

# Communications Excellence: Integrated Marketing Communications

Alisara (Rungnontarat) CHARINSARN

Thammasat Business School, Thailand

[alisara@tbs.tu.ac.th](mailto:alisara@tbs.tu.ac.th)

# Agenda

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- Part I: IMC Concept Overview
- Part II: IMC in Action — What, How, and Where
- Part III: IMC Tools & Cases

# **PART I: IMC CONCEPT OVERVIEW**

# Integrated Marketing Communications (IMC) = ?

# “IMC” ...

The 4<sup>th</sup> P or

The New Marketing Paradigm

???

# Question

**Besides Promotion/ Advertising,  
What else Communicates?**

- **A. Product**
- **B. Price**
- **C. Place/ Selling Channel**

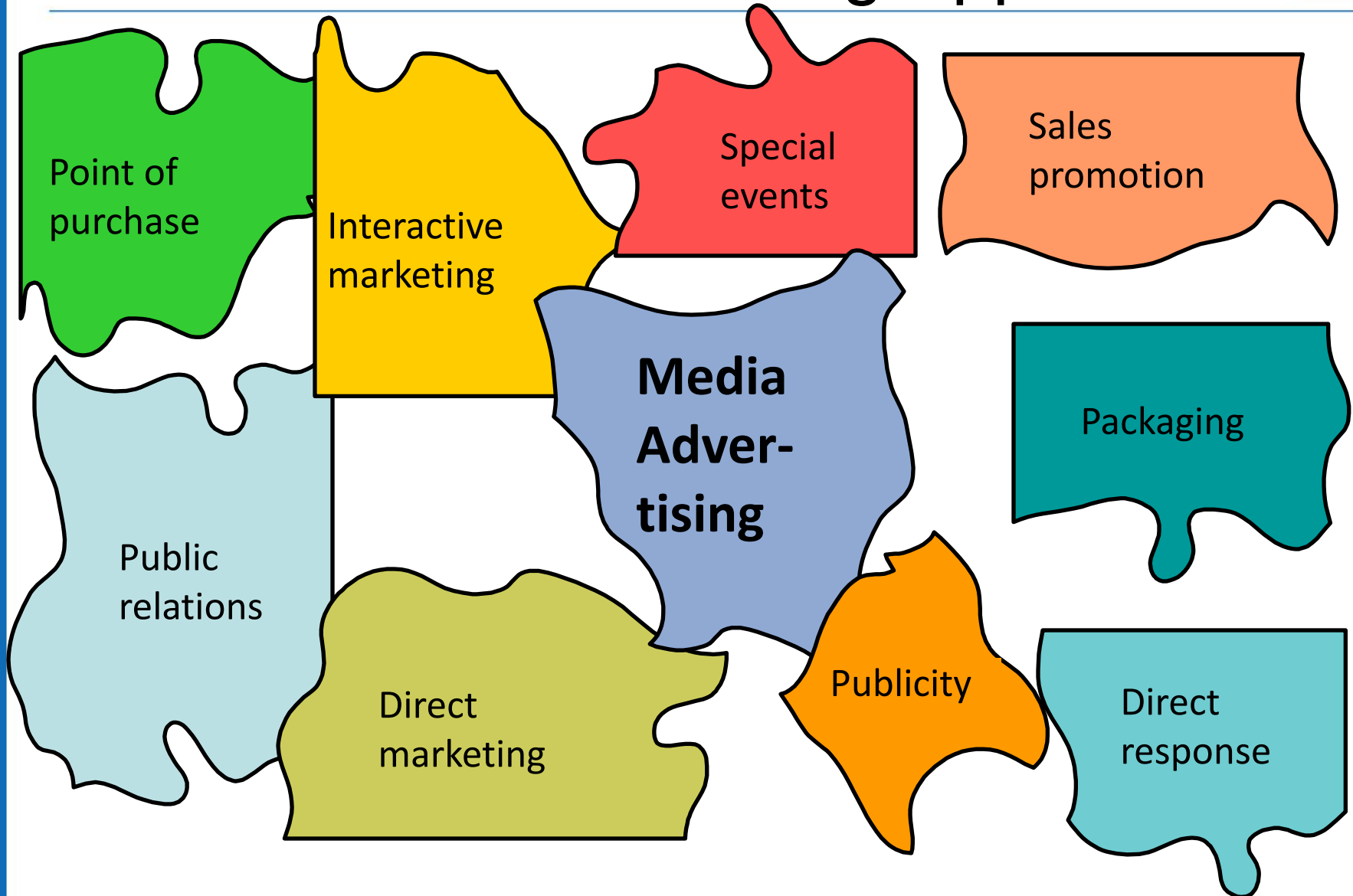
# Defining “Integrated Marketing Communications” (IMC)

“...IMC is a new way of looking at the **whole**,  
where once we only saw **parts**  
such as advertising, public relations, ...  
It’s a **realigning** communications  
to look at **the way the customer sees it...**”

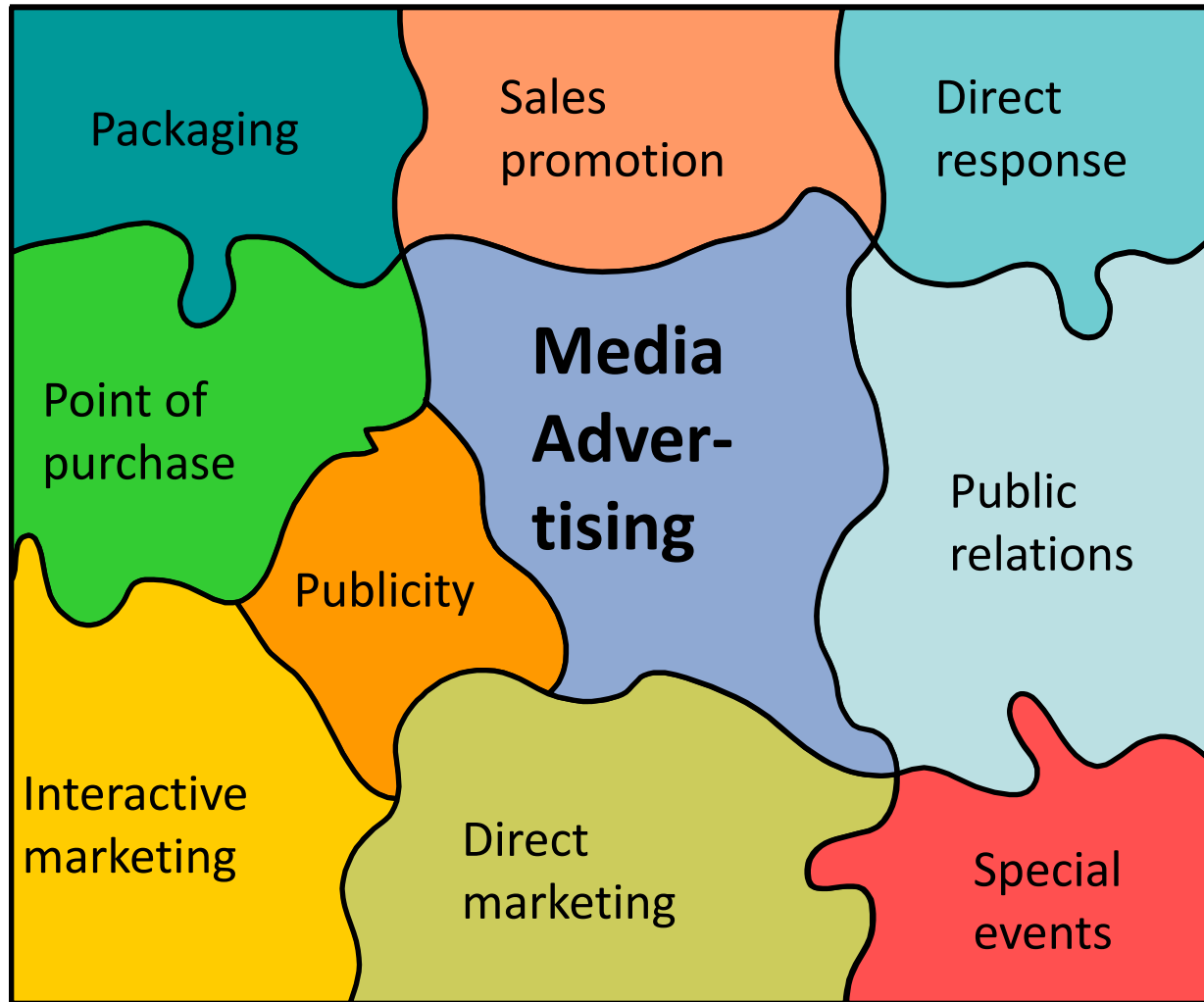
*Don E. Schultz (Northwestern University),  
Stanley I. Tannenbaum (Northwestern University), and  
Robert F. Lauterborn (University of North Carolina at Chapel Hill)*



# Traditional Marketing Approach



# Contemporary IMC Approach



# Why IMC?

# Behind the Growing Importance of IMC

## From

## Toward

Media advertising

Multiple forms of communication

Mass media

Specialized media

Manufacturer dominance

Retailer dominance

General focus

Data-based marketing

Low agency accountability

Greater agency accountability

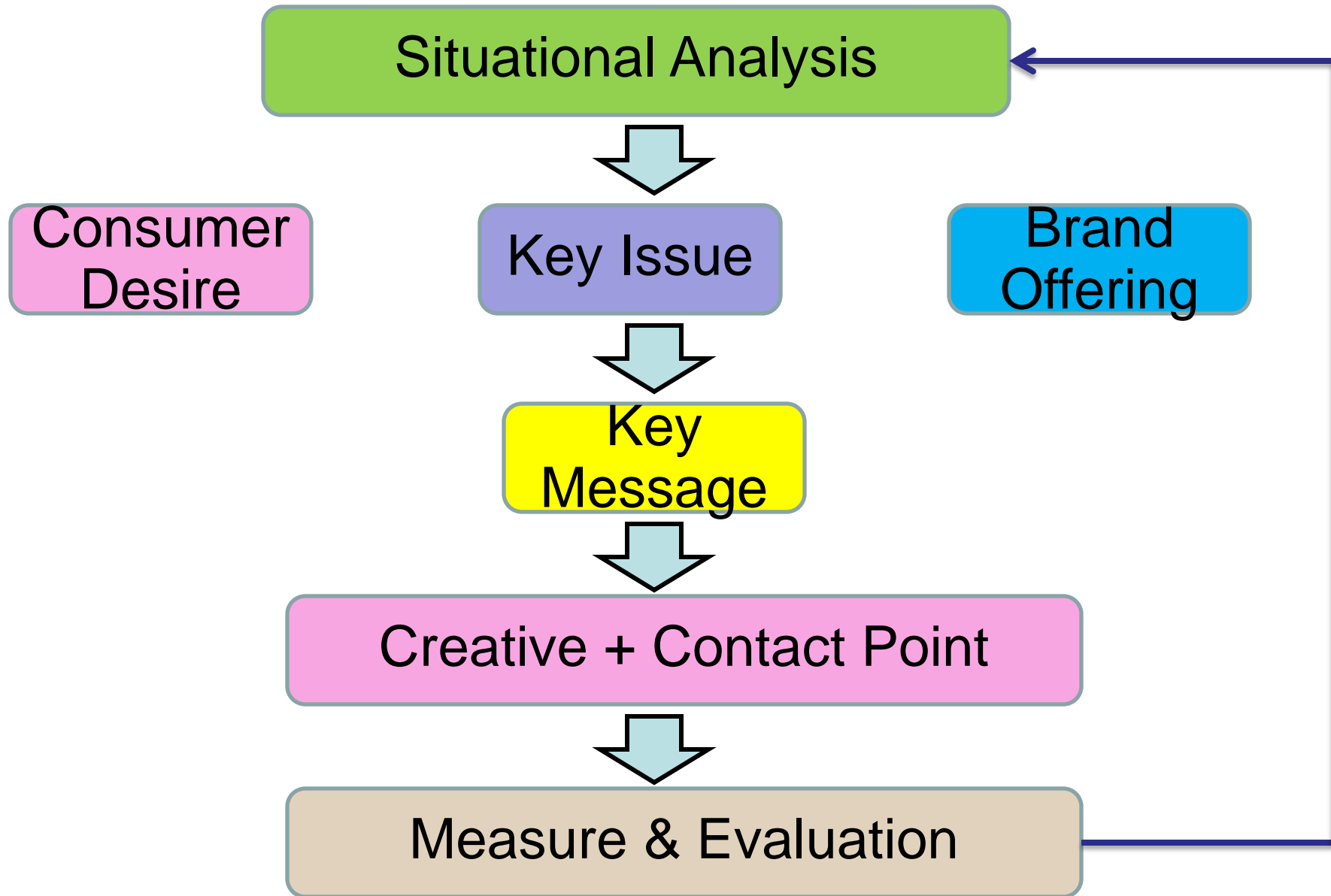
Traditional compensation

Performance-based compensation

Limited Internet availability

Widespread Internet availability

# From Planning to Implementation



# **PART II: IMC IN ACTION — WHAT, HOW, AND WHERE**

# What to Say: “Beauty Milk” Example



Situational Analysis?

# **PART III: IMC TOOLS & CASES**

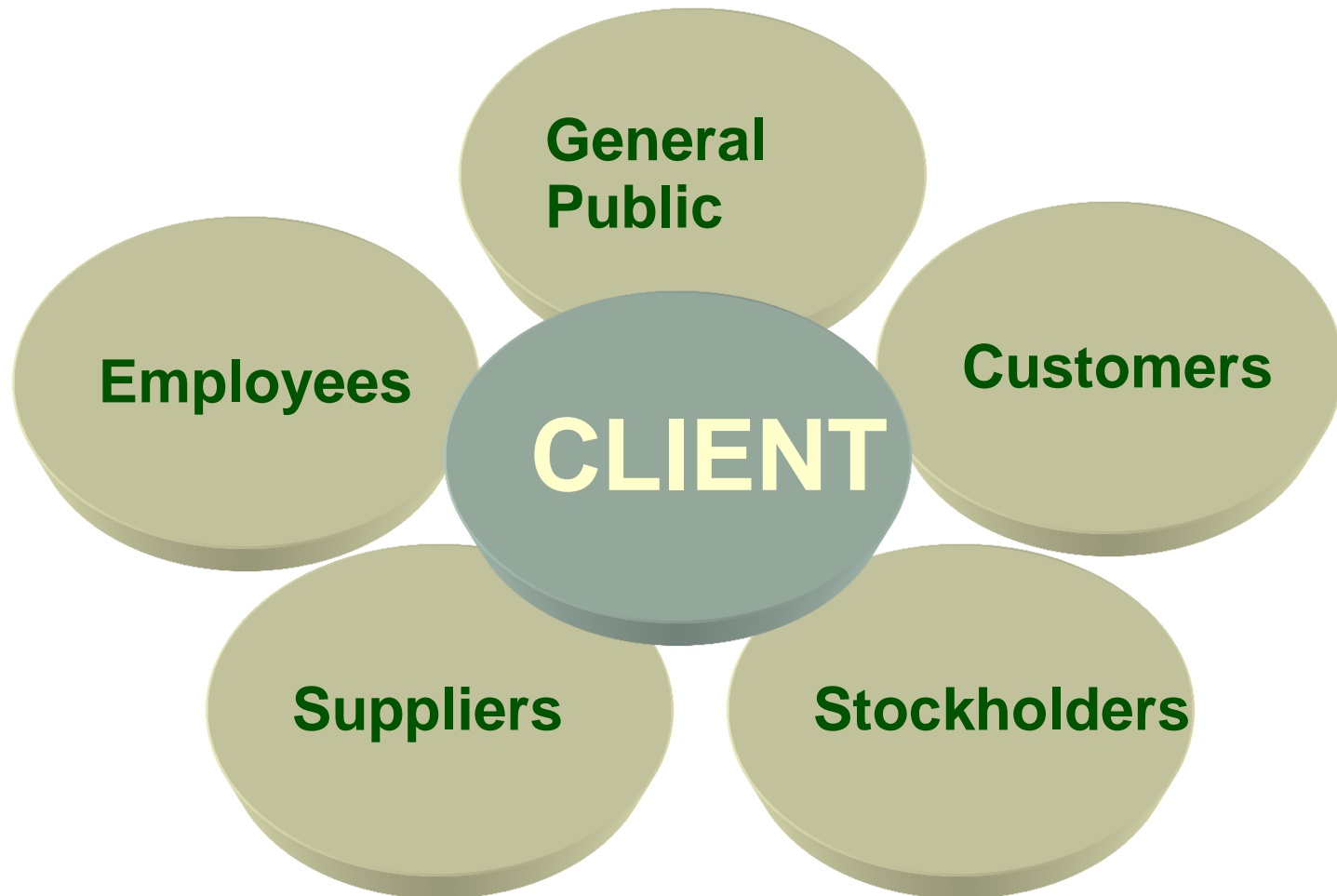
# Public Relations (PR)

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**Who are the target  
group of PR  
activities?**

# The Role of Public Relations

*To manage relationships with the public*



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**If traditional PR targets  
journalists,**

**who would e-PR  
target?**

# Corporate Ad

... &

# ... Downside of CGC (Consumer Generated Content)

# Sales Promotion (SP)

# Question on Sales Promotion?

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Is “additional sales”  
the only goal for  
**sales promotion?**

# Q&A: What are these Promotion for?

- Shampoo + Hair Conditioner
- Tire + air pressure measurement
- Point collection
- Sweepstake and Contest
- Premium
- 2% Volume Discount



# Final Discussion on Promotion!

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- Downside of Promotion?

# Direct Marketing (DM)

# Group Exercise: As a Marketer, what would you do, so that your DM piece is read?



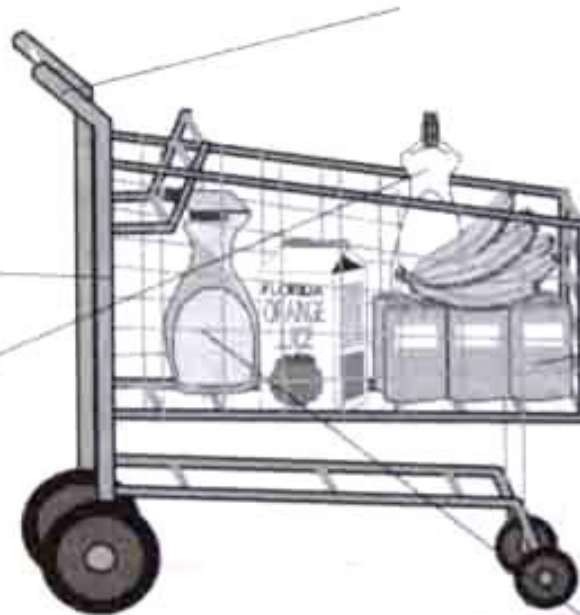
# Database Marketing: Data Mining

# Market Basket Analysis

In this shopping basket, the shopper purchased a quart of orange juice, some bananas, dish detergent, window cleaner, and a six-pack of soda.

How are the demographics of the neighborhood affecting what customers are buying?

Is soda typically purchased with bananas? Does the brand of soda make a difference?



Where should detergents be placed in the store to maximize their sales?

Are window cleaning products purchased when detergent and orange juice are bought together?

# Market Basket Analysis

- Analyze tables of transactions

Person	Basket
A	Chips, Salsa, Cookies, Crackers, Coke, Beer
B	Lettuce, Spinach, Oranges, Celery, Apples, Grapes
C	Chips, Salsa, Frozen Pizza, Frozen Cake
D	Lettuce, Spinach, Milk, Butter

- Can we hypothesize?
  - Chips => Salsa      Lettuce => Spinach

## Group Discussion

- A. Database function(s)?
- B. What info do you want? For what?
- C. Where will you find the info (B.)?
- D. How to minimize human error?

That was “**Out**bound DM,  
what about **In**bound DM?

# Contemporary IMC Approach

