

The Start: The foundation of sound strategy and implementation

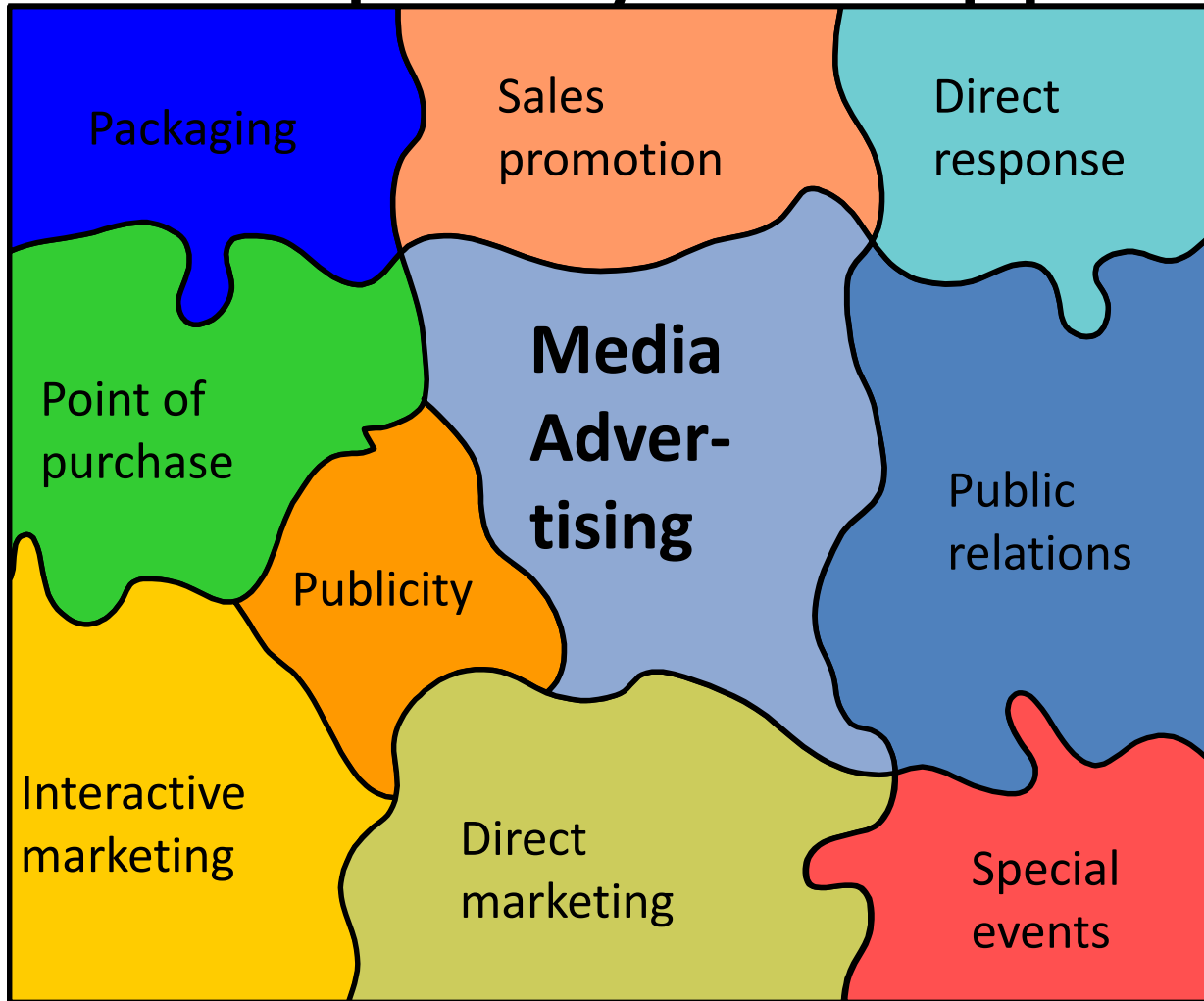
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Traditional Marketing Approach



Contemporary IMC Approach



How should you select your **Term Project**

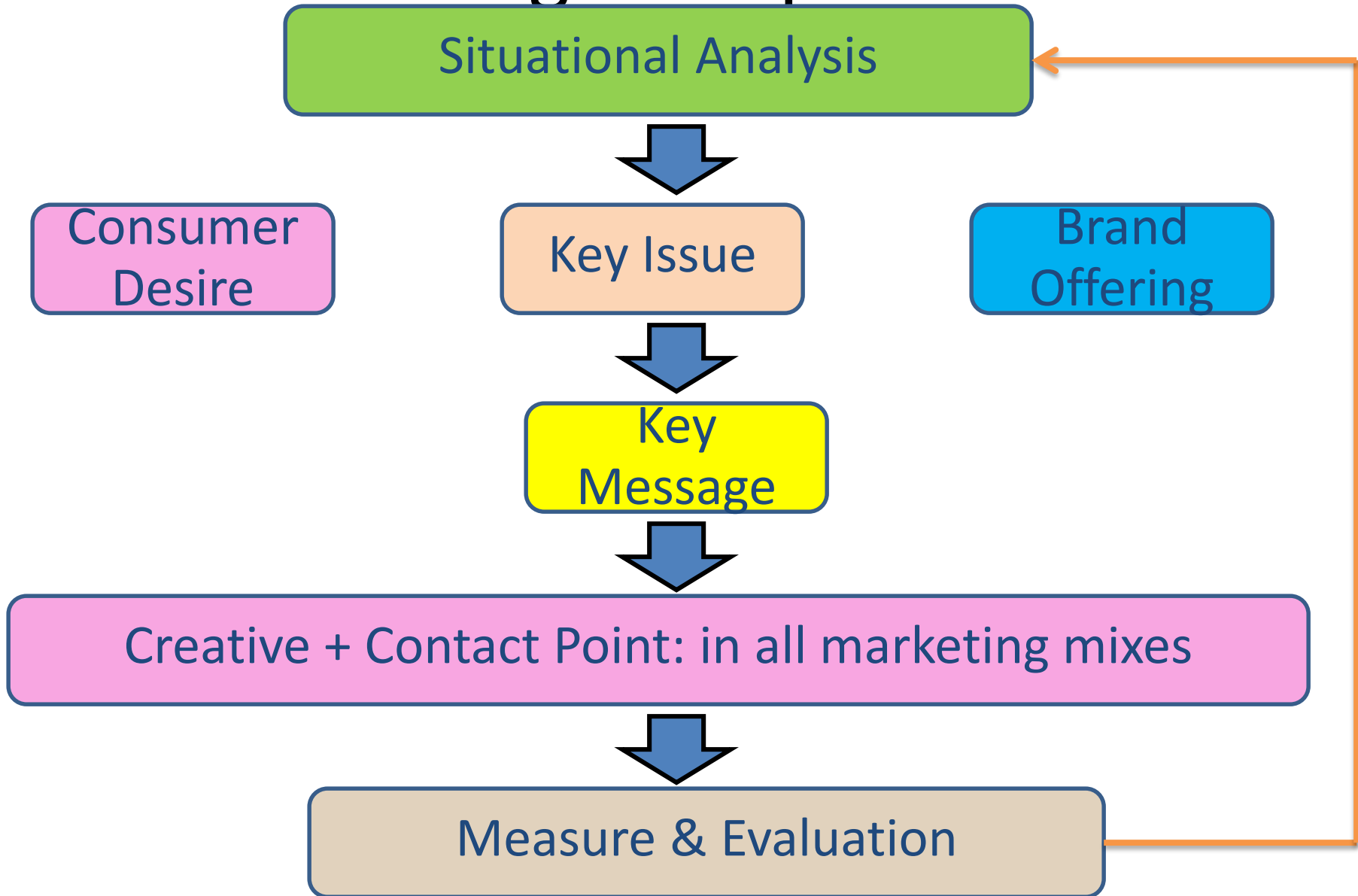
- Clear & Competitive Positioning: Based on the thorough understanding of
 - Consumer: Are they accessible to your group?
 - n = 100+ for Brand Health Pyramid (quick quantitative)
 - Smaller group for deep understanding (qualitative)
 - Unique Selling Point (USP)/ differentiation
 - Competitor
- Market feasibility
- Your passion

Now that we are about to
Start working on the Marketing Mix...

What do we need to know?

THE IMC PROCESS

From Planning to Implementation



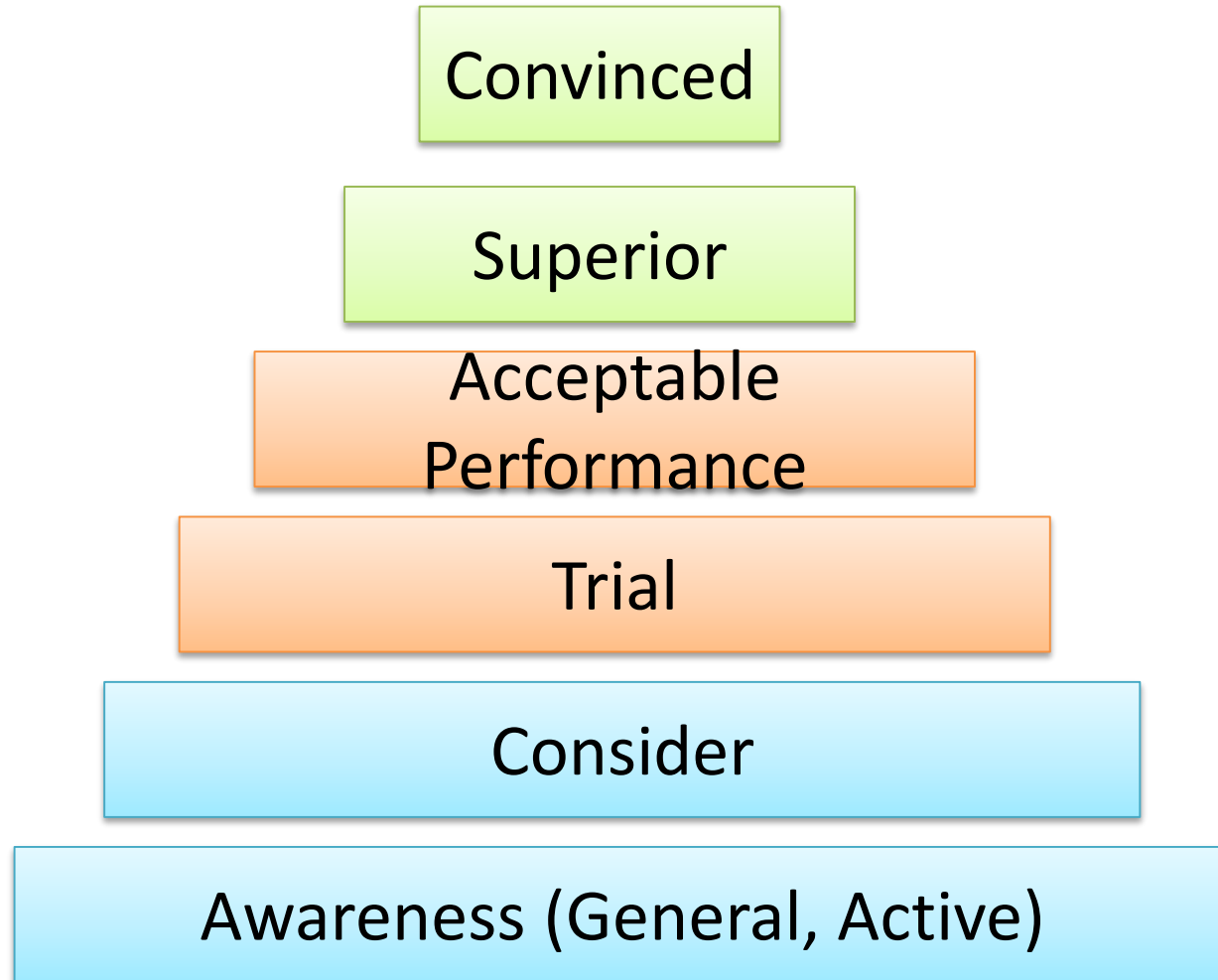
BRAND POSITIONING

(Example)

Mountain Dew: **To** young, active soft-drink consumers who have little time for sleep, **(Mountain Dew)** **is** the soft drink that gives you more energy **than any other brand** **because** it has the highest level of caffeine.

THE TASK (โจทย์)

Linking 'Communications Effects Pyramid' and 'Brand Health Pyramid'



What does the **Brief** Communicate?



- **Current**



- **Market-
ing Mix**



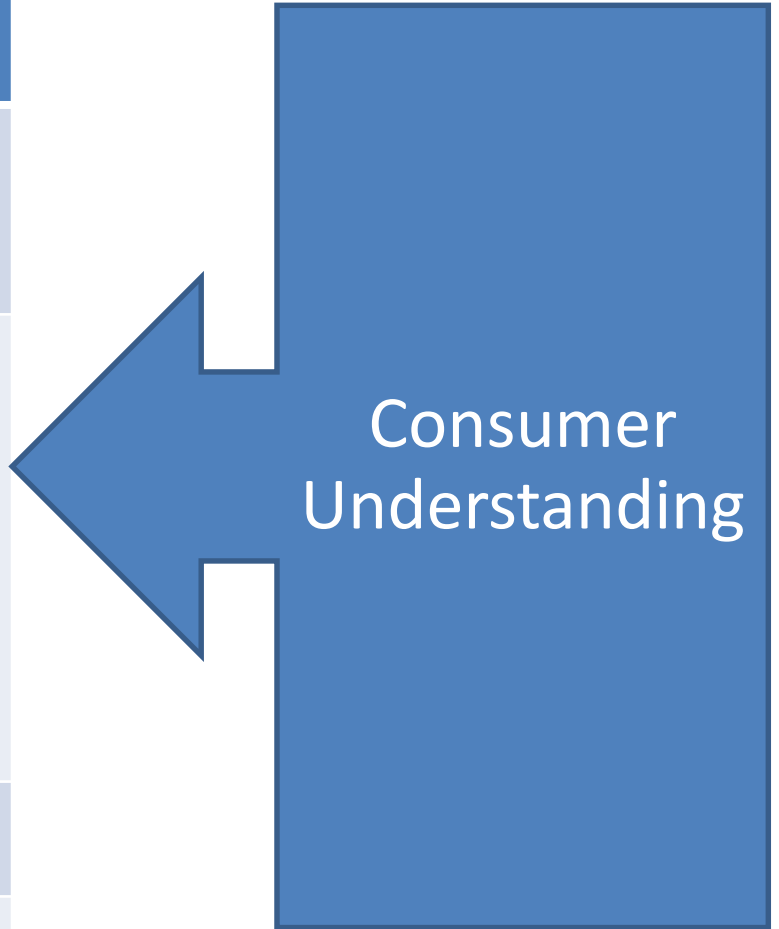
- **Vision**

CONSUMER UNDERSTANDING FOR IMC

The Start

Starting IMC: Need to Know...

Positioning	Who (the brand is?)
Marketing Challenge/ Problem to be solved (Task/โจทย์)	What
Brief	What, Why
Working Process	Process



Consumer Understanding

- Who
 - Demographic
 - Psychographic
 - Lifestyle, Entertainment
 - Media habit*



Consumer Understanding

- Product
 - How they buy/ consume product
 - Trigger in buying/ consuming
 - Needs/ wants/ problems
 - Ideal product



Consumer Understanding for IMC



... And **WHY**
they do **WHAT** they
do?



Consumer Understanding: **Summary**

- **Who is the Target? (Not only demographic, but also lifestyle)**
- **Consumer Need?**
 - A day in life
 - Deep understanding of the consumer (including Relationship with product)
- **Market situation including competitors**
- **Positioning (Use template)**

Consumer Understanding: **Summary (Cont.)**

- **Marketing Task (based on Consumer and brand direction)**
 - Brand health pyramid
- **Key Message**
- **Key Message Reflected in Key Marketing Mixes**
 - Brand elements including logos
 - Product/ Solution for consumers
 - Price/ Cost to consumers
 - Place/ Convenience
 - Promotion/ Communication

Term Project Criteria

- Complete (Detail of information covered)
- Insightful (Understand the “Why” behind the “What”)
- Applicable (Can turn info into action)