

IMC Class 02: Starting IMC

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What will we cover today?

- Review and admin
- The big picture
- Consumer understanding for IMC
- Positioning

Review of the last class

- **IMC** overview
 - Concept
 - Definition
 - Importance
 - Process

Admin: Grouping & Brand Selected for Term Project

No.	Brand	Target	Challenge/ Objective
1			
2			
3			
4			

The Big Picture

Review &
Admin

The Big
Picture

Consumer
Understanding
For IMC

Positioning

Group
Work
Assignment

Where is the Role of IMC in the Strategic Brand Management Process?

1. Identify and establish brand **positioning**.
 2. Plan and implement **brand marketing**.
 3. **Measure** and interpret brand performance.
 4. **Growing and sustaining** brand value.
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Now that we are about to
Start doing IMC...

What do we need to know?

What do you need to know before starting **IMC**?

	Things I need to know:
1	
2	
3	
4	

Consumer Understanding for IMC

Review &
Admin

The Big
Picture

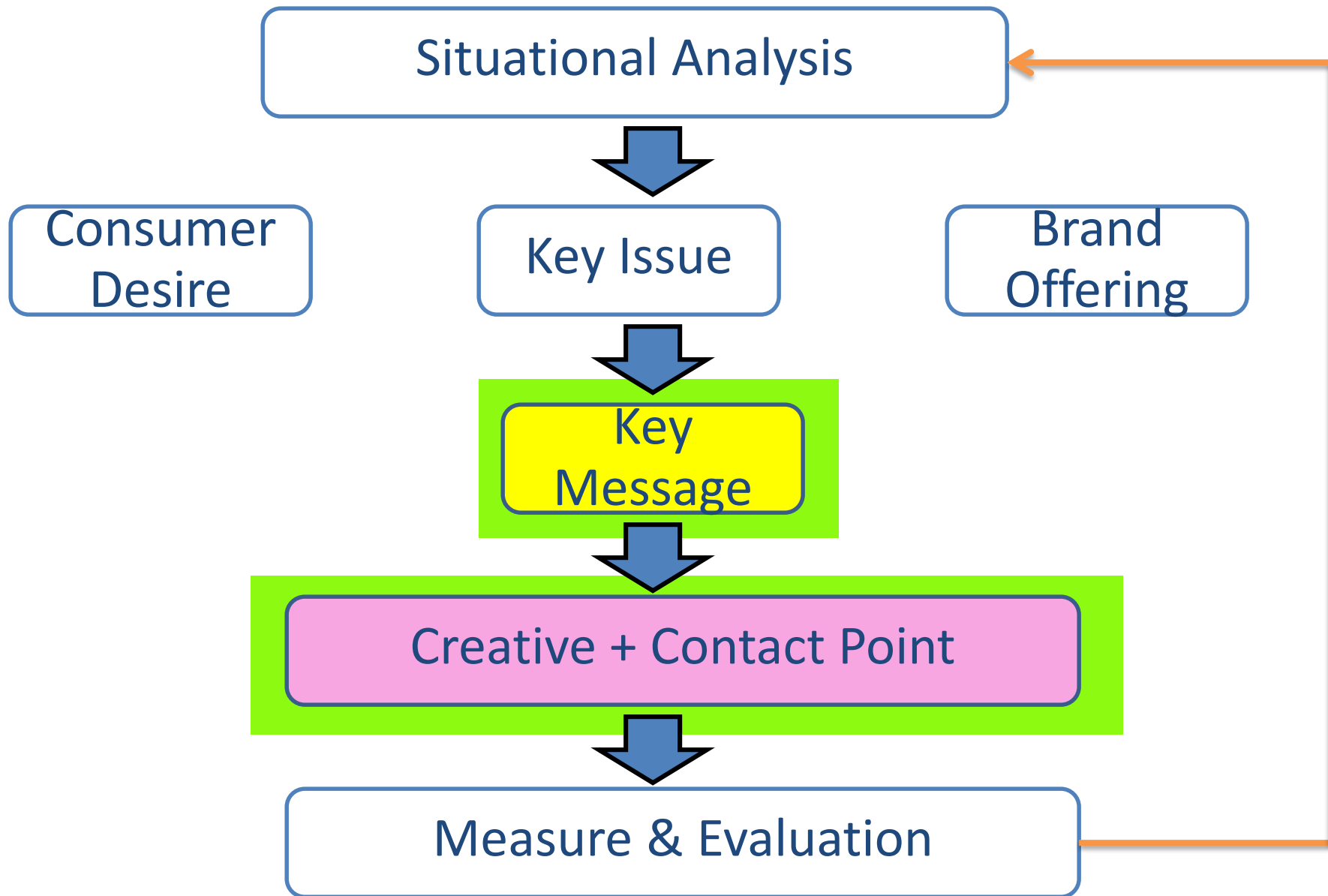
Consumer
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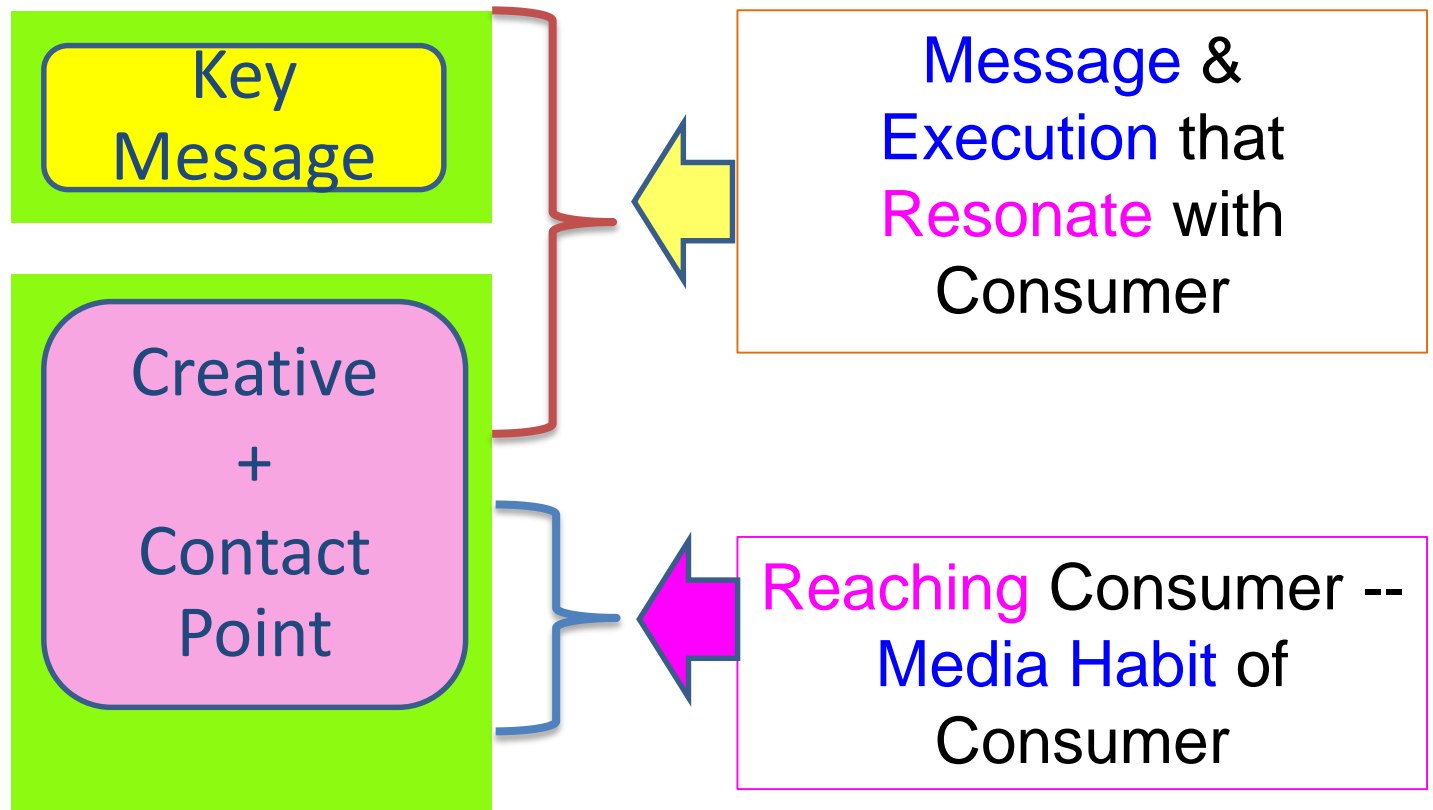
Group
Work
Assignment

From Planning to Implementation:

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



Turning Consumer Understanding into IMC



Resonating with Consumer...

Consumer Understanding for IMC

- Who
 - Demographic
 - Psychographic
 - Lifestyle, Entertainment



Consumer Understanding for IMC

- 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?



Reaching Consumer...

Segmentation - Targeting - Positioning

Your
Own
Review

Review &
Admin

The Big
Picture

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Positioning

To (target group), (Brand)
is _____ (Category) _____
that (USP) better **than**
any other brand
because xxx.

(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.

Group Work Assignment

Review &
Admin

The Big
Picture

Consumer
Understanding
For IMC

Positioning

Group
Work
Assignment

Group Work Assignment

Group work for Term Project

- Conduct desk research and qualitative research. Then form an insightful positioning for the workshop 1 (class#5).
- Bring your hypothetical challenge and one communication objective for the next class.