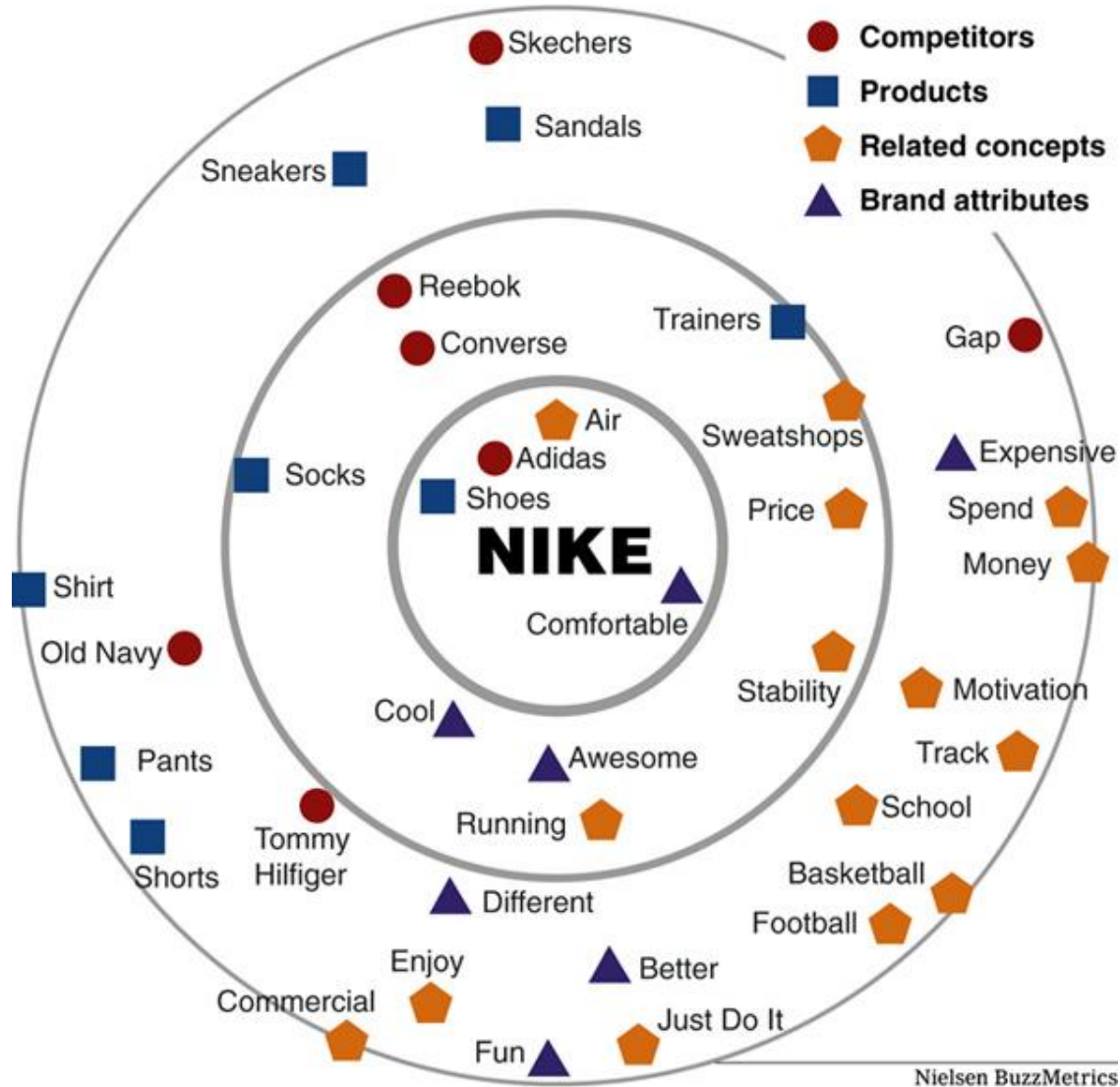
Feelings...How do you feel when watching the ad?



# Brand Associations



# Brand Associations



# Promotional Mix

## Marketing Communications Mix



# Promotional Mix

- The specific **blend of promotional tools** that the company uses to persuasively communicate **customer value and build customer relationships.**

# Promotional Mix

## ❖ Advertising

- Any paid form of non personal presentation and promotion of ideas, goods, or services by an identified sponsor.

## ❖ Sales Promotion

- Short-term incentives to encourage the purchase or sale of a product or service.

## ❖ Public Relations (PR)

- 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.

# Promotional Mix

## ❖ Personal Selling

- Personal presentation by the firm's sales force for the purpose of making sales and building customer relationships.

## ❖ Direct Marketing & Digital marketing

- Direct connections with carefully targeted individual consumers to both obtain an immediate response and cultivate lasting customer relationships—the use of telephone, mail, fax, e-mail, the Internet, social media and other tools to communicate directly with specific consumers.

# IMC



# The Changing Communications Environment

- Two factors are changing the face of today's marketing communications:

As mass markets have fragmented, marketers are shifting away from mass marketing

Vast improvements in information technology are speeding the movement toward segmented marketing

# Kimberly-Clark: New IMC Approaches



Targets new and expectant mothers through mommy blogs, Web sites, print and online ads, e-mail, in-store promotions and in-hospital TV programming.

# The Need for IMC

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**Conflicting messages** from different sources or promotional approaches can confuse company or brand images

The problem is particularly prevalent when **functional specialists** handle individual forms of marketing communications independently

# The Need for IMC

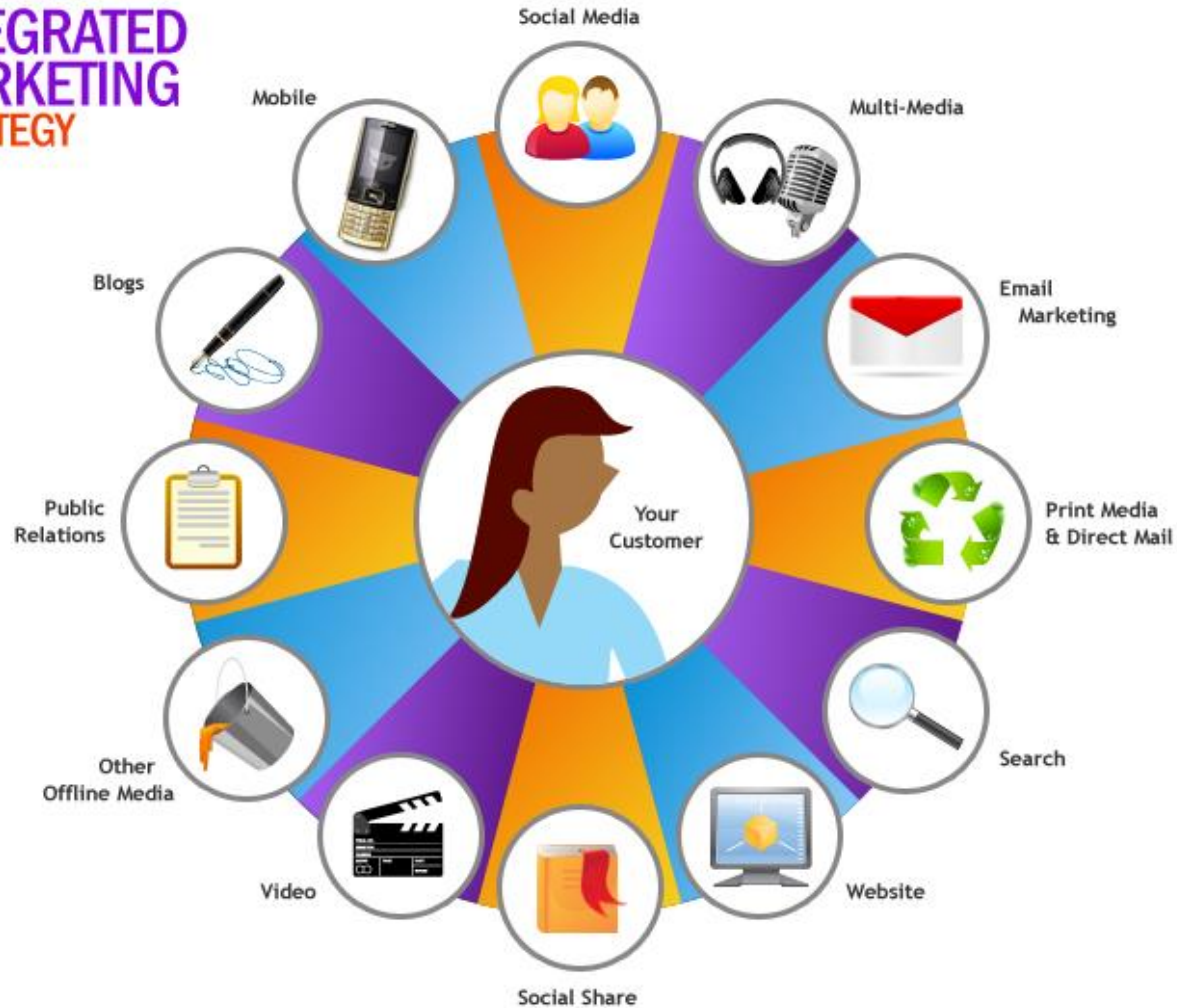
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Using IMC, the company carefully integrates and coordinates its many communication channels **to deliver a clear, consistent, and compelling message** about the organization and its products

# The Communication Channels

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## INTEGRATED MARKETING STRATEGY



# Haagen-Dazs: Communications Campaign

A Beautifully Integrated Marketing

- ❖ “Haagen-Dazs loves honey bees” integrated marketing campaign uses rich, well-coordinated blend of communications elements to successfully deliver Haagen –Dazs’ unique message and positioning.
- ❖ “It’s the brand with heart and soul”, “We’re not only raising brand awareness, but making a difference in the world.”





The new marketing communications model: Rovio Entertainment introduced the Angry Birds Space version of its popular game using only an online video campaign. The campaign reaped an astonishing 134 million views and 168,570 social shares.



[พากย์ไทย]The Angry Birds Movie - Theatrical Trailer

200,505 views

👍 544    🗨️ 47    ➡️



**BUGADD**

2,375 subscribers





真人版愤怒的小鸟

FULL SIZE Angry Birds

1,790,066 views

👍 747    💬 315    ➡



ODN

508,369 subscribers





## Real Angry Birds Barcelona Spain

595,776 views

 1.5K  108 



**AdiospajaroNews**

4,156 subscribers





# Developing Effective Communications

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- **Step 1: Identifying the Target Audience**
  - Affects decisions related to what, how, when, and where message will be said, as well as who will say it



# Developing Effective Communications

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- **Step 2: Determining Communication Objectives**

➤ Six buyer readiness stages



Awareness

Knowledge

Liking

Preference

Conviction

Purchase



# Developing Effective Communications

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- ❖ **Buyer readiness stages:** the stages: The stages consumers normally pass through on the way to a purchase, including awareness, knowledge, liking, preference, conviction and finally the actual purchase.

A goal of marketing in general and of marketing Communications in particular is to move target consumers through the buying process. Once again, it starts with understanding customer needs and wants



feeling

Believing this is the best

Awareness

Knowledge

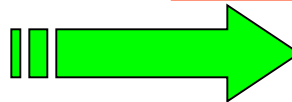
Liking

Preference

Conviction

Purchase

Prefer over others



facebook

Search



Heinz Tomato Ketchup UK



Food/Beverages

**We've got an exclusive  
limited edition offer for  
Heinz Tomato Ketchup fans  
- but it's for serious ketchup lovers only!**

To prove you're a true Heinz Ketchup lover, make sure you've 'Liked' our page first for access to this exclusive Heinz Tomato Ketchup offer. Click the Like button, and all will be revealed.



**The new marketing communication model: Heinz introduced its new balsamic-vinegar-flavored ketchup using no traditional media, relying instead on its 825,000 Facebook followers to spread the word.**

# Developing Effective Communications

## • Step 3: Designing a Message

- Message content contains appeals or themes designed to produce desired results
  - **Rational appeals** — Ex. Sunlight liquid Dishwash, shampoo?
  - **Emotional appeals** — Ex. Jubilee Diamonds?
    - ❖ Love, pride, joy, humor, fear, guilt, shame, excitement or Moral appeal



P&G



ใหม่!  
สูตรโปร-วิตามิน  
#ใครว่าเราทำไม่ได้

PanteneX ญาญา สูตร โปร-วิตามิน ใหม่!

3,842 views



Pantene Thailand

30,130 subscribers



Red Bull



Red Bull Gives You Wings

ԿԵԳ ԲՈՒՍ ԸՎԵՆ ԴՈՒ ՄԻՍԻՆ



## 2013 World of Red Bull Commercial

220,263 views

👍 1.4K    💬 20    ➦



**zedood**

114 subscribers



# Developing Effective Communications

- **Step 3: Designing a Message**

- **Message Structure:** Key decisions are required with respect to three message structure issues:

- Whether or not to draw a conclusion
- One-sided vs. two-sided argument
- Order of argument presentation

- **Message Format:** Design, layout, copy, color, shape, movement, words, sounds, voice, body language, dress, etc.



# Developing Effective Communications

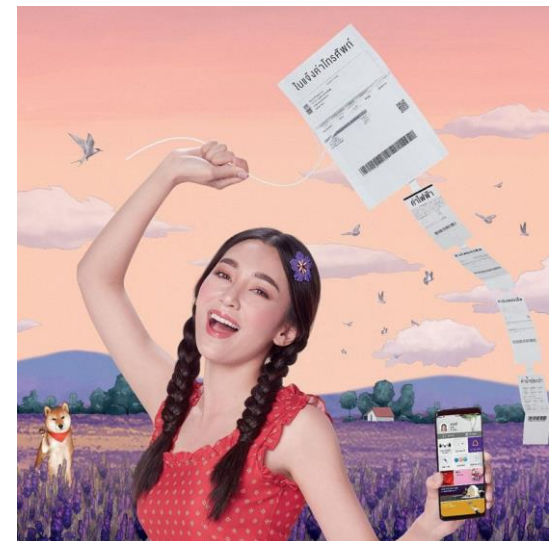


#ฟรีค่าธรรมเนียมให้คุณ  
#เบลล่ามานี่

SCB  
SCB EASY

The advertisement features a woman with two braids, wearing a red polka-dot top, standing in a lavender field. She is holding a smartphone in her left hand and pointing towards it with her right hand. The background is a soft-focus landscape with rolling hills, a few houses, and a sky with light clouds. The text is in Thai, and the SCB EASY logo is in the top right corner.

# Developing Effective Communications



ในฟรี ต้อง มีเงินหมุน ในบัญชี



"มานี สตอรี"

12,451,182 views

2.5K 400



SCB Thailand  
145,611 subscribers





เบลล่า | เบลล่า - บัว กับ โฆษณาตัวใหม่ของ SCB

5,792 views



FON | LALITA

8,053 subscribers



# Developing Effective Communications

- Step 4:

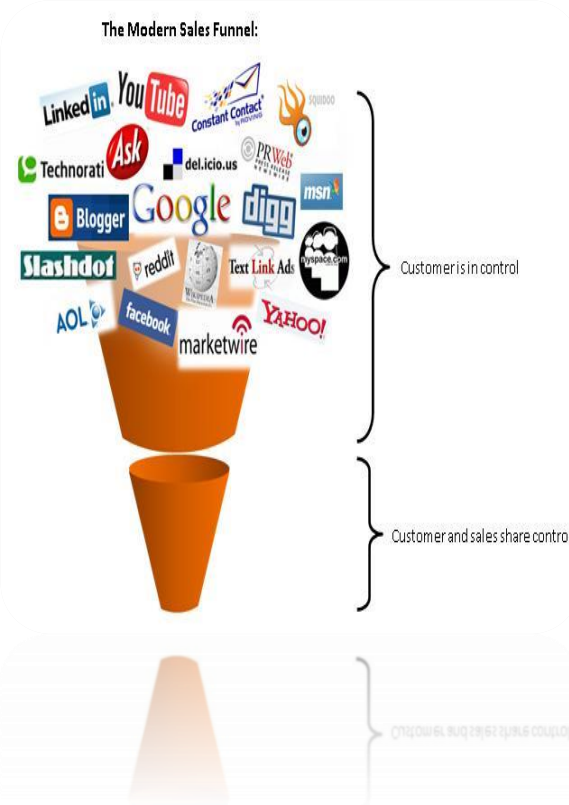
## Choosing Media (Media Mix)

- **Personal communication channels**

- Includes face-to-face, phone, mail, internet chat communications, social media
- Word-of-mouth influence is often critical
- Buzz marketing cultivates opinion leaders

- **Non-personal communication channels**

- Includes media ie. TV, print ad, atmosphere, and events
- Selecting Media Source – celebrities, endorsers



**BUZZ** MARKETING

kate moss  
  
TOPSHOP

"I have always been a big fan of Topshop and regularly shop there. I love what they stand for and am very excited at the thought of working with them. It's going to be great fun."

*Kate Moss*



A range of clothing endorsed by model Kate Moss has been a huge selling point for retailer Topshop but allegations in her personal life could be damaging to their reputation and affect their sales.



Using celebrity endorsers to represent brands-  
Beyoncé speaks for Pepsi.





Celebrity endorsers: LeBron James, Kobe Bryant, and a host of other NBA superstars lend their images to Nike brands.

**NIKE**



## Celebrity Endorsers: Finding the Right Celebrity for the Brand



Celebrity endorsers: Academy Awards host Ellen DeGeneres used a Samsung Galaxy Note 3 phone to tweet out epic selfies to her 25 million followers. One was retweeted a record 2.7 million times, crashing the Twitter network.

