

MK 201

Integrated Marketing Communications (IMC) I

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Branding Recap

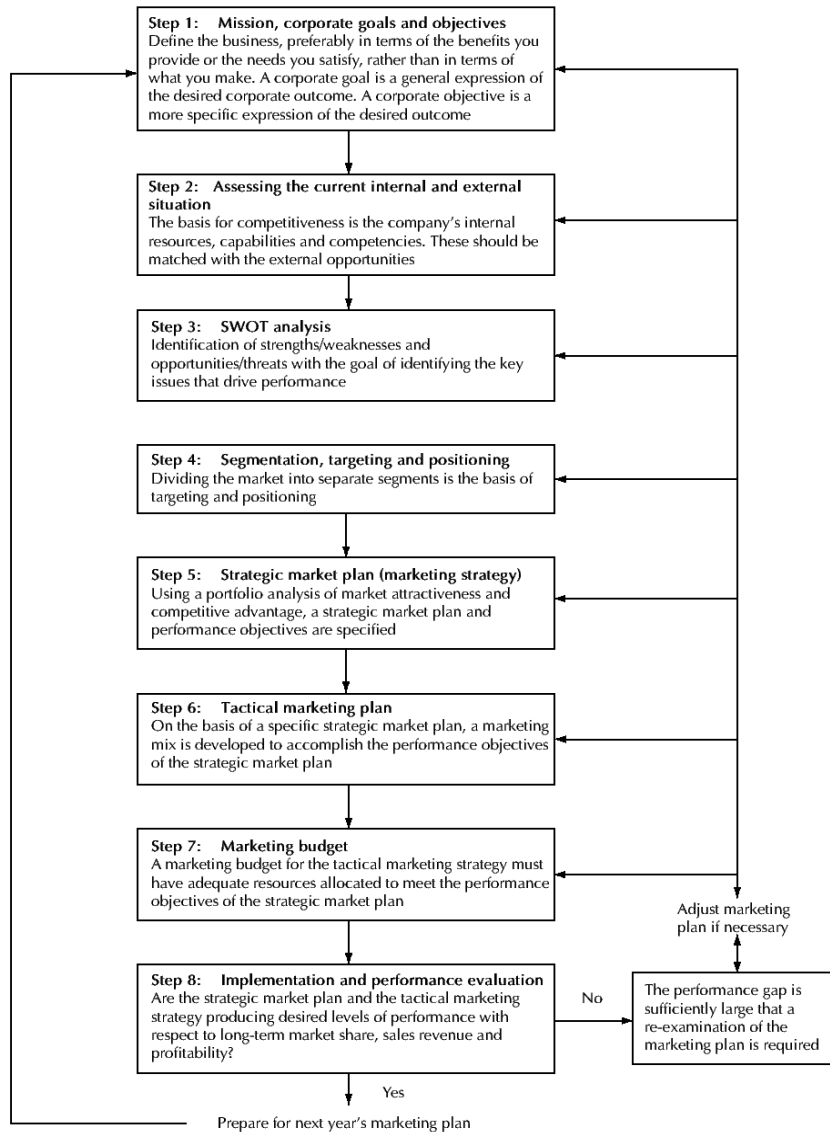


BRANDING

is the way that your customer perceives you



FIGURE 1.1: The stages of building a marketing plan



Marketing Planning Overview



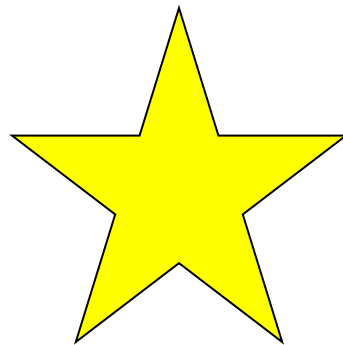
Forbes Top 10 Most Valuable Brands

Rank ▲	Brand	Brand Value (\$bil)	1-Yr Value Change (%)	Brand Revenue (\$bil)	Company Advertising (\$mil)	Industry
1	 Apple	124.2	19	170.9	1,100	Technology
2	 Microsoft	63.0	11	86.7	2,300	Technology
3	 Google	56.6	19	51.4	2,848	Technology
4	 Coca-Cola	56.1	2	23.8	3,266	Beverages
5	 IBM	47.9	-5	99.8	1,294	Technology
6	 McDonald's	39.9	1	89.1	808	Restaurants
7	 General Electric	37.1	9	126.0	-	Diversified
8	 Samsung	35.0	19	209.6	3,818	Technology
9	 Toyota	31.3	22	182.2	4,200	Automotive
10	 Louis Vuitton	29.9	5	9.7	4,707	Luxury

Recipe for success

The 4P's **must** revolve around the

Positioning



The Marketing Mix for Successful Brands

4P's

- Product – Clear Positioning?
- Price \$\$\$\$
- Place/Distribution
- Promotions- Effective communications?

Words...What words come to your mind?
Feelings...How do you feel when watching the ad?



Brand Associations



Promotional Mix

Marketing Communications Mix



Promotional Mix

- The specific **blend of promotional tools** that the company uses to persuasively communicate **customer value and build customer relationships.**

Promotional Mix

❖ Advertising

- Any paid form of non personal presentation and promotion of ideas, goods, or services by an identified sponsor.

❖ Sales Promotion

- Short-term incentives to encourage the purchase or sale of a product or service.

❖ Public Relations (PR)

- 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.

Promotional Mix

❖ Personal Selling

- Personal presentation by the firm's sales force for the purpose of making sales and building customer relationships.

❖ Direct Marketing & Digital marketing

- Direct connections with carefully targeted individual consumers to both obtain an immediate response and cultivate lasting customer relationships—the use of telephone, mail, fax, e-mail, the Internet, social media and other tools to communicate directly with specific consumers.

IMC



The Changing Communications Environment

- Two factors are changing the face of today's marketing communications:

As mass markets have fragmented, marketers are shifting away from mass marketing

Vast improvements in information technology are speeding the movement toward segmented marketing

Kimberly-Clark:New IMC Approaches



Targets new and expectant mothers through mommy blogs, Web sites, print and online ads, e-mail, in-store promotions and in-hospital TV programming.

The Need for IMC

Conflicting messages from different sources or promotional approaches can confuse company or brand images

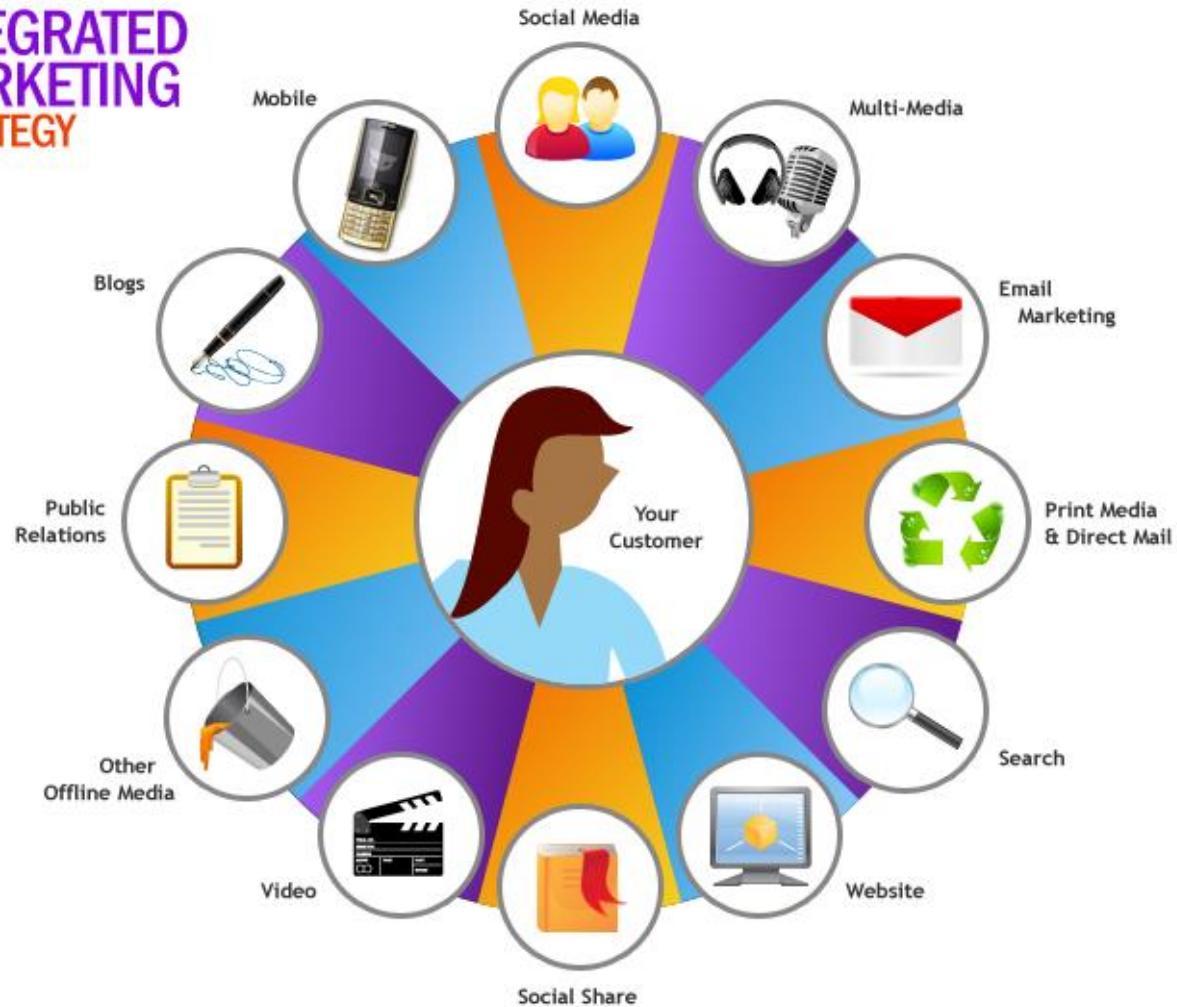
The problem is particularly prevalent when **functional specialists** handle individual forms of marketing communications independently

The Need for IMC

Using IMC, the company carefully integrates and coordinates its many communication channels **to deliver a clear, consistent, and compelling message** about the organization and its products

The Communication Channels

INTEGRATED MARKETING STRATEGY



Haagen-Dazs: Communications Campaign

A Beautifully Integrated Marketing

- ❖ “Haagen-Dazs loves honey bees” integrated marketing campaign uses rich, well-coordinated blend of communications elements to successfully deliver Haagen –Dazs’ unique message and positioning.
- ❖ “It’s the brand with heart and soul”, “We’re not only raising brand awareness, but making a difference in the world.”





The new marketing communications model: Rovio Entertainment introduced the Angry Birds Space version of its popular game using only an online video campaign. The campaign reaped an astonishing 134 million views and 168,570 social shares.



[พากย์ไทย]The Angry Birds Movie - Theatrical Trailer

200,505 views

👍 544 🗨️ 47 ➡️



BUGADD

2,375 subscribers





真人版愤怒的小鸟

FULL SIZE Angry Birds

1,790,066 views

👍 747 💬 315 ➡



ODN

508,369 subscribers





Real Angry Birds Barcelona Spain

595,776 views

 1.5K  108 



AdiospajaroNews

4,156 subscribers



Developing Effective Communications

- **Step 1: Identifying the Target Audience**
 - Affects decisions related to what, how, when, and where message will be said, as well as who will say it



Developing Effective Communications

- **Step 2: Determining Communication Objectives**

➤ Six buyer readiness stages



Awareness

Knowledge

Liking

Preference

Conviction

Purchase



Developing Effective Communications

- ❖ Buyer readiness stages: the stages: The stages consumers normally pass through on the way to a purchase, including awareness, knowledge, liking, preference, conviction and finally the actual purchase.

A goal of marketing in general and of marketing Communications in particular is to move target consumers through the buying process. Once again, it starts with understanding customer needs and wants



feeling

Believing this is the best

Awareness

Knowledge

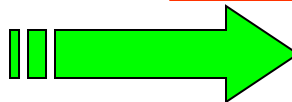
Liking

Preference

Conviction

Purchase

Prefer over others



facebook

Search



Heinz Tomato Ketchup UK



Food/Beverages

We've got an exclusive
limited edition offer for
Heinz Tomato Ketchup fans
- but it's for serious ketchup lovers only!

To prove you're a true Heinz Ketchup lover, make sure you've 'Liked' our page first for access to this exclusive Heinz Tomato Ketchup offer. Click the Like button, and all will be revealed.



The new marketing communication model: Heinz introduced its new balsamic-vinegar-flavored ketchup using no traditional media, relying instead on its 825,000 Facebook followers to spread the word.

Developing Effective Communications

• Step 3: Designing a Message

- Message content contains appeals or themes designed to produce desired results
 - **Rational appeals** — Ex. Sunlight liquid Dishwash, shampoo?
 - **Emotional appeals** — Ex. Jubilee Diamonds?
 - ❖ Love, pride, joy, humor, fear, guilt, shame, excitement or Moral appeal



P&G



ใหม่!
สูตรโปร-วิตามิน
#ใครว่าเราทำไม่ได้

PanteneX ญาญา สูตร โปร-วิตามิน ใหม่!

3,842 views



Pantene Thailand

30,130 subscribers



Red Bull



Red Bull Gives You Wings

Red Bull Gives You Wings



2013 World of Red Bull Commercial

220,263 views

👍 1.4K 💬 20 ➦



zedood

114 subscribers



Developing Effective Communications

- **Step 3: Designing a Message**

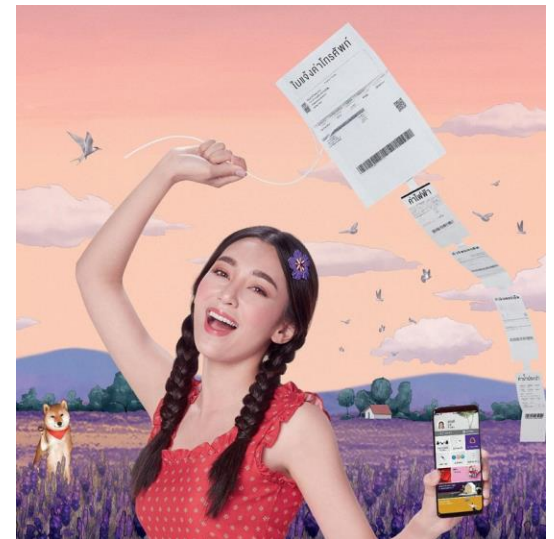
- **Message Structure:** Key decisions are required with respect to three message structure issues:
 - Whether or not to draw a conclusion
 - One-sided vs. two-sided argument
 - Order of argument presentation
- **Message Format:** Design, layout, copy, color, shape, movement, words, sounds, voice, body language, dress, etc.



Developing Effective Communications



Developing Effective Communications



ในฟรี ต้อง มีเงินหมุน ในบัญชี



"มานี สตอรี"

12,451,182 views

👍 2.5K 💬 400 ➡

 **SCB Thailand**
145,611 subscribers





เบลล่า | เบลล่า - บัว กับ โฆษณาตัวใหม่ของ SCB

5,792 views



FON | LALITA

8,053 subscribers



Developing Effective Communications

- Step 4:

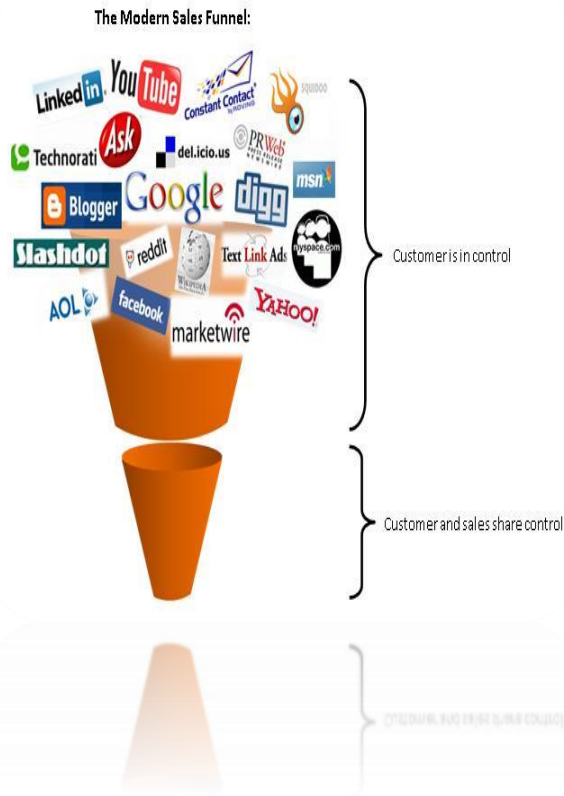
Choosing Media (Media Mix)

- **Personal communication channels**

- Includes face-to-face, phone, mail, internet chat communications, social media
- Word-of-mouth influence is often critical
- Buzz marketing cultivates opinion leaders

- **Non-personal communication channels**

- Includes media ie. TV, print ad, atmosphere, and events
- Selecting Media Source – celebrities, endorsers



BUZZ MARKETING

kate moss
TOPSHOP

"I have always been a big fan of Topshop and regularly shop there. I love what they stand for and am very excited at the thought of working with them. It's going to be great fun."

Kate Moss



A range of clothing endorsed by model Kate Moss has been a huge selling point for retailer Topshop but allegations in her personal life could be damaging to their reputation and affect their sales.



Using celebrity endorsers to represent brands-
Beyoncé speaks for Pepsi.





Celebrity endorsers: LeBron James, Kobe Bryant, and a host of other NBA superstars lend their images to Nike brands.

NIKE



Celebrity Endorsers: Finding the Right Celebrity for the Brand



Celebrity endorsers: Academy Awards host Ellen DeGeneres used a Samsung Galaxy Note 3 phone to tweet out epic selfies to her 25 million followers. One was retweeted a record 2.7 million times, crashing the Twitter network.