

The left side of the slide features a vertical arrangement of decorative elements. At the top is a pink butterfly. Below it is a white flower with a black center. Further down is a pink butterfly. At the bottom are pink circular patterns, a white vine with leaves, and a pink flower. The background is black with faint, larger-scale decorative patterns.

INTEGRATED BRAND COMMUNICATION

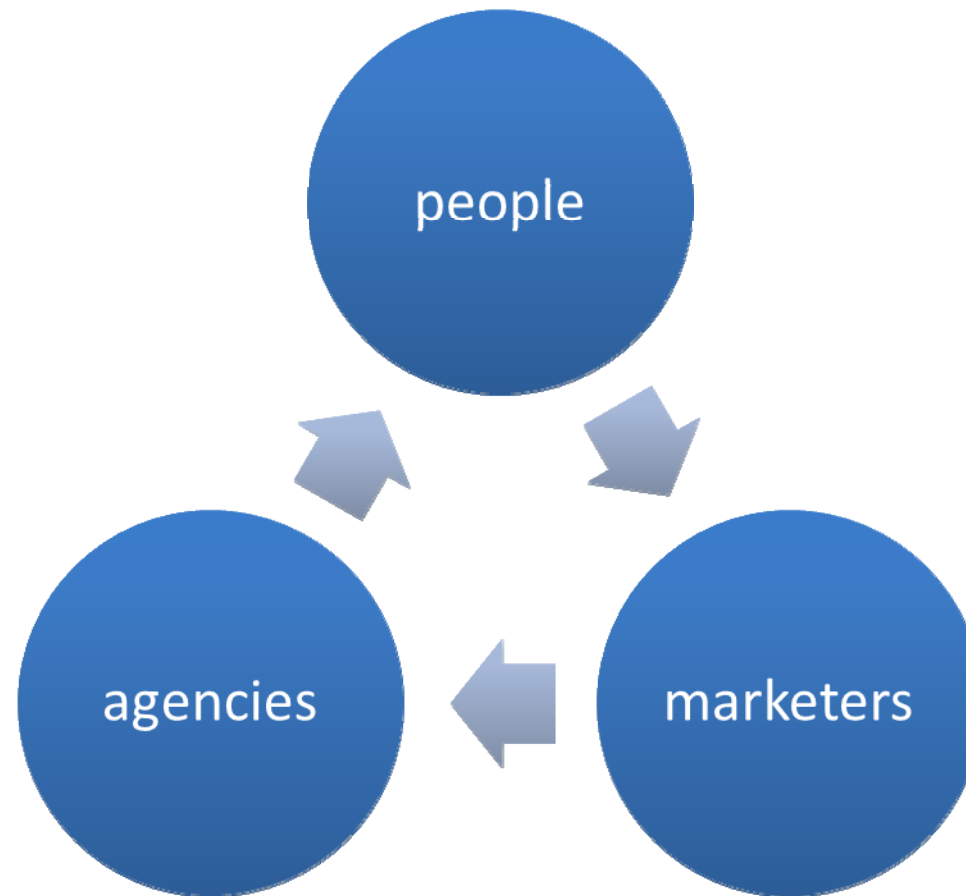
Massimiliano La Franca
Part 2-3



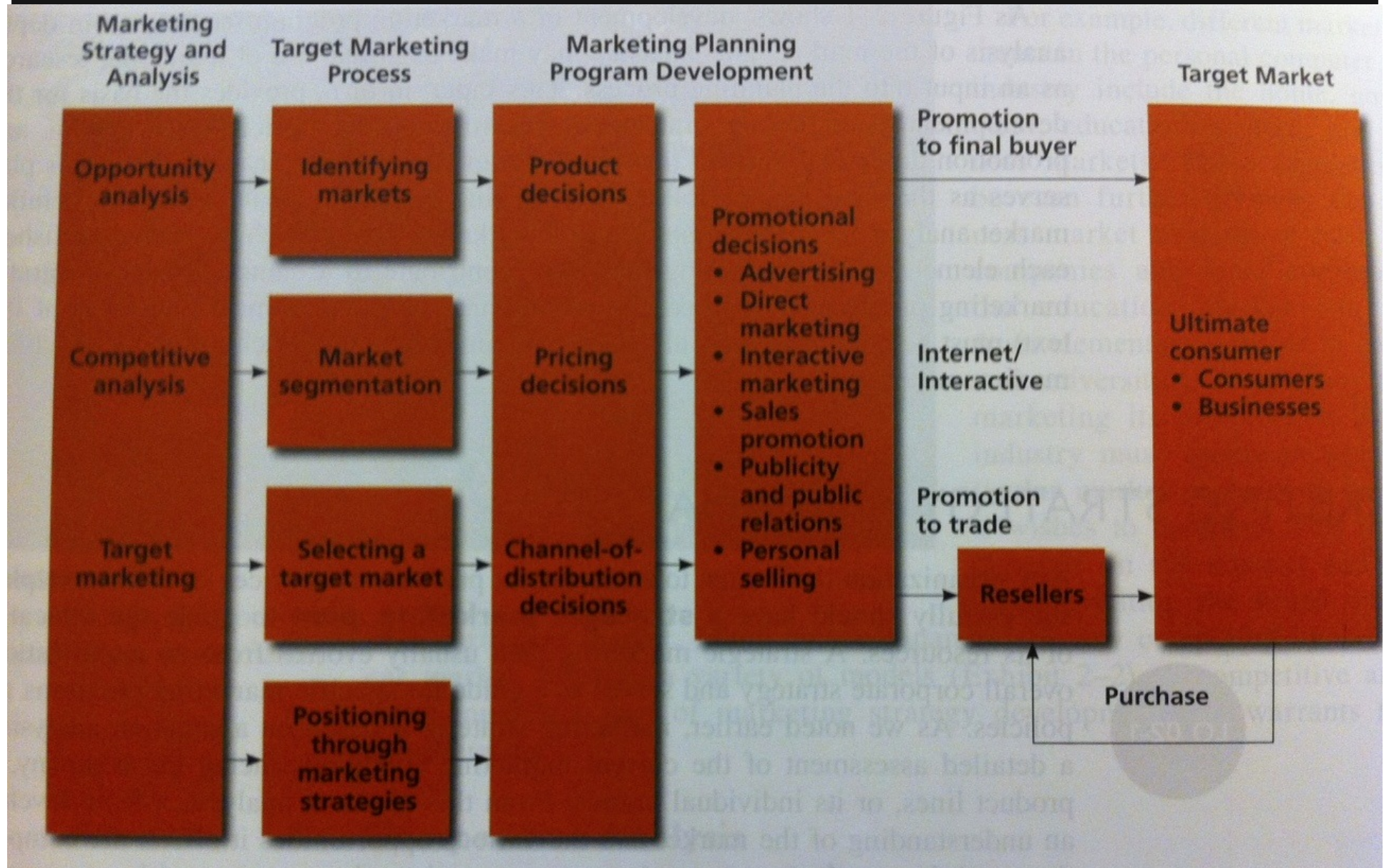
Last session recap

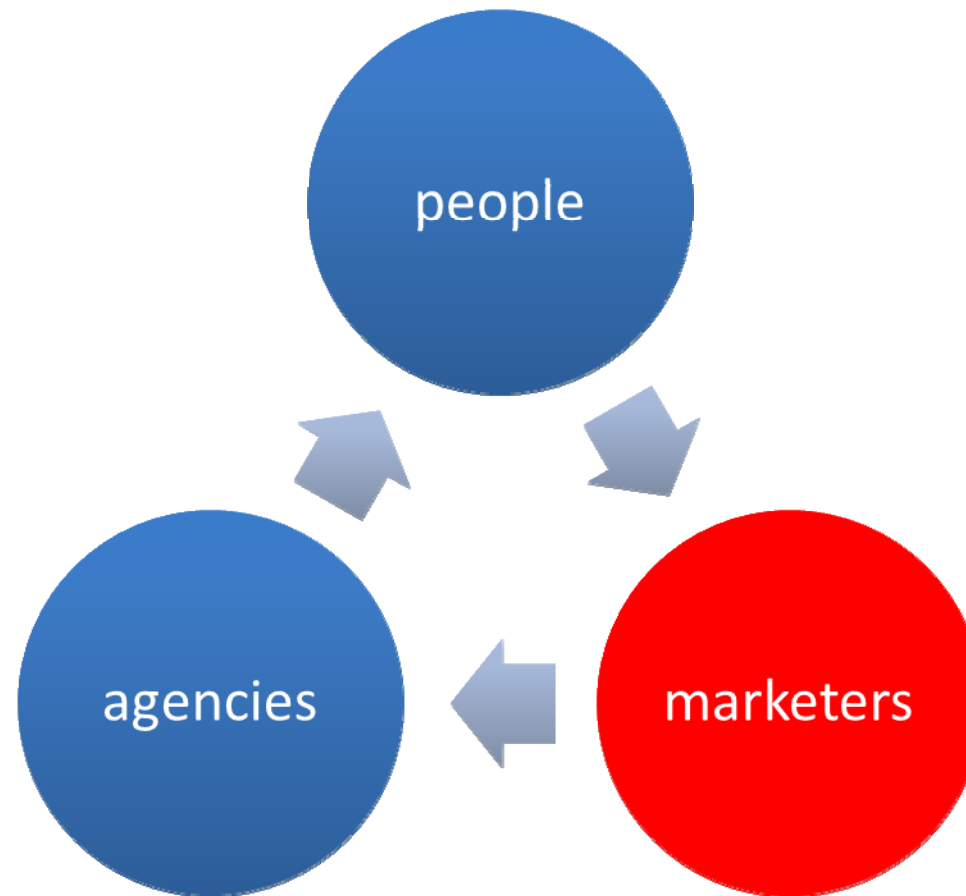
The background is a solid black rectangle. On the left side, there is a vertical arrangement of decorative elements. At the top left, there is a pink butterfly. Below it is a white flower with a black center. Further down is a pink vine with several leaves and a small pink flower. At the bottom left, there are large, overlapping pink and black circular patterns. In the bottom center, there is a pink flower. At the bottom right, there is a faint, large, circular mandala-like pattern. The text 'STAKEHOLDERS: WHO PLAYS IN THIS GAME' is written in white, bold, sans-serif capital letters, centered horizontally in the lower half of the image.

STAKEHOLDERS: WHO PLAYS IN THIS GAME

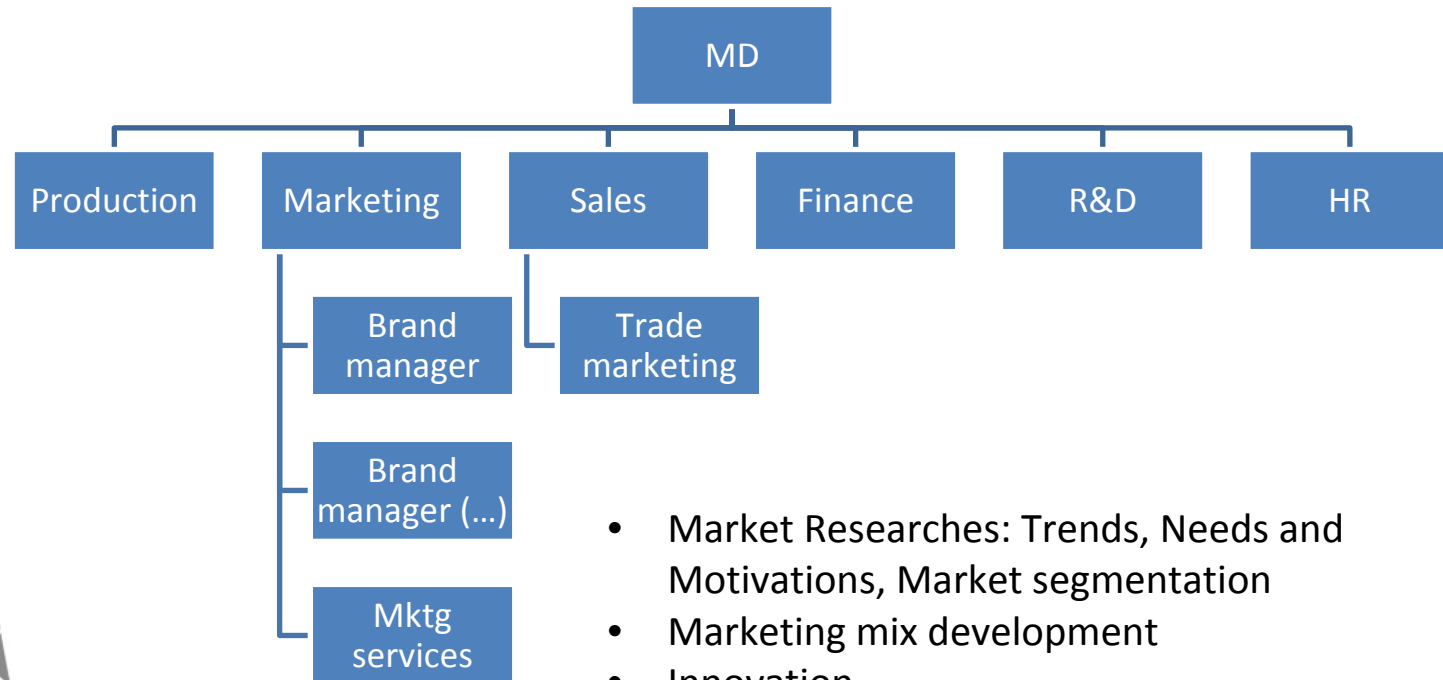


The process

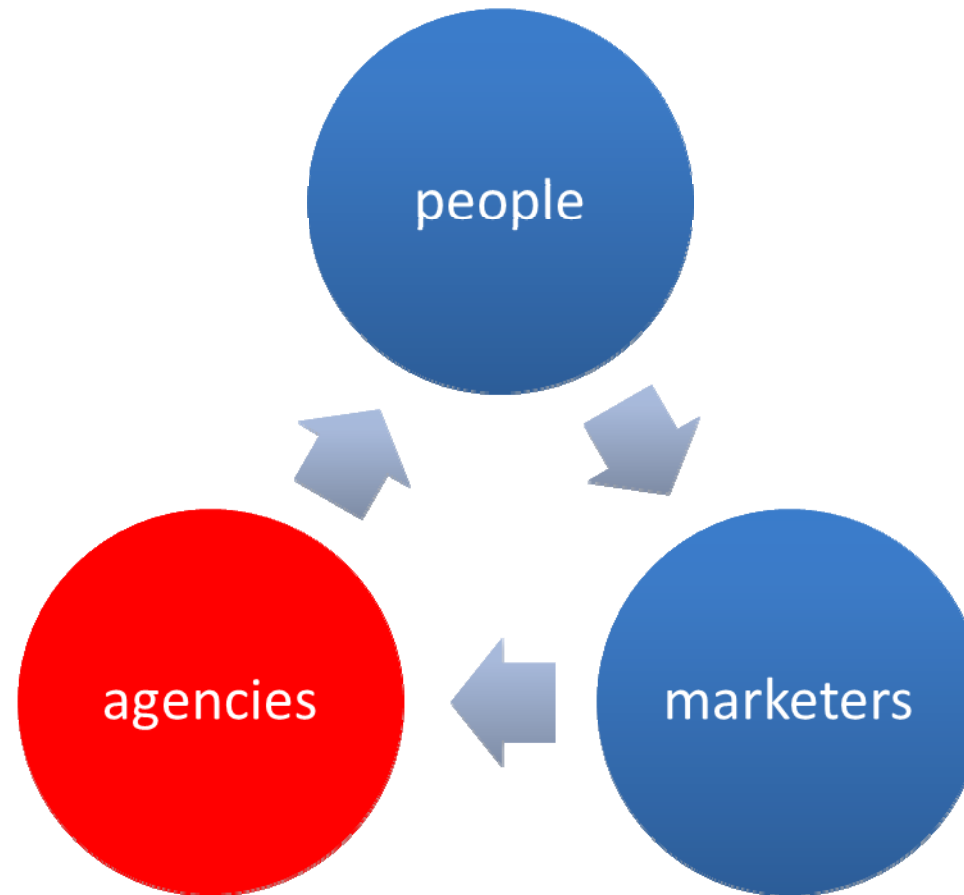




The client's side



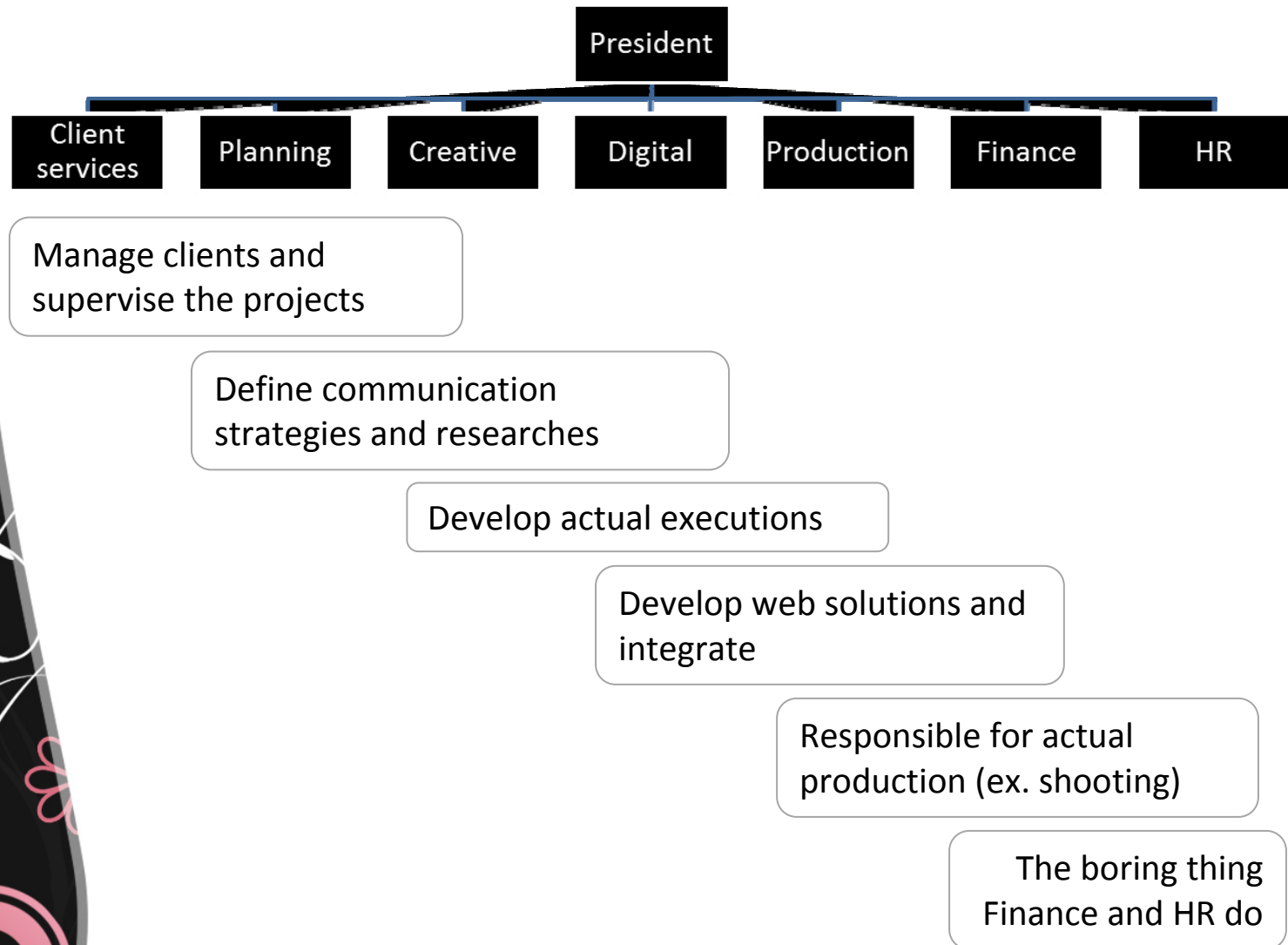
- Market Researches: Trends, Needs and Motivations, Market segmentation
- Marketing mix development
- Innovation
- Communication
- Pricing strategies
- Positioning
- Pack design
- Agency management
- Support to sales



Deliver specific services according to the nature of the agency:

- Researches
- Advertising
- Media planning and buying
- Web solutions
- PR and influence plans
- Packaging design

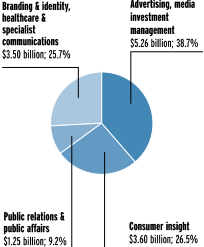
The ad agency side

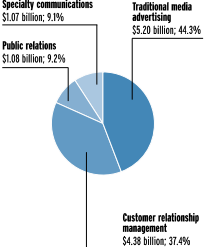


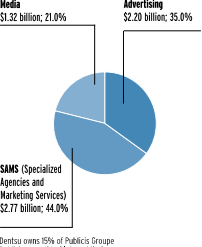
Different type of advertising agencies

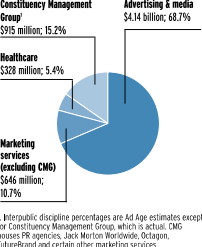
- Big **multinational** groups (WPP, IPG, Omnicom, Publicis); full set of departments, highly integrated usually handling global accounts
- **Local** strong players (in Thailand: Matchbox, Prakit, Bangkokshocase) born as spin-offs from bigger agencies or from local talents. Mid-small sizes focused on core services
- “**Creative boutiques**” focused only in creative development. Known for out of the box thinking mainly work on ad hoc projects



WPP		\$13.60B
No. 1		WORLDWIDE REVENUE
U.S. REVENUE: \$4.44 BILLION WORLDWIDE EMPLOYEES: 98,759		HEADQUARTERS: DUBLIN MARKET CAP: \$13.7 BILLION
WORLDWIDE REVENUE BY DISCIPLINE 		GREY GROUP \$912 MILLION Grey \$505 MILLION NETWORK LEAD AGENCY G2 \$280 MILLION MARKETING SERVICES AGENCY GHG \$110 MILLION HEALTHCARE AGENCY Batey \$8 MILLION SINGAPORE-BASED AGENCY NETWORK Wing \$8 MILLION HISPANIC AD AGENCY UNITED GROUP \$86 MILLION Berlin Cameron United \$15 MILLION AD AGENCY Cole & Weber United \$11 MILLION AD AGENCY OTHER AGENCIES Hill & Knowlton \$330 MILLION NETWORK LEAD AGENCY Sudler & Hennessey \$156 MILLION HEALTHCARE AGENCY Tapsa \$30 MILLION MALAYSIAN-BASED AD AGENCY Brand Union \$13 MILLION AD AGENCY WPP DIGITAL \$221 MILLION 24/7 Real Media \$110 MILLION DIGITAL AD NETWORK Bridge Worldwide \$49 MILLION DIGITAL AGENCY Schematic \$40 MILLION DIGITAL AGENCY Blue Interactive Marketing \$11 MILLION SINGAPORE-BASED DIGITAL AGENCY HeathWallace \$8 MILLION U.K.-BASED WEB DESIGN FIRM, WPP OWNS 75% Quasar Media \$4 MILLION INDIA-BASED DIGITAL AGENCY, WPP OWNS 75% MEDIA AGENCIES GROUP M \$2.06 BILLION Mindshare Worldwide \$713 MILLION MEDIA AGENCY MEC \$595 MILLION MEDIA AGENCY MediaCom \$570 MILLION MEDIA AGENCY Group M Search \$90 MILLION SEARCH MARKETING AGENCY Maxus \$90 MILLION MEDIA AGENCY Kinetic NA OUT-OF-HOME MEDIA AGENCY WPP INVESTMENTS Asatsu-DK \$451 MILLION TOKYO-BASED AD AGENCY, WPP OWNS 24% BPG Group (Bates PanGulf) \$50 MILLION DUBAI-BASED AGENCY NETWORK, WPP OWNS 40% Brierley & Partners \$24 MILLION CMO AGENCY, WPP OWNS 20% Chime Communications \$193 MILLION HEALTHCARE AGENCY
GLOBAL NETWORKS YOUNG & RUBICAM BRANDS \$2.65 BILLION Y&R \$932 MILLION NETWORK LEAD AGENCY Sudler & Hennessey \$126 MILLION BRANDING CONSULTANCY Landor Associates \$121 MILLION BRANDING CONSULTANCY Coim & Wolfe \$117 MILLION PR AGENCY VML \$91 MILLION DIGITAL AGENCY Bravo Group \$29 MILLION HISPANIC AD AGENCY Kang & Lee Advertising \$16 MILLION ASIAN-AMERICAN AD AGENCY SicolaMartin \$7 MILLION AD AGENCY Robinson Lerer & Montgomery NA PR AGENCY WUNDERMAN \$828 MILLION MARKETING SERVICES AGENCY AND NETWORK Blast Radius \$55 MILLION MANCHESTER-BASED DIGITAL AGENCY, IN WUNDERMAN NETWORK Zaaz \$25 MILLION DIGITAL AGENCY, IN WUNDERMAN NETWORK RTC Relationship Marketing \$25 MILLION DIRECT MARKETING AGENCY, IN WUNDERMAN NETWORK DesignKitchen \$11 MILLION DIGITAL AGENCY, IN WUNDERMAN NETWORK BURSON-MARSTELLER \$385 MILLION PR AGENCY AND NETWORK Proof \$12 MILLION AD AGENCY, PART OF BURSON-MARSTELLER NETWORK OGILVY & MATHER \$1.75 BILLION OgilvyOne Worldwide \$683 MILLION MARKETING SERVICES AGENCY Ogilvy & Mather Advertising \$585 MILLION NETWORK LEAD AGENCY Bates 141 \$126 MILLION HONG KONG-BASED MARKETING COMMS, NETWORK Ogilvy Public Relations Worldwide \$122 MILLION PR AGENCY Neo@Ogilvy \$103 MILLION DIGITAL MEDIA AGENCY Ogilvy Healthworld \$90 MILLION HEALTHCARE AGENCY		

OMNICOM GROUP		\$11.72B
No. 2		WORLDWIDE REVENUE
U.S. REVENUE: \$6.18 BILLION WORLDWIDE EMPLOYEES: 63,000		HEADQUARTERS: NEW YORK MARKET CAP: \$12.5 BILLION
WORLDWIDE REVENUE BY DISCIPLINE 		OTHER AGENCIES Cline Davis & Mann \$147 MILLION HEALTHCARE AGENCY Corbett Accel Healthcare Group \$61 MILLION HEALTHCARE AGENCY Critical Mass \$75 MILLION DIGITAL AGENCY, OMNICOM OWNS 54% Dieste \$39 MILLION HISPANIC AD AGENCY Direct Partners \$17 MILLION DIRECT MARKETING AGENCY Doremus \$39 MILLION BUSINESS-TO-BUSINESS AGENCY Element 79 \$24 MILLION AD AGENCY Footsteps \$8 MILLION MULTICULTURAL AD AGENCY, OMNICOM OWNS 49% GMR Marketing \$78 MILLION EVENT MARKETING AGENCY Goodby, Silverstein & Partners \$105 MILLION AD AGENCY Grizzard Communications Group \$32 MILLION DIRECT MARKETING AGENCY GSD&M Idea City \$65 MILLION AD AGENCY Harrison & Star \$55 MILLION HEALTHCARE AGENCY Javelin \$46 MILLION DIRECT MARKETING AGENCY LatinWorks \$20 MILLION HISPANIC AD AGENCY, OMNICOM OWNS 49% LyonHeart \$30 MILLION HEALTHCARE AGENCY Marketing Arm \$102 MILLION MARKETING SERVICES AGENCY GROUP Martin Williams Advertising \$37 MILLION AD AGENCY Merkle & Partners \$43 MILLION AD AGENCY Russ Reid Co. \$26 MILLION DIRECT MARKETING AGENCY Siegel & Gale \$37 MILLION BRANDING CONSULTANCY Targetbase \$82 MILLION MARKETING SERVICES AGENCY Unit 7 \$22 MILLION DIRECT MARKETING AGENCY MEDIA AGENCIES OMNICOM MEDIA GROUP \$1.33 BILLION OMD Worldwide \$730 MILLION MEDIA AGENCY PHD \$138 MILLION MEDIA AGENCY Resolution Media \$14 MILLION SEARCH MARKETING AGENCY Novus Print Media Network NA MEDIA AGENCY PUBLIC RELATIONS FLEISHMAN-HILLARD \$405 MILLION AD AGENCY AND RESEARCH UNIT
GLOBAL NETWORKS DDB WORLDWIDE COMMUNICATIONS GROUP \$2.22 BILLION DDB Worldwide \$1.11 BILLION NETWORK LEAD AGENCY Interbrand \$195 MILLION BRANDING CONSULTANCY Tribal DDB \$188 MILLION DIGITAL AGENCY TracyLocke \$104 MILLION PROMOTION AGENCY Alma DDB \$17 MILLION HISPANIC AD AGENCY, OMNICOM OWNS 74% Rodgers Townsend \$13 MILLION AD AGENCY Roberts & Langer DDB \$8 MILLION AD AGENCY Spike DDB \$3 MILLION AFRICAN-AMERICAN AD AGENCY, OMNICOM OWNS 49% RAPP \$588 MILLION MARKETING SERVICES AGENCY AND NETWORK Kern Organization \$18 MILLION MARKETING SERVICES AGENCY, PART OF RAPP NETWORK BDO WORLDWIDE \$1.67 BILLION BDO Worldwide \$1.14 BILLION NETWORK LEAD AGENCY Proximity Worldwide \$395 MILLION DIGITAL AGENCY Organic \$136 MILLION DIGITAL AGENCY TBWA WORLDWIDE \$1.52 BILLION TBWA Worldwide \$1.02 BILLION NETWORK LEAD AGENCY Zimmerman Advertising \$134 MILLION AD AGENCY Integer Group \$127 MILLION PROMOTION AGENCY Tequila \$110 MILLION MARKETING SERVICES AGENCY TBWA/WorldHealth \$70 MILLION HEALTHCARE AGENCY Agency.com \$47 MILLION DIGITAL AGENCY OTHER AGENCIES 180 Amsterdam/180 LA \$40 MILLION AD AGENCY, OMNICOM OWNS 35% Agency Rx \$24 MILLION HEALTHCARE AGENCY		

PUBLICIS GROUPE		\$6.29B
No. 3		WORLDWIDE REVENUE
U.S. REVENUE ESTIMATE: \$2.72 BILLION WORLDWIDE EMPLOYEES: 45,402		HEADQUARTERS: PARIS MARKET CAP: \$8.7 BILLION
WORLDWIDE REVENUE BY DISCIPLINE 		OTHER AGENCIES Starcom MediaVest Group \$809 MILLION MEDIA AGENCY SMG PERFORMANCE MARKETING \$31 MILLION MARKETING SERVICES AGENCY GROUP SMG Search \$14 MILLION SEARCH MARKETING, PART OF PERFORMANCE MARKETING Spark Communications \$13 MILLION TAPESTRY \$11 MILLION STARCOM'S MULTICULTURAL MEDIA AGENCY MV42 \$6 MILLION HOLLAND'S MULTICULTURAL MEDIA AGENCY DIGITAS \$550 MILLION Digitas \$443 MILLION DIGITAL AGENCY Digitas Health \$107 MILLION DIGITAL HEALTHCARE AGENCY OTHER VIVAKI NA Razorfish \$409 MILLION DIGITAL AGENCY Medias & Regies Europe \$84 MILLION OUT-OF-HOME ADVERTISING Denuo \$6 MILLION CONSULTANCY, PART OF VIVAKI Phonelvalley NA MOBILE-MARKETING AGENCY HEALTHCARE AGENCIES PUBLICIS HEALTHCARE COMMUNICATIONS GROUP \$452 MILLION Medicus Lifebrands/ Publicis Lifebrands \$111 MILLION PART OF PUBLICIS HEALTHCARE Saatchi & Saatchi Healthcare Advertising \$47 MILLION PART OF PUBLICIS HEALTHCARE Saatchi & Saatchi Wellness \$27 MILLION PART OF PUBLICIS HEALTHCARE Williams Labadie \$15 MILLION PART OF PUBLICIS HEALTHCARE Saatchi & Saatchi Healthcare Innovations \$11 MILLION PART OF PUBLICIS HEALTHCARE PUBLIC RELATIONS & EVENTS MS&L GROUP \$488 MILLION MS&L \$237 MILLION PR AGENCY Kebst & Co. \$39 MILLION PR AGENCY Relay \$16 MILLION EVENT MARKETING AGENCY OTHER AGENCIES Bartle Bogle Hegarty \$155 MILLION LONDON-BASED AD AGENCY, PUBLICIS OWNS 49% Fallon Worldwide \$68 MILLION AD AGENCY Kaplan Thaler Group \$65 MILLION AD AGENCY Burrell Communications Group \$22 MILLION AFRICAN-AMERICAN AD AGENCY, PUBLICIS OWNS 49% Bromley Communications \$16 MILLION HISPANIC AD AGENCY, PUBLICIS OWNS 49% Amazon Advertising \$4 MILLION AD AGENCY, PUBLICIS OWNS 35% MEDIA & DIGITAL AGENCIES: VIVAKI
GLOBAL NETWORKS PUBLICIS \$1.06 BILLION Publicis \$875 MILLION NETWORK LEAD AGENCY Publicis Modem & Dialog \$170 MILLION MARKETING SERVICES AGENCY Publicis & Hal Riney \$17 MILLION AD AGENCY LEO BURNETT WORLDWIDE \$1.10 BILLION Leo Burnett Worldwide \$777 MILLION NETWORK LEAD AGENCY Arc Worldwide \$247 MILLION MARKETING SERVICES AGENCY Beacon Communications \$61 MILLION JAPANESE AD AGENCY, PUBLICIS OWNS 66% Lapiz Hispanic Marketing \$6 MILLION HISPANIC AD AGENCY Vigilante \$4 MILLION MULTICULTURAL AD AGENCY SAATCHI & SAATCHI \$759 MILLION Saatchi & Saatchi \$650 MILLION NETWORK LEAD AGENCY Team One \$50 MILLION AD AGENCY Saatchi & Saatchi X \$41 MILLION PROMOTION AGENCY Conill \$18 MILLION HISPANIC AD AGENCY OTHER AGENCIES Bartle Bogle Hegarty \$155 MILLION LONDON-BASED AD AGENCY, PUBLICIS OWNS 49% Fallon Worldwide \$68 MILLION AD AGENCY Kaplan Thaler Group \$65 MILLION AD AGENCY Burrell Communications Group \$22 MILLION AFRICAN-AMERICAN AD AGENCY, PUBLICIS OWNS 49% Bromley Communications \$16 MILLION HISPANIC AD AGENCY, PUBLICIS OWNS 49% Amazon Advertising \$4 MILLION AD AGENCY, PUBLICIS OWNS 35% MEDIA & DIGITAL AGENCIES: VIVAKI		

INTERPUBLIC GROUP OF COS.		\$6.03B
No. 4		WORLDWIDE REVENUE
U.S. REVENUE: \$3.37 BILLION WORLDWIDE EMPLOYEES: 40,000		HEADQUARTERS: NEW YORK MARKET CAP: \$4.4 BILLION
WORLDWIDE REVENUE BY DISCIPLINE 		LOWE & PARTNERS \$543 MILLION Lowe & Partners \$253 MILLION AD AGENCY, REVENUE FOR LOWE OUTSIDE NORTH AMERICA Deutsch \$177 MILLION AD AGENCY, NORTH AMERICAN HUB OF LOWE NETWORK Lowe Healthcare Worldwide \$80 MILLION HEALTHCARE AGENCY, REPORTS TO DEUTSCH Huge \$33 MILLION DIGITAL AGENCY, 51% OWNED BY INTERPUBLIC OTHER AGENCIES Accentmarketing \$11 MILLION HISPANIC AGENCY, INTERPUBLIC OWNS 49% Campbell-Ewald \$161 MILLION AD AGENCY Carmichael Lynch \$41 MILLION AD AGENCY Cubocc NA ADVERTISING AND MARKETING SERVICES AGENCY BASED IN BRAZIL, INTERPUBLIC BOUGHT CUBOCC IN MARCH 2010 Dailey \$24 MILLION AD AGENCY DeVries Public Relations \$18 MILLION PR AGENCY GolinHarris \$109 MILLION PR AGENCY Hill Holliday \$160 MILLION AD AGENCY IW Group \$11 MILLION ASIAN-AMERICAN AGENCY, INTERPUBLIC OWNS 49% Jack Morton Worldwide \$95 MILLION EVENT MARKETING AGENCY Mullen \$83 MILLION AD AGENCY MWV Group \$36 MILLION PR AGENCY Octagon \$121 MILLION SPORTS AND ENTERTAINMENT MARKETING AGENCY Siboney USA \$5 MILLION HISPANIC AGENCY, INTERPUBLIC OWNS 49% Tierney Communications \$11 MILLION AD AGENCY Translation Consulting & Brand Imaging \$6 MILLION AD AND BRANDING AGENCY, INTERPUBLIC OWNS 66% MEDIA AGENCIES MEDIANBRANDS \$686 MILLION UM \$368 MILLION MEDIA AGENCY, ALIGNED WITH MCCANN WORLDGROUP Initiative \$248 MILLION MEDIA AGENCY, ALIGNED WITH DRAFTFCB Wahlstrom Group \$20 MILLION DIRECTORY AGENCY, PART OF GEMINATION Reprise Media \$14 MILLION SEARCH MARKETING AGENCY Magna NA MEDIA NEGOTIATION AND RESEARCH UNIT
GLOBAL NETWORKS MCCANN WORLDGROUP \$2.67 BILLION McCann Erickson Worldwide \$1.42 BILLION NETWORK LEAD AGENCY Weber Shandwick \$360 MILLION PR AGENCY, ALIGNED WITH MCCANN WORLDGROUP MRN Worldwide \$260 MILLION DIGITAL AND DIRECT MARKETING AGENCY Momentum Worldwide \$175 MILLION MARKETING SERVICES AGENCY McCann Healthcare Worldwide \$138 MILLION HEALTHCARE AGENCY Martin Agency \$112 MILLION AD AGENCY FutureBrand \$56 MILLION BRANDING CONSULTANCY, ALIGNED WITH MCCANN WORLDGROUP Campbell Mithun \$53 MILLION AD AGENCY TM Advertising \$34 MILLION AD AGENCY Avrett Free Ginsberg \$19 MILLION AD AGENCY Fitzgerald & Co. \$18 MILLION AD AGENCY Gotham \$17 MILLION AD AGENCY Casanova Pendrill \$10 MILLION HISPANIC AD AGENCY DRAFTFCB \$1.18 BILLION DraftFCB \$885 MILLION NETWORK LEAD AGENCY R/GA \$132 MILLION DIGITAL AGENCY DraftFCB Healthcare \$112 MILLION HEALTHCARE AGENCY Hacker Group \$32 MILLION DIRECT MARKETING AGENCY Rivet \$14 MILLION PROMOTION AGENCY		

PERCENT OF 2009 WORLDWIDE REVENUE BY REGION

	WPP	OMNICOM GROUP	PUBLICIS GROUPE	INTERPUBLIC GROUP OF COS.
U.S.	34.7%	52.7%	43.3%	55.9%

ABOUT AGENCY FAMILY TREES 2010

PUBLISHED APRIL 26, 2010. ORDER AD AGE'S AGENCY ISSUE, INCLUDING THE AGENCY FAMILY TREES POSTER: 1-888-288-5900.

The poster shows 2009 revenue for key agency networks and agencies (advertising, marketing services, media and public relations) owned by the world's big 4 agency companies. Agency networks are in groups; agencies are in black. Not all units are shown; network listings not comprehensive. Ad Age DataCenter estimated revenue for networks and agencies. Figures are rounded.

*This is how it
looks inside the
agency*



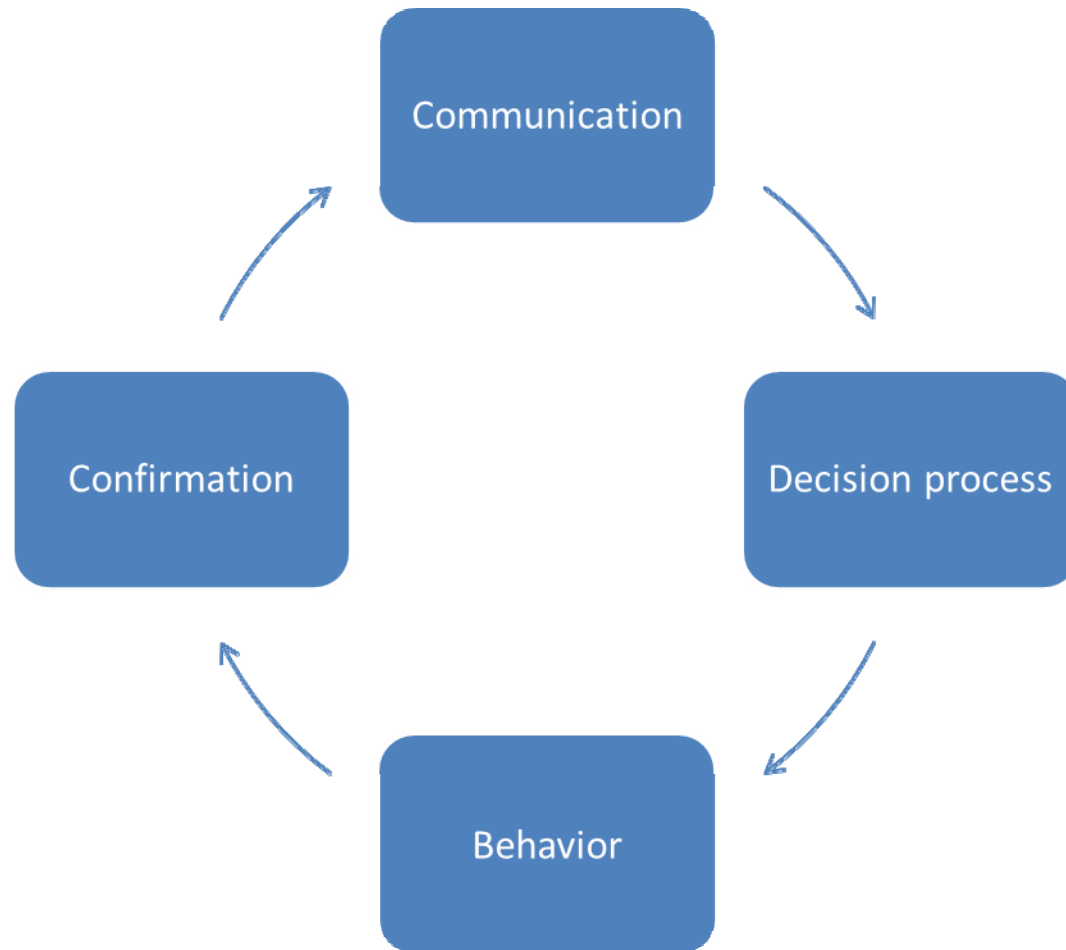
The typical flow



The background is a solid black rectangle. On the left side, there are several decorative elements: a pink butterfly in the upper left, a white daisy-like flower below it, a pink vine with leaves and buds curving upwards, a small pink butterfly further down, and a pink circular mandala-like pattern at the bottom left. In the bottom right corner, there is a faint, light-colored mandala pattern. The text is centered in the lower half of the image.

INFLUENCING DECISIONS THROUGH COMMUNICATION

The big picture

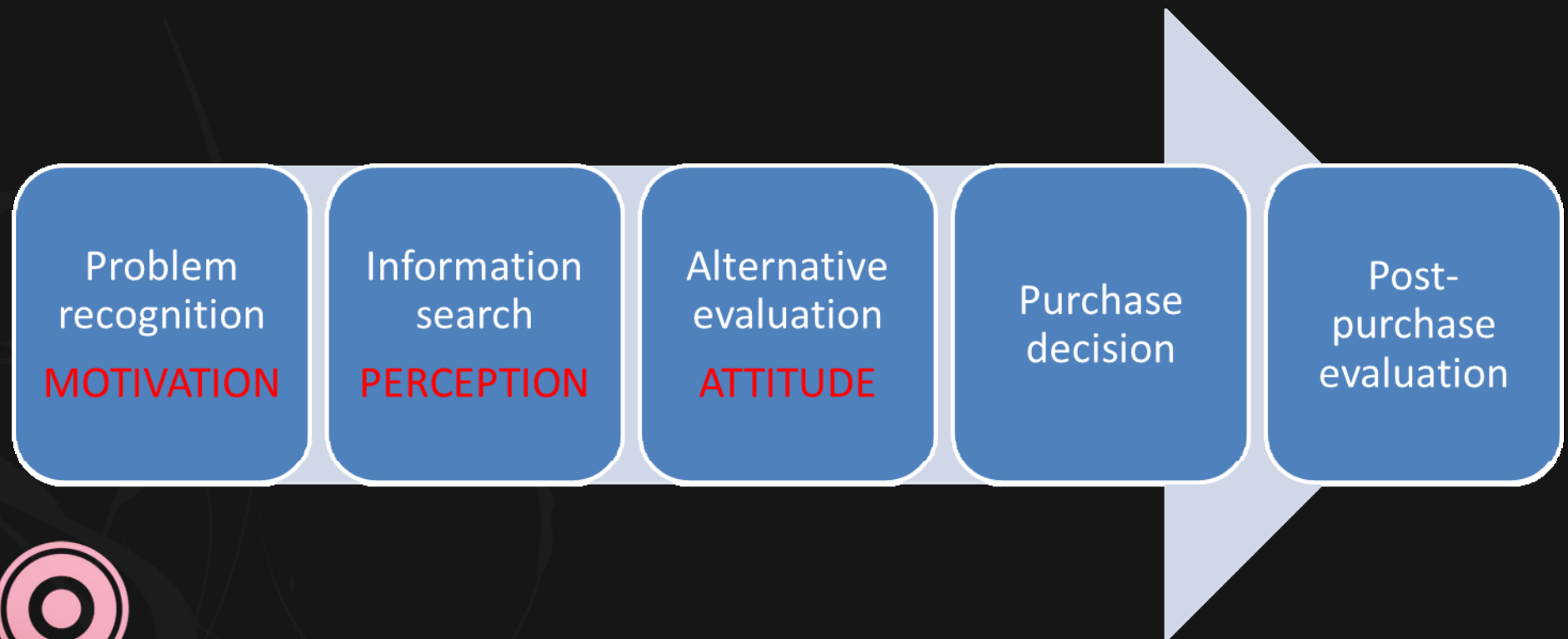




How does it work?

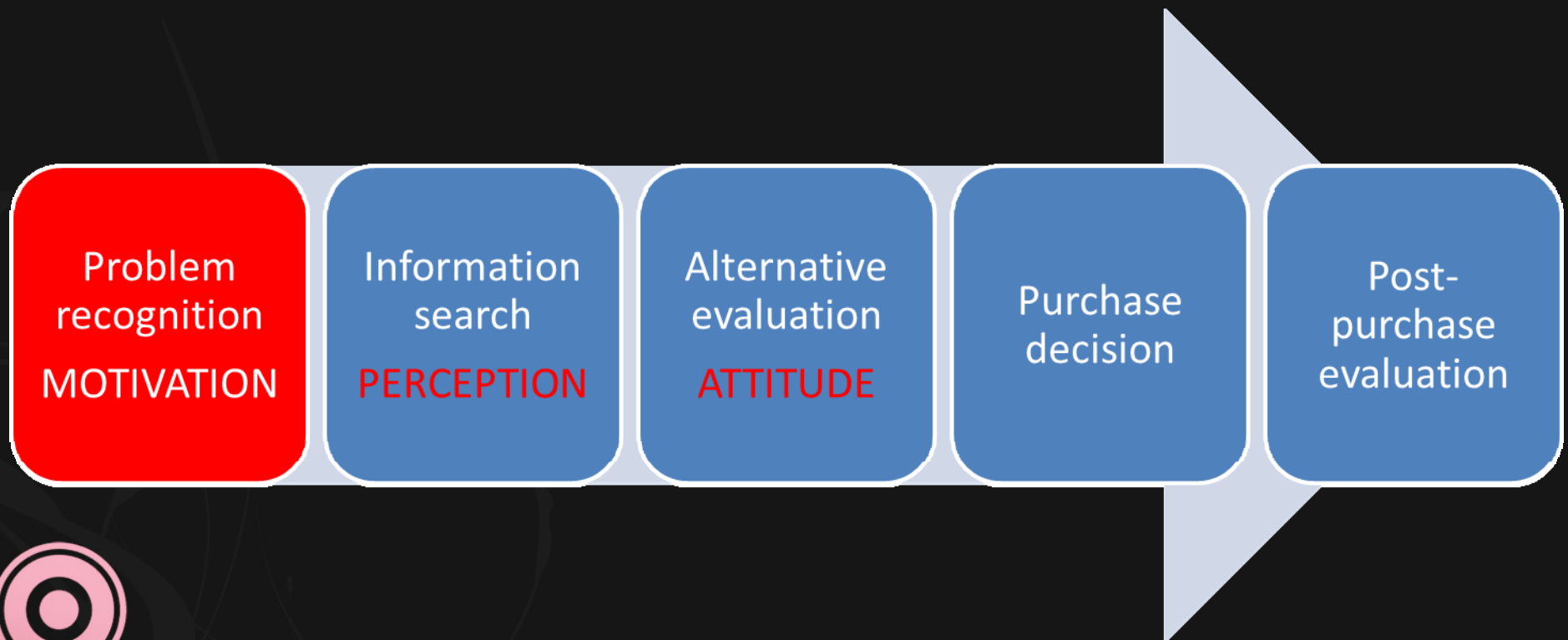
- Communication is a tool that attempts to influence people's behaviors
- Behavior:
 - is the total collection of actions and reactions exhibited by a person that can be measured objectively (ex. Purchasing, consumption behaviors)
 - the consequence of a conscious or unconscious decision (ex. I need to buy a new toothbrush)
- Influence the decision process to influence behaviors

The decision-making process



AKA: path to purchase

The decision-making process



AKA: path to purchase



Problem recognition

- When people realize a need
- Different sources:
 - Out of stock
 - Dissatisfaction
 - New needs because of changes in their conditions
 - Marketing generated needs
 - Curiosity vs new products
- Marketing tries to influence this stage, to do this effectively needs to know **motivations of their specific target**
- **IMPLICATION:** If we know what the underlying reason for a specific purchase we can develop the right tools to influence the decision process



Motivations

- From Latin “movere” what moves you taking a specific decision
- The most famous framework is Maslow’s Hierarchy of needs
- We all have different needs according to the our situations, until the basic needs are satisfied the others are less relevant
- **IMPLICATIONS for mktg**
 - Forces to think of what is the key needstate of a specific target group, this way mktg can be focused on communicating the relevant messages
 - What need do we want to satisfy?
 - Example: VOLVO - BMW



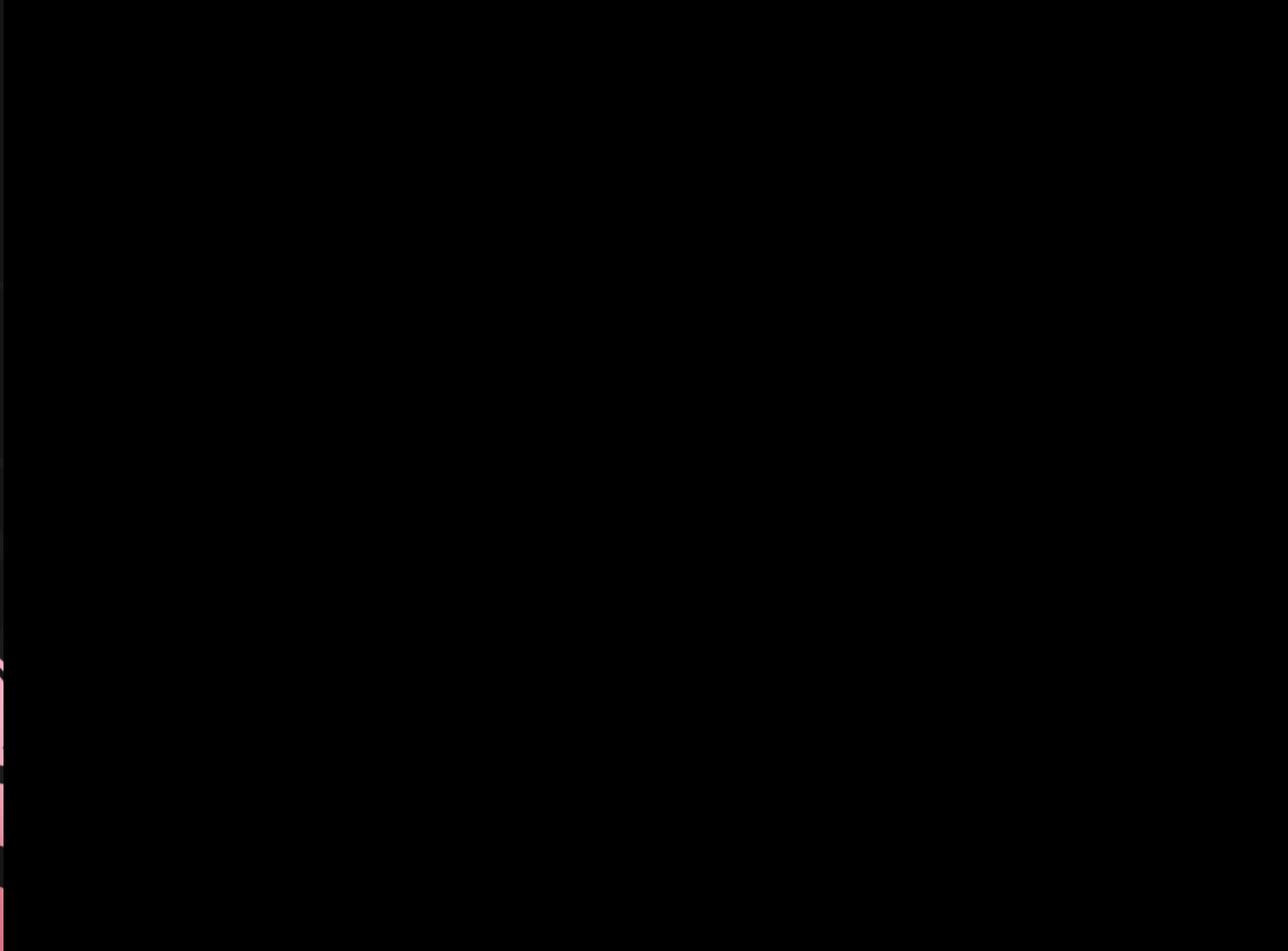


How do we learn about motivations

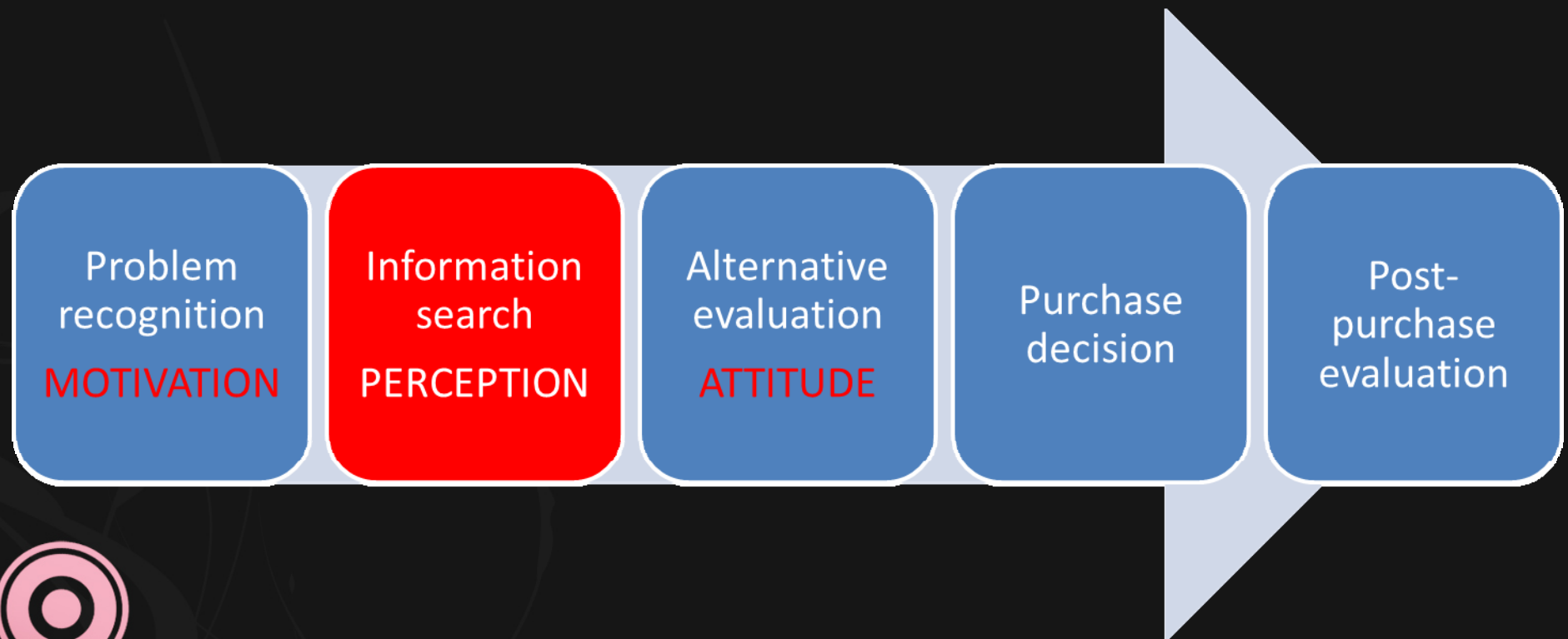
- Marketing researches, mainly qualitative
- In-depth interviews
- Focus groups
- Association tests
- Projective techniques



A very famous research flop...



The decision-making process



AKA: path to purchase



Information search

- Once realised a need, we start searching for info on how to solve it
 - Internal research: what do I know about it? Internal auto-pilot (Pack re-design cases Fruit d’or – Jif)
 - External researches: the importance of the “influencers”, peers, public institutions and marketing activities

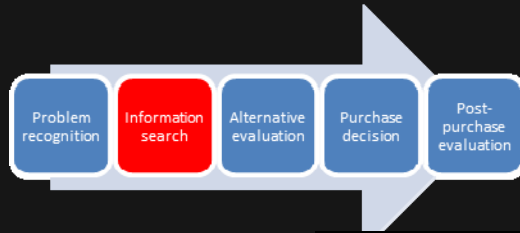


Selecting marketing information



- We sense information, select, interpret and retain the relevant ones:
 1. We process info through sensation first; audio-visual is most important but increasing importance of sense-marketing (think perfumes section in Central)
 2. Select what we need and what we don't
 3. Interpret information
 4. Retain only what we need
- **IMPLICATION:** how do you make yourself visible and relevant – the power of disrupting





A famous case study

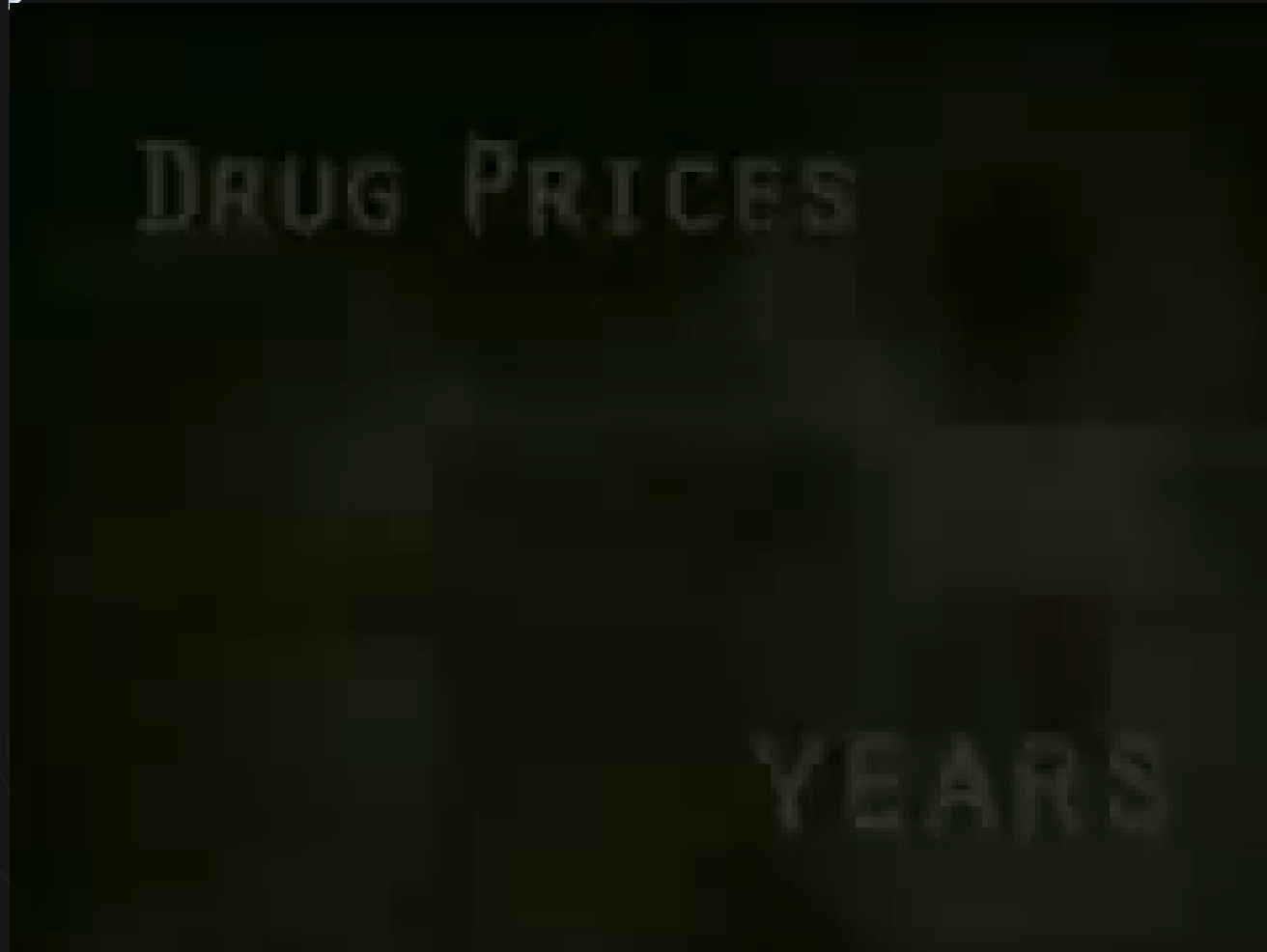


Selective attention

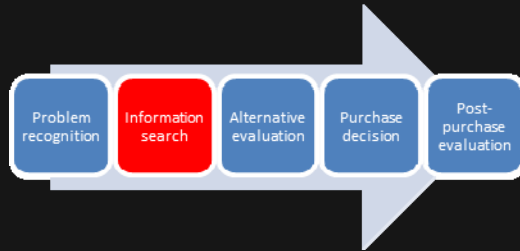




Subliminal a tricky example



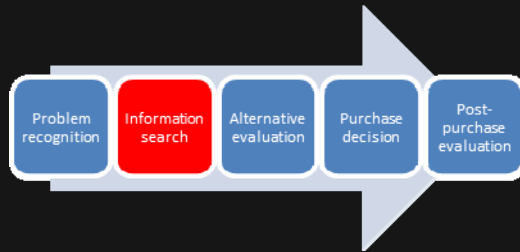
US elections: republicans AD that projects the word RATS when presenting the program of opponent democrats



...a parody



Sprite creates a parody of subliminal messages and encourages audience to watch repeatedly to win prizes



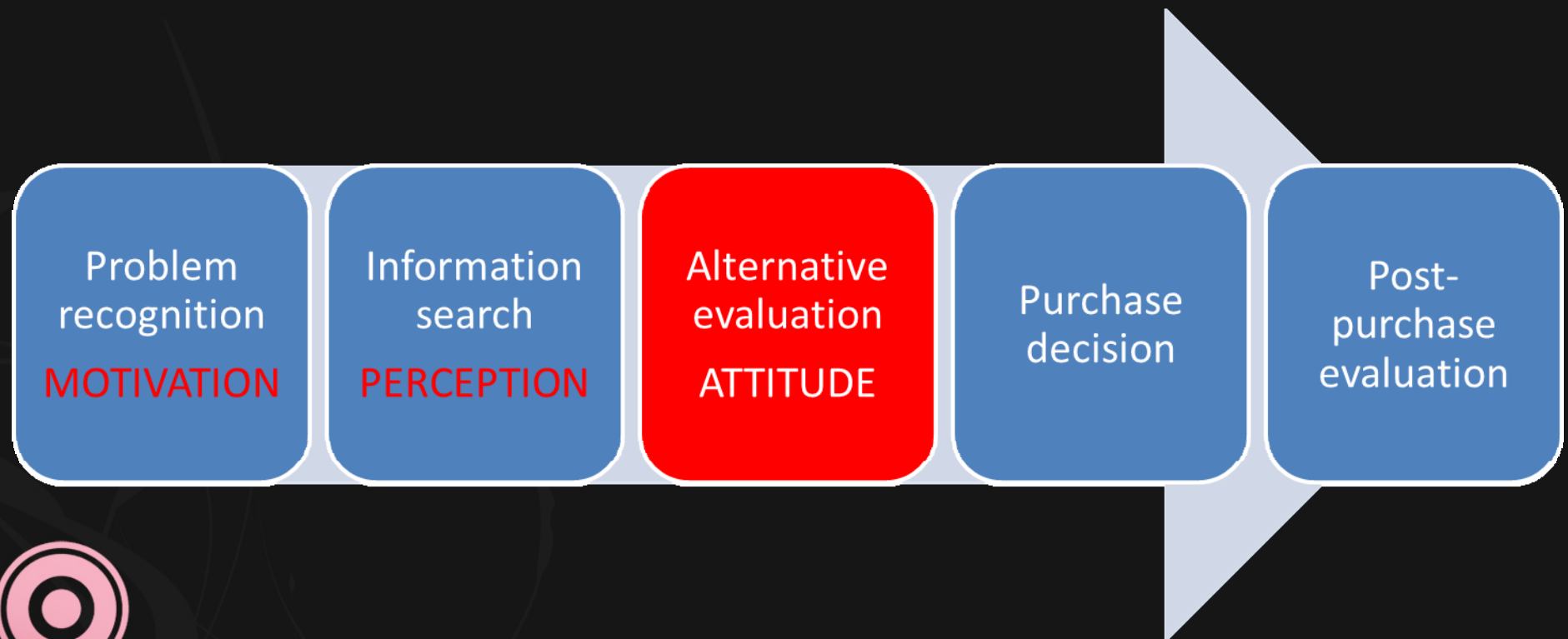
A cool one



BMW flashes logo



The decision-making process



AKA: path to purchase



Alternative evaluation

- Ok, I know what I need and I have gathered some info...what's available?
 - Reduce complexity, remember a small number
 - Top-of-mind brands: the set of brands that spontaneously come to mind in a specific category
- Ok I know the brands, how do I choose one?
 - **Attitudes**: A favorable or unfavorable evaluative reaction toward something or someone.
 - Marketing tries to influence attitudes by:
 - Change or strengthen what a brand stands for
 - Increase importance for people of a unique element that the brand offers
 - Add new attributes that other brands don't have

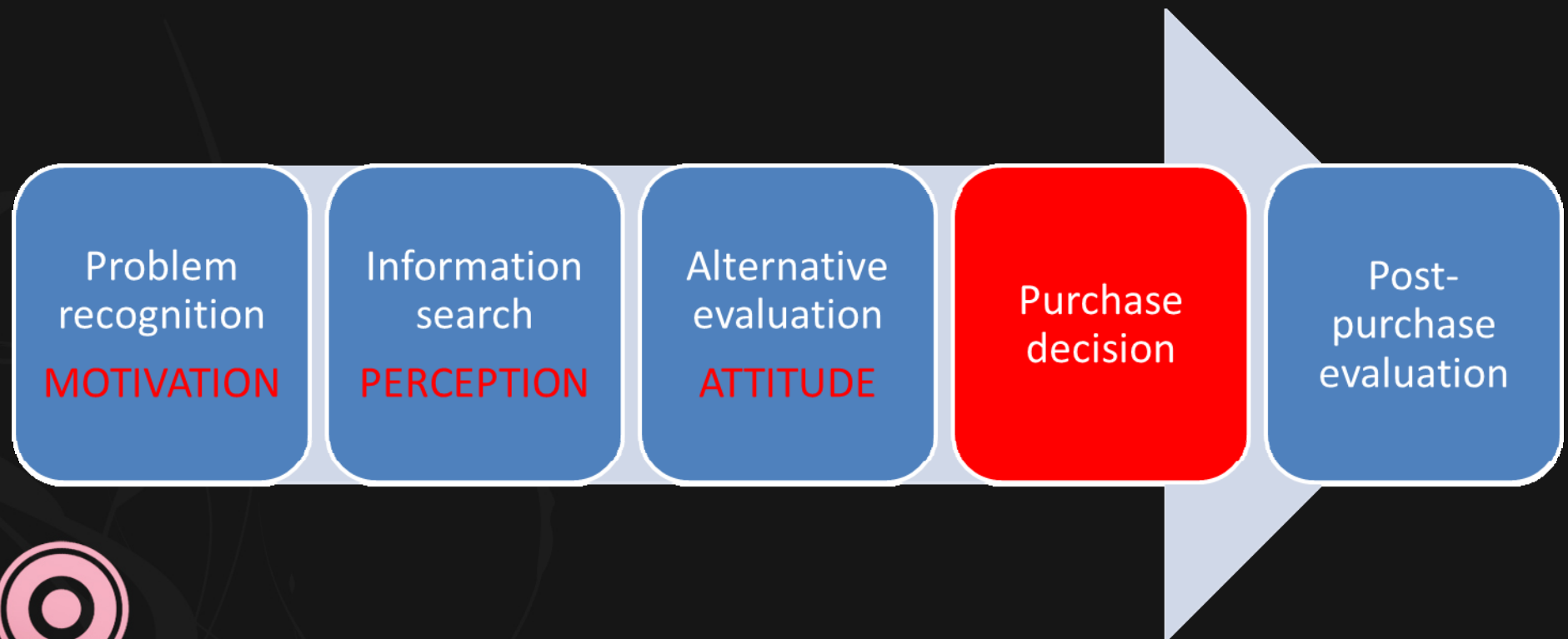


The paradox of choice



Suggested book - Barry Schwartz: the paradox of choice

The decision-making process



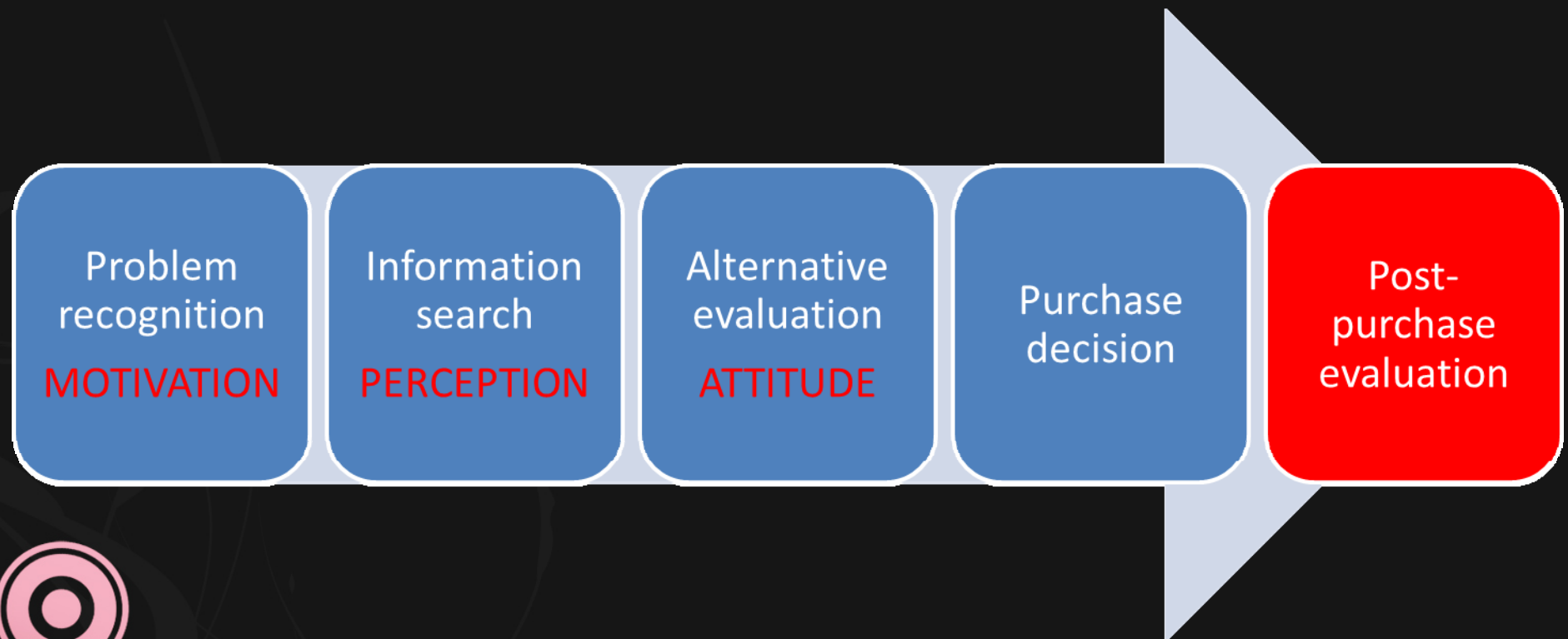
AKA: path to purchase



Purchase decision

- Yep, we're finally there, we have:
 - influenced their needstate
 - passed through the gates of their selective attention
 - influenced their attitudes towards the brand
 - Created "purchase intention"
- Now it's time to buy...but things can still go wrong; for purchase to happen there's a need to match intent with the characteristics of the brand we selected at right time in the right place (i.e. what happens on the point of purchase - supermarket, car salon..?)

The decision-making process



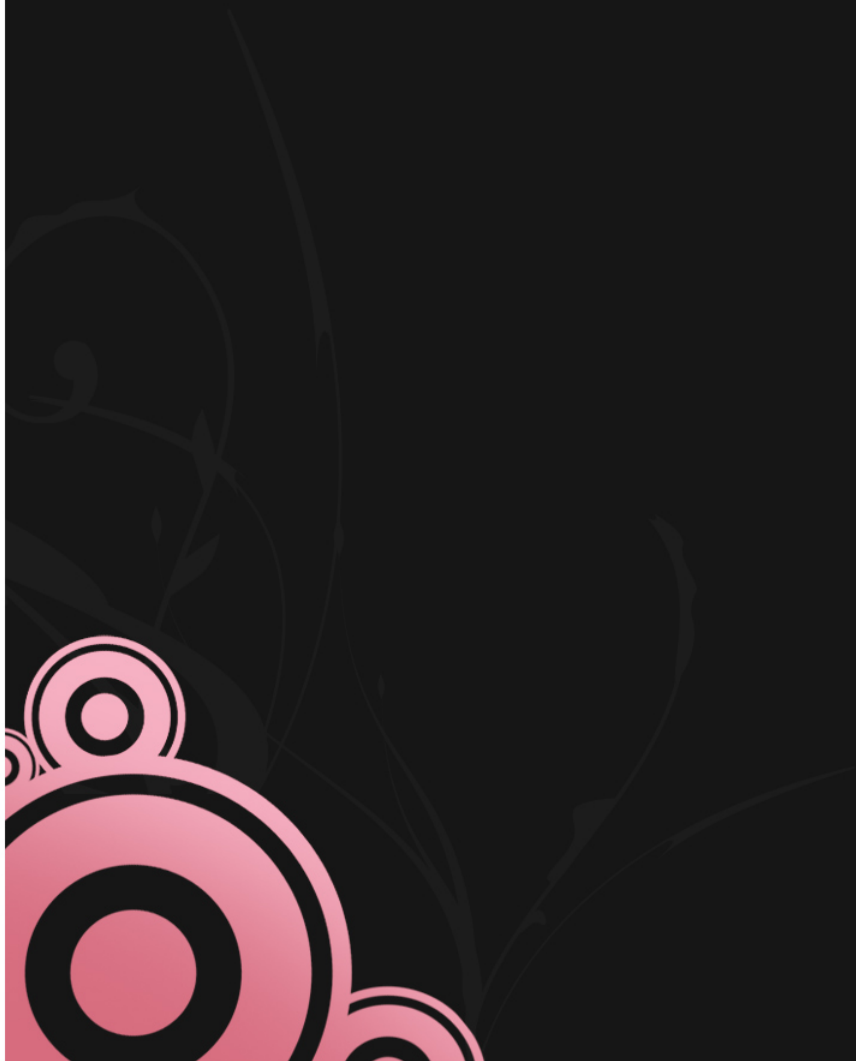
AKA: path to purchase



Post-purchase evaluation

- learning process which helps people adjusting their behaviors over time
- Fundamental to build “loyalty” expressed as both:
 - FREQUENCY: How many times consumers choose my brand when they shop the category (ex. Dove – shampoo)
 - PERCENTAGE: % of volumes of a specific brand that the same consumer buy in a specific category
- This stage is often neglected by FMCG marketers but is getting more and more crucial through of social media (Social search – google plus your world)

United breaks guitars



Decision process - Path to purchase: Summary and learning points

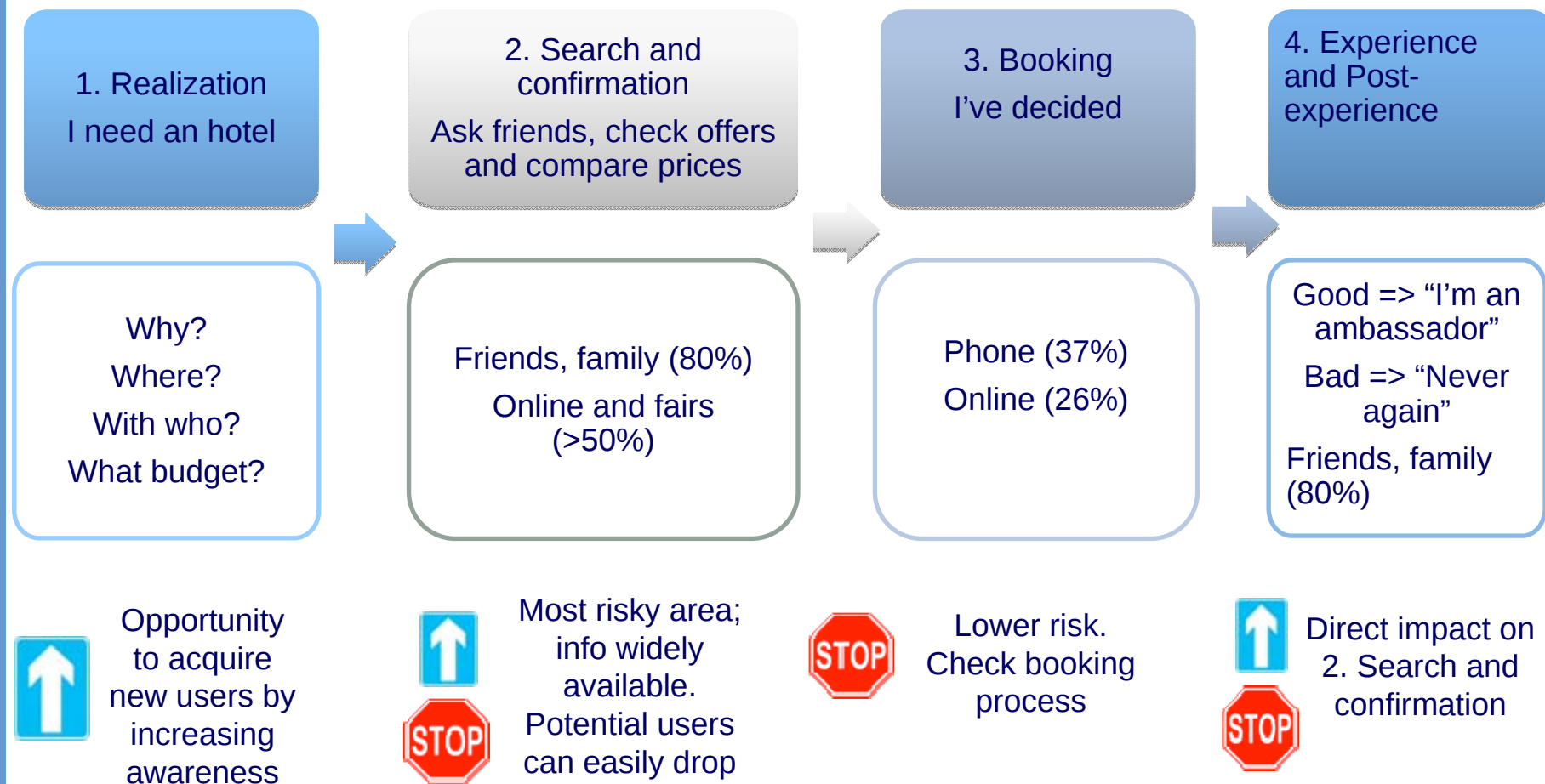




- **Decision making process – path to purchase:** it is fundamental to understand how people take decision in order to develop the best IMC plan to influence them
- **5 main stages;** in each phase consumers are influenced by many factors as their beliefs, friends, opinion leaders, media...in different ways
- Knowing what is relevant in each stage helps marketers make their activities more influential (choose the right channels, right messages, right targets)
- This tool it is a simplification of reality to help developing strategies, not reality itself



Path to purchase, channels and implications



TRIP
Happens



1. Troops, events, online to stimulate the need of a break in an “unplanned” manner



2. A mobile application to build the concept of everything unplanned is possible with IBIS to influence the “check price” process

4. Surprise room service to stimulate WOM and generate buzz

The perfect unplanned break at Ibis

3. Unplanned promo to stimulate the booking

unplanned
PROMOTION



TRIP 
Happens

Results for อยากไปเที่ยว near:Sathorn within:10km

0.28 seconds

[Feed for this query](#)

[Sheerkeng](#): อยากไปเที่ยว อยากไปพักผ่อน อยากชาร์ตแบตให้ตัวเอง แต่ไม่รู้จะไปเที่ยวไหนดี แล้วจะไปกับใคร ???

iPhone: 13.715173,100.530445

less than 20 seconds ago via TweetDeck [Reply](#) · [View Tweet](#)



[truA_Soulmate](#): @Pimma_TheRed อยากไปเที่ยว นะฮะ ? ไปกันไหมฮะ ตัวเธอ ?

Bangkok

3 minutes ago via Twitter for BlackBerry® [Reply](#) · [View Tweet](#)



[L_Loves](#): อยากไปเที่ยว - -

Bangkok

5 minutes ago via Chromed Bird [Reply](#) · [View Tweet](#)



[toojom](#): อยากไปเที่ยว อยากไปเที่ยว

Bangkok, Thailand

7 minutes ago via UberSocial [Reply](#) · [View Tweet](#)



[truA_Soulmate](#): อยากไปเที่ยว ๆ เว้ย !!!!

Bangkok

9 minutes ago via TweetDeck [Reply](#) · [View Tweet](#)



[sourcode](#): อยากไปเที่ยว เวเนซุเอลา

Bangkok

11 minutes ago via web [Reply](#) · [View Tweet](#)



[poyyyyyyy](#): อยากไปเที่ยว

Bangkok

14 minutes ago via Twitter for iPhone [Reply](#) · [View Tweet](#)

Show tweets near:



Within 10 km

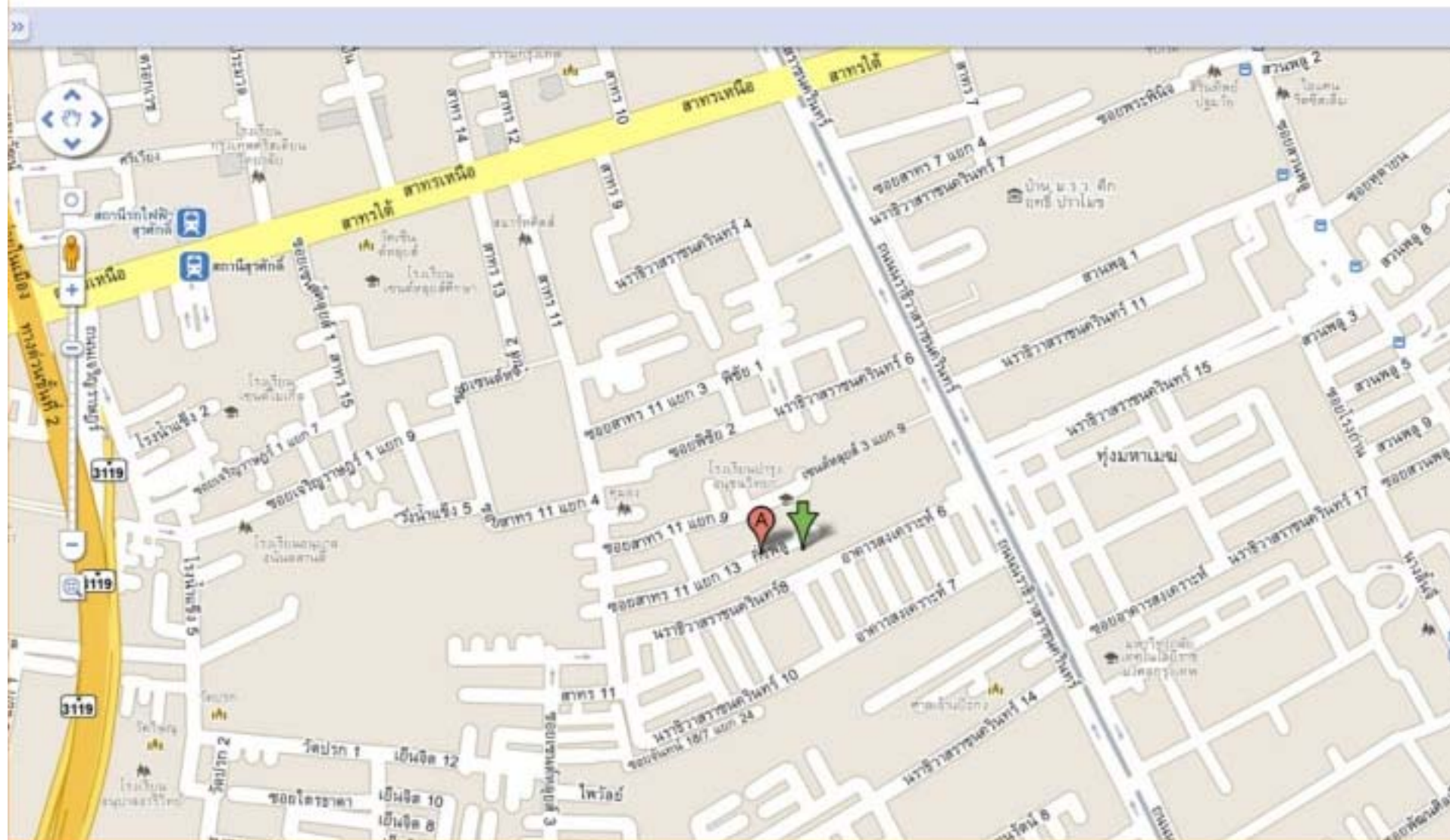
Show tweets written in:

Any Language

[Translate](#) to English

Trending topics

[#dontunderstandwhy](#)[#dontactlikeyounever](#)[#gmabritney](#)[RIP Jackie Chan](#)[Dear NYC](#)[Rise & Grind](#)[Single or Taken](#)[Kimi Raikkonen](#)[Zathura](#)[Amazon Cloud Drive](#)





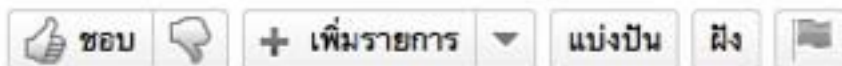
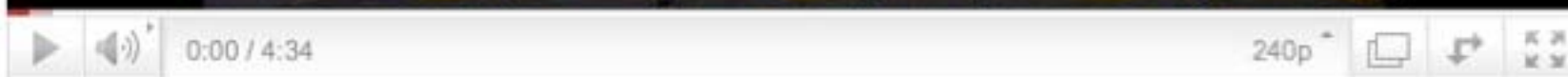


A Wonderful Phuket Trip

sujunxiu

วิดีโอ 33 รายการ

สมัครรับข้อมูล



2,735





- Wall
- Info
- Photos (11)
- Events
- Drop in
- Videos
- TRIP MAKER

About
More info on our official site:
www.ibishotel.com/thailand

2,559
people like this

Like See All



Accor Hotels
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Accor



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Central
Department
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Add to My Page's Favorites
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Ibis Erawan Hotels - Thailand · TRIP GENERATOR

Travel · Leisure



กดคลิกที่ปุ่ม Wall
เพื่อดูข้อมูลไปฟฟฟ





ทริปพักผ่อนที่ ป่าดง ภูเก็ต 2 วัน 1 คืน

- พักโรงแรม ibis 1,900
- มื้อเที่ยง
- ค่าที่พัก
- มื้อเย็น
- มัคคีต
- ห้องพักรับรอง
- มื้อเที่ยงก่อนกลับ ส้มตำลูนบุรี 300



ส้มตำลูนบุรี
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รวมค่าใช้จ่าย 5,000

« ย้อนกลับ

จองที่พักเที่ยวนี้ »

แผนที่



You and Ibis Erawan Hotels - Thailand



5 friends like this.

Account Protection



Your account protection status:
Very Low

Increase Protection

Friends' Events

See All



Travel and Leisure



Tomorrow, March 20



8:00 PM - 10:00 PM

Sponsored

Create an ad



บริการเช่ารถ...
บริการเช่ารถ...
บริการเช่ารถ...

20 likes · 107 people like this.

RAPP Thailand



From Digital to Direct
Marketing with Cels at
the core. Contact us and
find out how we can help
your business connect
with consumers.

20 likes · 172 people like this.

日本株式会社 SEO サービス



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unplanned
PROMOTION 







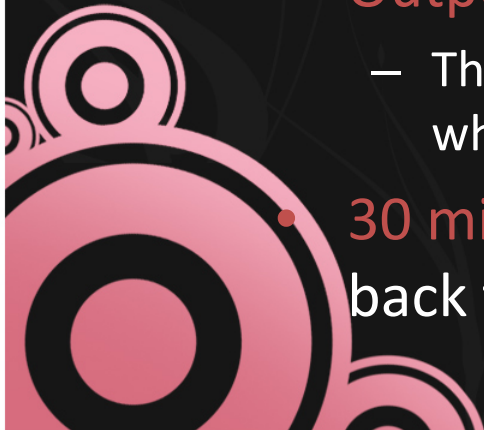






Your time to work...EXERCISE

- **Exercise:** divide in group and define the path to purchase for a specific target in a specific category
 - **GROUP 1:** family with 2 kids buying a new car
 - **GROUP 2:** group of colleagues deciding a place for lunch during working hours
 - **GROUP 3:** college students deciding to buy a new mobile phone
 - **GROUP 4:** college male student choosing a shampoo brand
- **Output:** 1 flowchart with examples per each stage
 - Think to every stage of the path to purchase, think who and what will influence decision and in what channel
- **30 mins to discuss in the group** – each group presents back to class for discussion **5 min**



Problem recognition

Realization:

- Where does your market and category really begin? At home? In the shop? In front of TV?
- When, where and how do consumers enter?
- Are there important groups who never make it?
- Do consumers buy the product type first (e.g. "I want an SUV vs. I'm going to get a Toyota)?
- Are there obvious physical, emotional, or environmental cues ? (e.g. hungry, bored, run out, enter a particular supermarket aisle)
- who are the most important influencers in this phase? Can we do something to influence them?

Problem
recognition

Information
search

Alternative
evaluation

Purchase
decision

Post-purchase
evaluation

Investigation of alternatives

Investigation:

- How do consumers begin to make their choices?
- On what bases? E.g. “autopilot loyalty”, convenient choice from shortlist etc.
- What kinds of resources do they use? E.g. making enquiries, browsing shelves, leafing through catalogues, chatting to friends, shopping channel, internet search, free trials, etc
- Who are the most important influencers in this phase? Can we do something to influence them?

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evaluation

Purchase decision

Acquisition

- What final steps do consumers use to actually gain ownership or possession of the product
- Comparison of items (perceived quality/value for money, checking contents), discussion of needs with staff, touching/feeling one product in relation to another)
- Accompanied shopping tours can be invaluable to help understand the potential to impact decision-making at this critical juncture
- who are the most important influencers in this phase?
Can we do something to influence them?

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Consumption



Consumption:

- Things consumers do within the process of actually using the new item.
- The act of using the newly purchased product or service
- Who else shares in the act of consumption?
- Who else is there to influence it?

Problem
recognition

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search

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evaluation

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evaluation

Confirmation

Confirmation:

- Things the consumer does, sees or experiences that generate an internal sense of satisfaction (or not) that the right choice was made
- (E.g. Owners magazines, internet newsletters, positive media commentary, publicity for industry awards achieved, respect/compliments from others)

Problem
recognition

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search

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evaluation

Conversation

Conversation:

- Things consumers do to express their choice, commitment and loyalty
- Things they can do to extend, remember, repeat their experience with the brand
- Positive expressions of satisfaction with and enjoyment of the product to other people
- Other things they can do, join, interact with that help them show off or communicate
- who will they talk to about their experience? What can we do to influence this conversation? And in what channel (ex. Travel and comments on tripadvisor)

Problem
recognition

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evaluation

Last, watch out...we're not rational



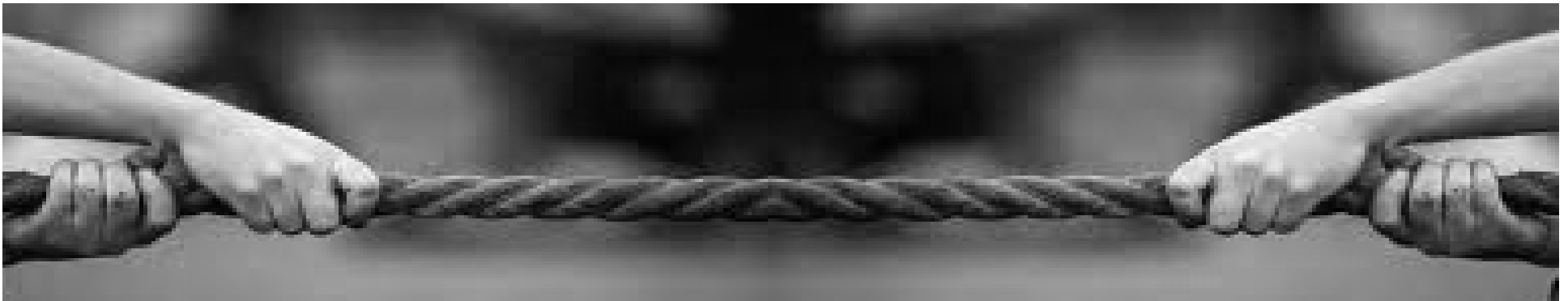
How does our brain take decisions?

Plato theory: 2 horses, one rational to let run and the other emotional to tame

Neurologists have shown that we need both the left (rational) and right (emotional) side of the brain to take any decision

We *feel* like a choice is the right one it is because our mind is telling so

A constant battle at emotional level happens between positive and negative emotions in different parts of our brain; the one which wins determines the decision



What's the implication?

- There's no such a thing as rational consumers
- People don't take decisions on the basis of rational information only
- That's why you can't convince someone who's scared to flight through data only...

