



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

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Media Mix



Advertising

- Can reach masses of geographically dispersed buyers.
- Can repeat a message many times.
- Is impersonal, one-way communication.
- Can be very costly for some media types.
- Low cost per exposure, though overall costs are high
- Consumers perceive advertised goods as more legitimate
- Dramatizes company/brand
- Builds brand image; may stimulate short-term sales



TABLE 12.3 Profiles of Major Media Types

Medium	Advantages	Limitations
Newspapers	Flexibility; timeliness; good local market coverage; broad acceptability; high believability	Short life; poor reproduction quality; small pass-along audience
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Radio	Good local acceptance; high geographic and demographic selectivity; low cost	Audio only; fleeting exposure; low attention (“the half-heard” medium) fragmented audiences
Magazines	High geographic and demographic selectivity; credibility and prestige; high-quality reproduction; long life and good pass-along readership	Long ad-purchase lead time; high cost; no guarantee of position
Outdoor	Flexibility; high repeat exposure; low cost; low message competition; good positional selectivity	Little audience selectivity; creative limitations
Internet	High selectivity; low cost; immediacy; interactive capabilities	Small audience; relatively low impact; audience controls exposure



TV advertising has vast reach. Microsoft's inspiring Super Bowl XLVIII ad, "Empowering" – about how technology improves our lives- Drew 100+ million TV viewers and triggered millions of online views and shares.



Creative Ads



world outdoor advertising Trends
2021/ what is branding / how to do ooh ...

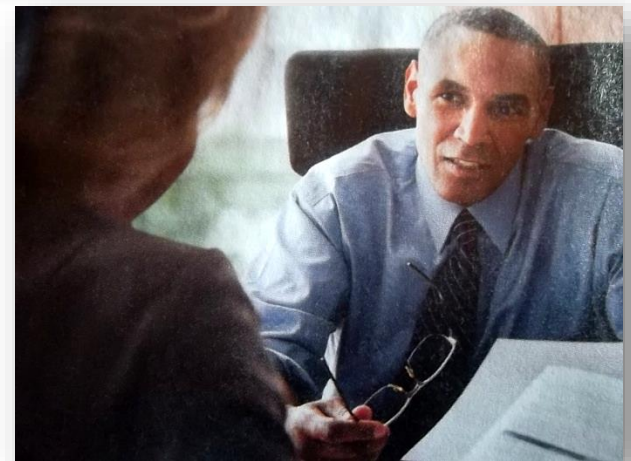
Arnon Media - OOH & Retail Branding by Alex
Michael · 1.4K views · 4 months ago



Personal Selling

- Personal interaction allows for feedback and adjustments
- Allows relationship building.
- Most effective tool for building buyers' preferences, convictions, and actions
- Buyers are more attentive
- Sales force represents a long-term commitment
- Most expensive of the promotional tools

With personal selling, the customer feels a greater need to listen and respond, even if the response is a polite “No Thank you.”





Professional selling: It takes more than fast talk and a warm smile to sell expensive airplanes. Boeing's real challenge is to win business by building partnerships-- day- in, day- out, year-in, year-out—with its customers.



Salespeople link the company with its customers. To many customers, the salesperson is the company.



Great salespeople: The best salespeople possess intrinsic motivations, a disciplined work style, the ability to close a sale, and perhaps most important, the ability to build relationships with customers.

Sales Promotion



- Makes use of a variety of formats: premiums, coupons, contests, etc.
- Attracts attention, offers strong purchase incentives, dramatizes offers, boosts sagging sales
- Offers strong incentives to buy.
- Invites and rewards quick consumer response.
- Stimulates quick response
- Effects are short lived
- Not effective at building long-term brand preferences

Sales Promotion

- Sales promotion consists of **short-term incentives** to encourage the purchase or sales of a product or service.
- The idea behind sales promotion is to generate **immediate sales.**



The advertisement for Food Haven Food Center features a collage of various Thai dishes including salads, soups, and rice bowls. A central yellow box displays the 'food HAVEN Food Center' logo. Below the collage, a red stamp-like graphic reads 'AMAZING THAILAND GRAND SALE' with the dates '2012'. The main promotional text is in bold red and black, offering a 30 baht discount on a 100 baht cash card when a VISA card is shown. The promotion runs from June 15 to August 15 at the basement floor. It also includes a list of terms and conditions and logos for 'Amazing Thailand', 'VISA', and 'JUNCEYLON'.

**Buy cash card 100 baht
Get free 30 baht added**
Simply show your VISA card
at Food Haven
15 June – 15 Aug at Basement fl.
Enjoy food selections from every part of Thailand
at "Food Haven"

*For more information please contact Information Counter, G Fl., Silang Blvd.
Terms & Conditions
• Privilege is valid between 15 June – 15 August 2012
• Please present your passport along with VISA card to redeem premium gift
• This privilege cannot be transfer to cash or refunded
• Premium gift might be changed upon supplied last
• To redeem privilege food cash card please present your VISA card & only allow 1 card per 1 cash card per day
• Terms & Conditions may be changed without prior notice

AMAZING THAILAND
Grand Design: You more people around
the world go with VISA **VISA** food
HAVEN JUNCEYLON
JUNCEYLON

Sales Promotion

Today's food marketers are using more and more push promotions, including consumer price promotions.





Tesco Lotus TV Commercial

7,016 views



nickandkao
812 subscribers





TESCO LOTUS Promotion TV AD 540730

6,986 views



Dewar's Video

163 subscribers





Tesco Lotus: Power of Woman - Leo Burnett Group Thailand

12,843 views

 70  2 



ADSTAR (best commercials)

1,953 subscribers





Mobile Coupons: Drugstore chain Walgreens makes coupons available to its customers through several mobile channels.

Public Relations

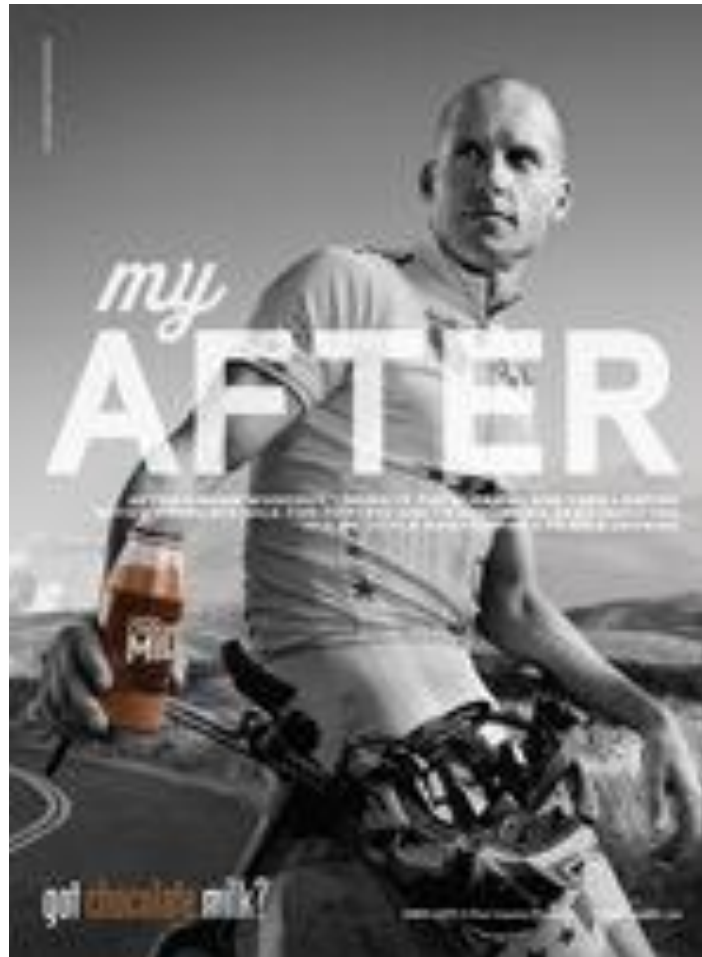
- Very believable and credible
- Reaches people who avoid salespeople and ads.
- Can dramatize a company or product.
- Tends to be used as an afterthought.
- Planned use can be effective and economical.
- Many forms: news stories, news features, events and sponsorships, etc



Public Relations (PR)

- Public relations involves 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.





MilkPEP's "Built With Chocolate Milk" public relations campaign is repositioning chocolate milk as a sports recovery "after" beverage for both everyday and well-known adults, here Ironman World Champion Chris Lieto.



[Inkigayo] Ep 930_ "Milk Song" by BTS

YouTube · KOCOWA TV · Oct 9, 2560 BE



Public Relations (PR)

- Role and Impact of Public Relations
 - **Strong impact** on public awareness at lower cost than advertising
 - **Greater credibility** than advertising
 - Publicity is often **underused**
 - Good public relations can be a **powerful brand-building tool**



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25,000 unique perspectives.
Coming together to achieve great things.

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Public Relations Functions

- Press relations or press agency
- Product publicity
- Public affairs

- Lobbying
- Investor relations
- Development



Public Relations Tools



- News
- Speeches
- Special events
- Buzz marketing
- Mobile marketing
- Written materials

- Audiovisual materials
- Corporate identity materials
- Public service activities
- Company Web site





ละครเวที The Sound of Manee | เบลล่า ราณี & น้องยูกิ เฟิร์ส เฟิร์ล @Money Expo'18

3,229 views



Yuki Chatpawee

6,885 subscribers



Event Marketing

- Event Marketing(for event sponsorship): Creating a brand – marketing event or serving as a sole or participating sponsor if events created by others.



Event Marketing: Red Bull hosts hundreds of events each year in dozen of sports around the world, designed to bring high-octane world of Red Bull to its community of enthusiasts.





Top 10 Crashes - Red Bull Flugtag 2013 USA

2,013,388 views

4.6K 413



Red Bull

7,517,448 subscribers



Direct Marketing –Online Media

- Well suited to highly targeted marketing.
- Websites
- E-mail
- Mobile



Social Media

- Youtube
- Facebook
- Blog
- Twitter



Forms of Direct and Digital Marketing



We'll begin with the exciting new digital forms of direct marketing. But remember that the traditional forms are still heavily used, and the new and old must be integrated for maximum impact.



To realize its staggering marketing potential, Facebook is developing a growing portfolio of products and apps that will let it connect everyone in the world and make money doing it.

The screenshot displays the Priceline.com homepage. At the top, the navigation bar includes the Priceline logo and links for Hotels, Cars, Flights, Vacation Packages, Cruises, My Trips, and Help. Below this, a secondary navigation bar highlights 'Hotels', 'Flights', 'Cars', 'Vacation Packages', 'Cruises', and 'More'. The main content area features a large image of a man in a suit pointing towards the search bar. The search bar is titled 'Search and Save on Hotels' and includes a text input field for 'Where are you going?' (City, Airport, Point of Interest, Hotel Name or U.S. Zip Code), dropdown menus for 'Check-in' and 'Check-out' dates, and a 'Rooms' dropdown set to '1 Room'. A green 'Search Hotels' button is positioned below the search fields. To the right of the search bar, a promotional banner for 'Name Your Own Price' offers deeper discounts. Below the search bar, there are three promotional banners: 'Express Deals' (Save up to 60% on Hotels), 'Great Getaway Hotel Sale' (Save up to 25% on select hotels), and 'For Deeper Discounts - Name Your Own Price' (Save up to 60% on Hotels, 40% on Flights, and 40% on Rental Cars). Each banner includes a 'Bid Now' link.

priceline.com[®] Hotels Cars Flights Vacation Packages Cruises My Trips ▼ Help ▼

Hotels Flights Cars Vacation Packages Cruises More

Search and Save on Hotels

Where are you going?

City, Airport, Point of Interest, Hotel Name or U.S. Zip Code

Check-in Check-out Rooms

Choose Date Choose Date 1 Room ▼

Search Hotels

Express Deals[®] - Save up to 60% on Hotels[®]
Get exclusive savings on your hotel with Priceline's Express Deals[®].
Save time and money with no bidding required!

Search Express Deals[®]

For Deeper Discounts - Name Your Own Price[®]

Save up to 60% on Hotels[®]
Bid Now »

Save up to 40% on Flights[®]
Bid Now »

Save up to 40% on Rental Cars[®]
Bid Now »

The new direct marketing model: Online travel agency Priceline.com sells services exclusively through online, mobile, and social media channels. Along with other online competitors, Priceline.com has pretty much driven traditional offline agencies into extinction.

THAILAND ONLINE POPULATION

This infographic provides information for how much use of social networking sites grew between 2012 and 2013 in Thailand



Thailand Population

66 million



Thailand Internet Users

25 million



Thailand Social Network Users

18 million



Thailand Online Population

25 Million Internet Users



Facebook Users
25 Million



Line Users
18 Million



Twitter Users
2 Millions



Line Users
900,000



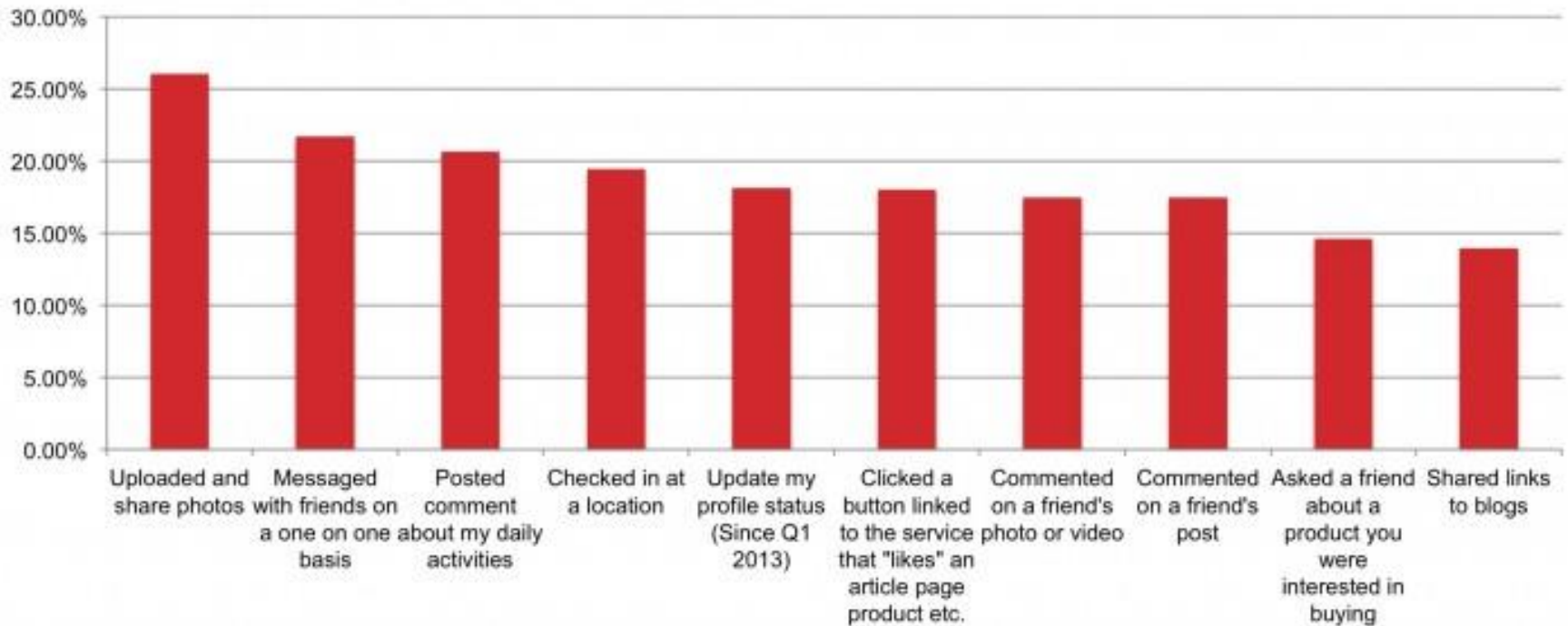
Over 16 million users
also active via facebook mobile

Over 55% users
Return daily

62% of users
Age between 18 -34 years old

Cultural Influence

Top 10 Thailand Facebook Behaviors



Source: http://www.globalwebindex.net/products/data_pack/mobile-apps-types-used

Feeling so happy
that this New
Year I will be
reuniting with my
relatives....



ดีใจมาก ปีใหม่
ญาติๆ มาเจอกัน

Multichannel Marketing

- Multichannel Marketing: Marketing both through stores and other traditional offline channels and through digital, online, social media



Major Decisions in Advertising



Setting Advertising Objectives

- An advertising objective is a specific communication task to be accomplished with a specific target audience during a specific period of time.
- Classified by purpose: **Inform, Persuade, Compare, Remind**

Do the math.
How much will it cost to fill up your player?

 +  = **\$10,000**
iTunes* 10,000 songs to fill an iPod®

 +  = **\$15**
napster.com Your choice of a million songs on your compatible MP3 player*

Purpose of Advertising

- **Inform**
 - Introducing new products
- **Persuade**
 - Becomes more important as competition increases
 - Comparative advertising
- **Remind**
 - Most important for mature products

TABLE 12.2 Possible Advertising Objectives

Informative advertising

Telling the market about a new product
Suggesting new uses for a product
Informing the market of a price change
Explaining how the product works

Describing available services
Correcting false impressions
Reducing consumers' fears
Building a company image

Persuasive advertising

Building brand preference
Encouraging switching to your brand
Changing customer's perception of
product attributes

Persuading customer to purchase now
Persuading customer to receive a sales call

Reminder advertising

Reminding consumer that the product
may be needed in the near future
Reminding consumer where to buy it

Keeping it in customer's mind during off seasons
Maintaining its top-of-mind awareness

Message Execution



Testimonial Evidence
or Endorsement

Slice of Life

Lifestyle

Scientific Evidence

**TYPICAL
APPROACHES**

Fantasy

Technical Expertise

Mood or Image

Personality Symbol

Musical



Message Execution



- Choose a **tone**
- Use **memorable, attention-getting words**
- Choose correct format elements
 - **Illustration**
 - **Headline**
 - **Copy**





The little child could be held
by his father just in time.

by his father just in time.
The little child could be held



Selecting Advertising Media

- **Reach**
 - Percentage of people exposed to ad
- **Frequency**
 - Number of times a person is exposed to ad
- **Media Impact**
 - The qualitative value of a message exposure through a given medium



Top of Mind

Setting the Promotion Budget



Affordable

Based on What the Company Thinks it Can Afford

Percentage-of-Sales

Based on a Percentage of Current or Forecasted Sales or
as a percentage of the unit sales price

Competitive-Parity

Set Budget to Match Competitors

Objective-and-Task

Set Objectives, Determine Tasks to Achieve Objectives,
Sum of Task Costs Equals Budget



Setting the promotion budget is one of the hardest decisions facing company Coca-Cola spends hundreds of millions of dollars annually, but is that “half enough or twice too much”?

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Tactical Plans



IMC example



GANTT Chart

Tactics	Jan.	Feb.	Mar.	April	May.	June	July.	Aug.	Sept.	Oct.	Nov.	Dec.
Print												
Business Magazines												
Ads in Magazines that appeals to business individuals.												
Social Media												
Youtube												
Blogs												
Instagram												
Twitter												
Facebook												
Outdoor												
Billboards displaying SterkStand												
Guerilla Advertising												
Transit												
Ads on/in buses, & on the sides of bus stops												
Digital Media												
Web site: SterkStand.com												

4



Media used	January	February	March	April	May	June
Posters: 2 versions	Poster 1: first 3 months			Poster 2		
Print Ads	2 Magazines					Advertorial
Event		5 Universities				
Facebook	•Event ➤Set up booth at 5 universities (CU, MU, TU, ABAC and BU) ➤Booth layout: Shape of the island					
Free trip						
Trip money refund						





Gantt Chart for Six Month Campaign Events

	April	May	June	July	August	September
Social Media						
Print Ad						
Pro-mobile						
Samples						
Internship						
Radio Ad						
YouTube						
TV Ad						
Trend Spot						
Press Release						
35th Event						
Evaluation						

Advertising guidelines



Positioning Statement

We are (*name of brand*).

We produce (*type of offering*) for (*target consumer*)

This market offering provides benefits that satisfy(*consumer needs*)

Our offering uniquely attracts our target consumer

Because (*source of competitive uniqueness*).

Our benefits differ from competitors' benefits in the following

Way(s): (*points of differentiation*).

Positioning statement

Gatorade



We are Gatorade. We produce sports drinks for physical activity enthusiasts who consider themselves to be accomplished, but not necessarily competitive, athletes. This market offering provides benefits that satisfy our Consumer's need to quench thirst in a healthy and fun (but not frivolous) way. Our offering uniquely attracts Our target consumer because it is absorbed in the body 12 times faster than water and because it is heavily promoted Using imagery of everyday athletes working up a sweat. Our benefits differ from competitors' benefits in the following ways: fun, scientifically-backed quenching.

STP Process



What is the Advertising Message?

- What do you want to say to your target audience?
- How do you want to say to your target audience?
- When do you want to say to your target audience?



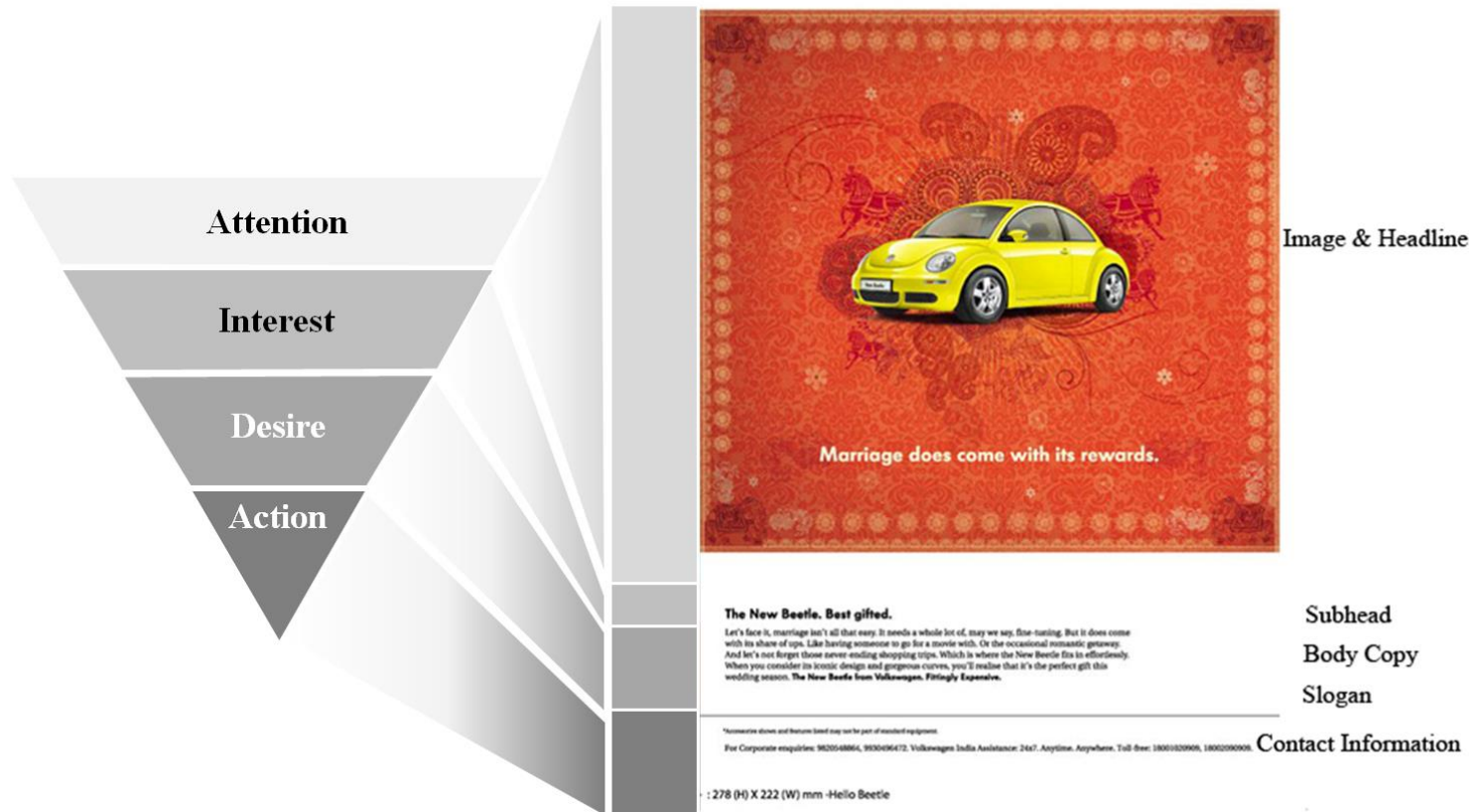
AIDA Model: Creating Ads

for Advertising



AIDA Model: Communications

AIDA Model



How to evaluate good advertising?

The “SMILE” APPROACH



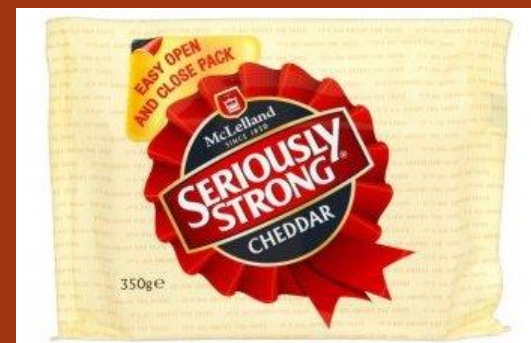
S = simple, easy to understand

M = memorable, stick to consumer's mind,
measures by a day after recall

I = interesting, employ new story, has new
information to tell

L = linked to the brand, cannot be mistaken to other
brands/products

E = emotionally involving



LET'S PRACTICE "SMILE"



Good Ads vs. Bad Ads

MK 201 final Presentation brief

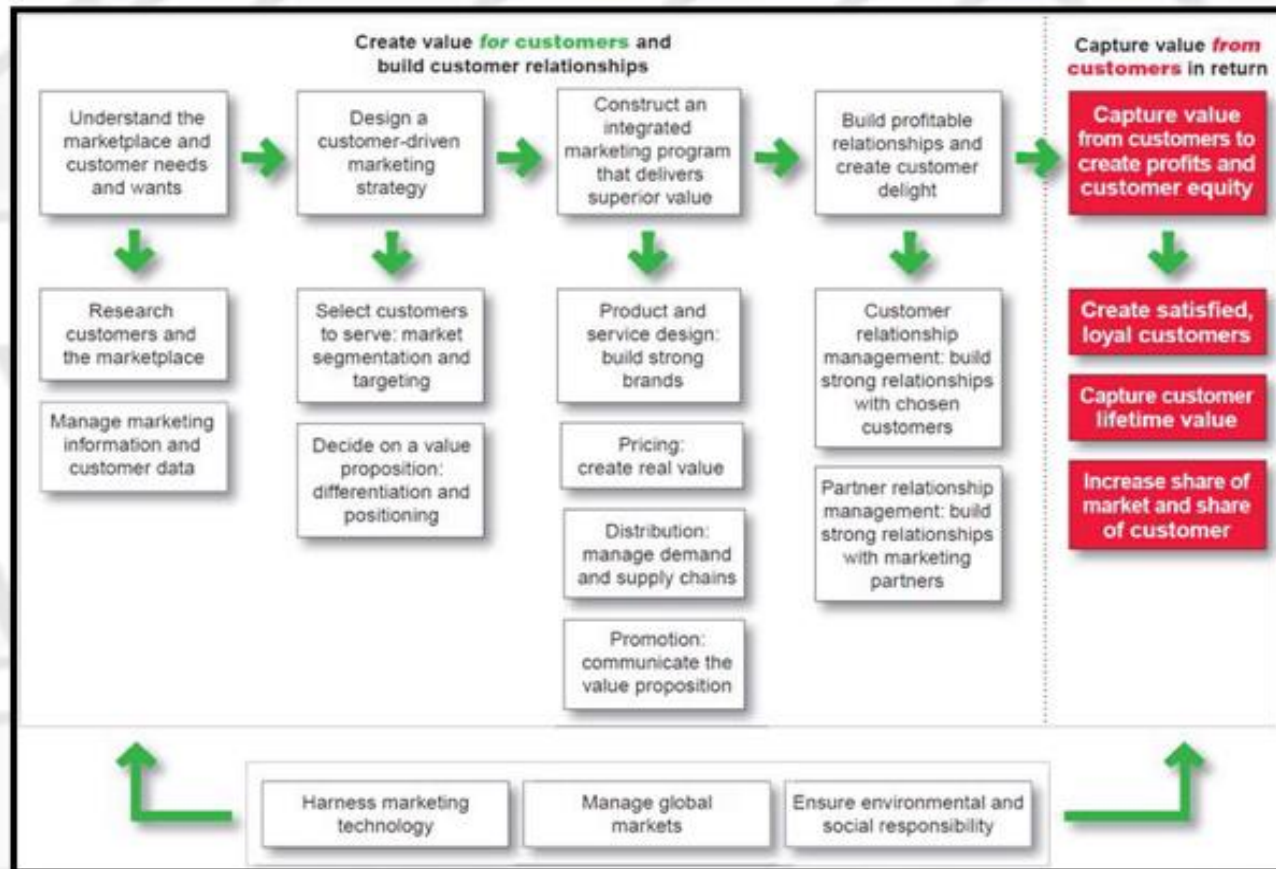
Topics to include:

1. Introduction – Mission, Vision, Goals
2. Background to launch, based on your research
3. STP & Positioning Statement
4. New Product in Detail- Design, packaging
5. One slide of your pricing strategy: should be short term and long term
6. One slide of your Channel (retail) strategy
7. **1- 2 slides in creating at least one new Advertising: please base on AIDA model and SMILE criteria.**
7. **Create one Gantt chart slide detailing your promotions for the entire year.**
8. What did you learn from this project? (In your own words, no textbook)

GANTT Chart

Tactics	Jan.	Feb.	Mar.	April	May.	June	July.	Aug.	Sept.	Oct.	Nov.	Dec.
Print												
Business Magazines												
Ads in Magazines that appeals to business individuals.												
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Blogs												
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Twitter												
Facebook												
Outdoor												
Billboards displaying SterkStand												
Guerrilla Advertising												
Transit												
Ads on/in buses, & on the sides of bus stops												
Digital Media												
Web site: SterkStand.com												

Figure 1.6 - An Expanded Model of the Marketing Process







"That's all Folks!"