



# 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                            |
| Television  | Good mass-market coverage; low cost per exposure; combines sight, sound, and motion; appealing to the senses                               | High absolute costs; high clutter; fleeting exposure; less audience selectivity             |
| Direct mail | High audience selectivity; flexibility; no ad competition within the same medium; allows personalization                                   | Relatively high cost per exposure; "junk mail" image                                        |
| 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



# Personal Selling

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- 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

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- 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 fried items. 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' and 'JUNE-AUGUST'. The main text promotes a cash card offer: 'Buy cash card 100 baht Get free 30 baht added Simply show your VISA card at Food Haven'. The dates '15 June – 15 Aug at Basement fl.' and the location 'Enjoy food selections from every part of Thailand at "Food Haven"' are also included. A section for 'Terms & Conditions' lists several points. At the bottom, logos for 'AMAZING THAILAND', 'VISA', and 'JUNCEYLON' are displayed.

**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 Sale  
2012  
JUNE-AUGUST

more people around  
the world with VISA

VISA

food  
HAVEN

JUNCEYLON

# Sales Promotion

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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



**ADSTAR (best commercials)**

1,953 subscribers





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

# Public Relations

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- 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)

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- 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.



Got7กับMilk 🍼😄😄 เด็กๆมาชวนดื่มนม อ้าว!ชนแก้ว😄😄😄

3,324 views



kkooii B&B  
8,360 subscribers



# Public Relations (PR)

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- 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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# Public Relations Functions

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- 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

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- 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 the same categories. 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 "Where are you going?" field with a placeholder "City, Airport, Point of Interest, Hotel Name or U.S. Zip Code". It also has fields for "Check-in" and "Check-out" dates, each with a calendar icon, and a "Rooms" dropdown menu set to "1 Room". A green "Search Hotels" button is positioned below these fields. To the right of the search bar, there is a "For Deeper Discounts Name Your Own Price" banner with a "Bid Now" link. Below the search bar, there are three promotional banners. The first is "Express Deals® - Save up to 60% on Hotels®" with a "Search Express Deals" button. The second is "Great Getaway Hotel Sale" with a "Go" button. The third is "For Deeper Discounts - Name Your Own Price®" with three sub-banners: "Save up to 60% on Hotels®", "Save up to 40% on Flights®", and "Save up to 40% on Rental Cars®", each with a "Bid Now" link.

priceline.com<sup>®</sup> 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

For Deeper Discounts  
**Name Your Own Price<sup>®</sup>**  
Bid Now »

### Express Deals<sup>®</sup> - Save up to 60% on Hotels<sup>®</sup>

Get exclusive savings on your hotel with Priceline's Express Deals<sup>®</sup>.  
Save time and money with no bidding required!

Search Express Deals<sup>®</sup>

### Great Getaway Hotel Sale

Save up to 25% on select hotels

Go

### For Deeper Discounts - Name Your Own Price<sup>®</sup>

Save up to 60% on Hotels<sup>®</sup>  
Bid Now »

Save up to 40% on Flights<sup>®</sup>  
Bid Now »

Save up to 40% on Rental Cars<sup>®</sup>  
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



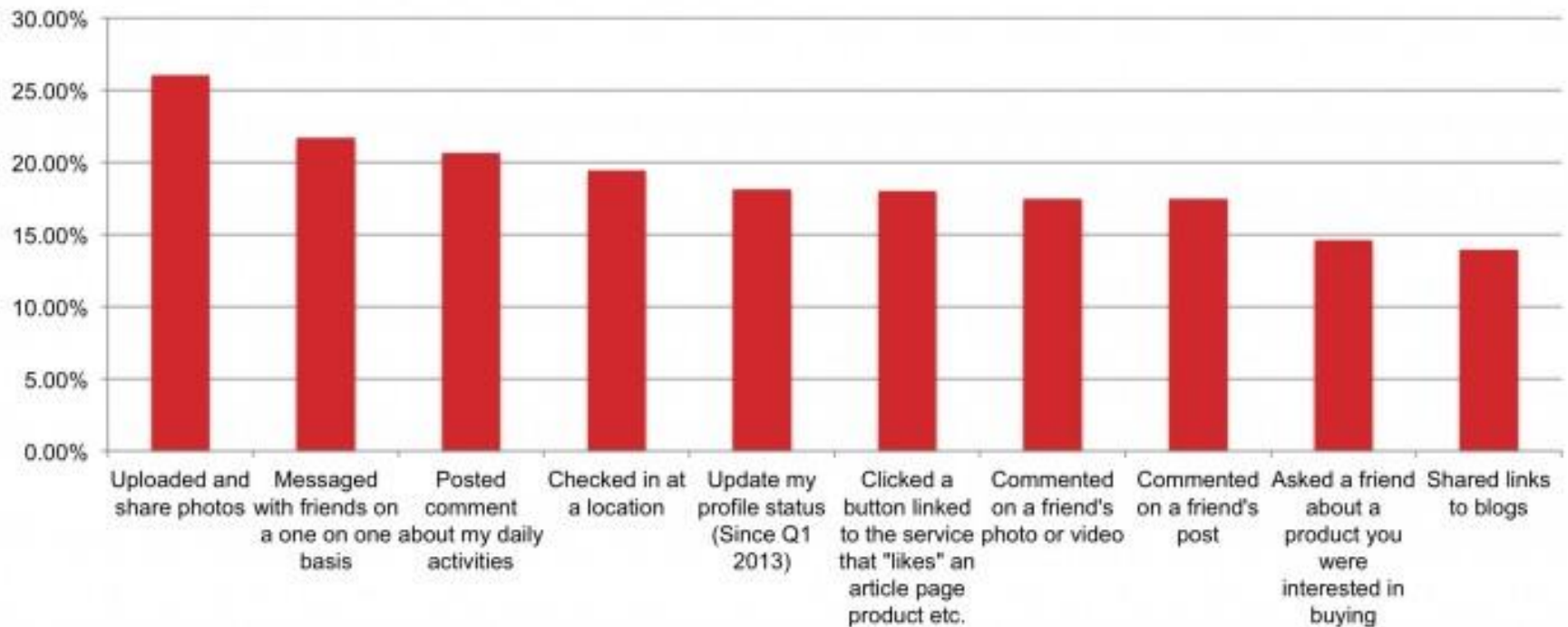
Over 16 million users  
also active via facebook mobile

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](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

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- 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<sup>per month</sup>**  
napster<sup>®</sup> 1000 Your choice of a million songs on your compatible MP3 player\*

# Purpose of Advertising

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- **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

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# 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

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- 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

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- **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

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## **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”?

**TABLE 12.3** Profiles of Major Media Types

| Medium      | Advantages                                                                                                                                 | Limitations                                                                                 |
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# Tactical Plans



## GANTT Chart

| Tactics                                                | Jan. | Feb. | Mar. | April | May. | June | July. | Aug. | Sept. | Oct. | Nov. | Dec. |
|--------------------------------------------------------|------|------|------|-------|------|------|-------|------|-------|------|------|------|
| <b>Print</b>                                           |      |      |      |       |      |      |       |      |       |      |      |      |
| Business Magazines                                     |      |      |      |       |      |      |       |      |       |      |      |      |
| Ads in Magazines that appeals to business individuals. |      |      |      |       |      |      |       |      |       |      |      |      |
| <b>Social Media</b>                                    |      |      |      |       |      |      |       |      |       |      |      |      |
| Youtube                                                |      |      |      |       |      |      |       |      |       |      |      |      |
| Blogs                                                  |      |      |      |       |      |      |       |      |       |      |      |      |
| Instagram                                              |      |      |      |       |      |      |       |      |       |      |      |      |
| Twitter                                                |      |      |      |       |      |      |       |      |       |      |      |      |
| Facebook                                               |      |      |      |       |      |      |       |      |       |      |      |      |
| <b>Outdoor</b>                                         |      |      |      |       |      |      |       |      |       |      |      |      |
| Billboards displaying StorkStand                       |      |      |      |       |      |      |       |      |       |      |      |      |
| Guerilla Advertising                                   |      |      |      |       |      |      |       |      |       |      |      |      |
| <b>Transit</b>                                         |      |      |      |       |      |      |       |      |       |      |      |      |
| Ads on/in buses, & on the sides of bus stops           |      |      |      |       |      |      |       |      |       |      |      |      |
| <b>Digital Media</b>                                   |      |      |      |       |      |      |       |      |       |      |      |      |
| Web site: StorkStand.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            | <ul style="list-style-type: none"><li>•Event<ul style="list-style-type: none"><li>➤Set up booth at 5 universities (CU, MU, TU, ABAC and BU)</li><li>➤Booth layout: Shape of the island</li></ul></li></ul> |                |       |          |     |             |
| 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.

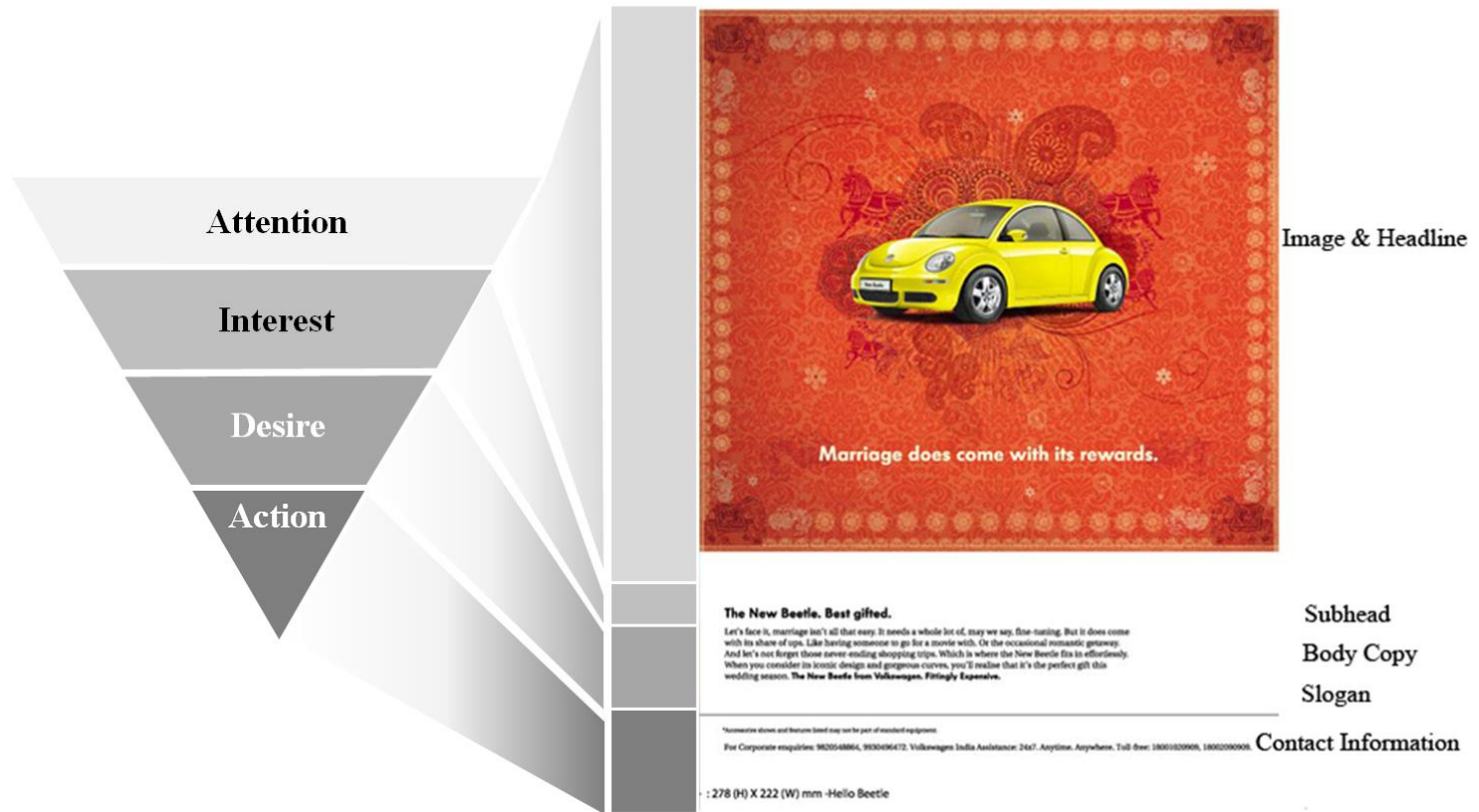
# What is the Advertising Message?

- 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: Communications

## AIDA Model



# AIDA Model: Creating Ads

## for Advertising



# 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**

# Figure 1.6 - An Expanded Model of the Marketing Process

