

Integrated Marketing Communications:

Connecting with Consumers in the
Seamless World



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The IMC Platform : The Connecting Tools



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Agenda

- Review and admin
- IMC Platform
 - Definition, Concept, & Scope
 - Assignment Presentation
 - Platform Discussion and Workshop



Review

IMC Clinic



Admin



Definition, Concept, & Scope



IMC Platform

- Root: Plateforme – Base
- Tools or activities that present the identity and belief of the brand, attract consumers, and is a base for a brand to communicate to and connect with consumers
- A combination of “message” and “media’ which is presented in different forms/ techniques/ approaches/ focuses



IMC Platform

- Platform \leftrightarrow AVATAR
 - E.g. PR focuses on A-Awareness; Key word search focuses on A-Asking, etc.
- Linkages among platforms
 - E.g. Remarketing: Ad, DM, SP



IMC Platform

Including (but not limited to)

- Advertisement (Ad)
- Sales promotion (SP)
- Content marketing
- Public Relations (PR)
- Owned Media
- Direct Marketing (DM)
- Social Media



Assignment Presentation



Assignment 2. IMC Platform I – IMC Tool 2% (1/3)

Bring one real example of a brand activity that focuses on one of the following IMC tools.

- Advertisement
- Sales Promotion
- Content Marketing
- Public Relations
- Owned Media
- Direct Marketing
- Social Media



Assignment 2. IMC Platform I – IMC Tool 2% (2/3)

- The above is the broad classification of the different platform/tool. You can also look at the digital/modern tool. For example, in advertisement, you can look at the brand's location-based marketing, and native advertising. Then, you can also see if these digital advertisement are well synergized with the offline advertisement.
- Realistically, there is a blurred line between different platforms/tools. That is, they usually intertwine. Just bring one example that focus on one of the activity above.



Assignment 2. IMC Platform I – IMC Tool 2% (3/3)

- Analyze and evaluate the brand's activity. You can follow the guideline below.
- Your evaluation
 - Did this activity
 - ดอน: Resonate with Consumers
 - ใจ: Reflect Positioning
 - สื่อ: Relay (Convey the key message)
 - What did the brand do well?
 - If you were the brand manager, is there anything you would do differently?
 - Other comment/ observation/ learning (if any)



Assignment 3. IMC Platform II – Digital and New Media 3%

- Each group is to come up with new technology such as programmatic, artificial intelligence (AI), augmented reality (AR), bitcoin block chain, etc.
- Then, analyze and report how the new technology impacts marketing.
- How can marketers best apply/utilize/capitalize the new technology.
- Explain and give example.



Platform Discussion and Workshop



IMC Platform

- **Advertisement (Ad):** Inc geo-targeting, native ad, Youtube ad, Programmatic ad
- **Sales promotion (SP)**
- **Content marketing:**
 - Content Creation
 - Content Curation (selection and add value e.g. grouping)
 - Content Syndication (create content in other's website; invite guest author)
 - Content Sponsorship
 - CGC (Consumer Generated Content)



Public Relations (PR)



IMC Platform

- Public Relations (PR)

“Public relations is a strategic communication process that builds mutually beneficial relationships between organizations and their publics.”

PRSA (Public Relations Society of America)

- Who are the stakeholders?



IMC Platform

- Public Relations (PR)
 - Who are the stakeholders?



IMC Platform

- Public Relations (PR)
 - Question: Examples of tools/ activities?



IMC Platform

- Owned Media e.g. fb, website, landing page, blog, etc.

PR Game

- Use your electrical device.
- Search “kahoot”: <https://kahoot.it/#/>
- Enter pin
- Enjoy!



Group Exercise:

Imagine you and your team work in the PR department. Your task is in the following slide. Solve the challenge with your **Public Relations** plan

Challenge 1

- **Imagine you work for BOT in Corporate Communications. BOT seeks to issue a policy that benefit the country. However, the policy is not a perfect cure to the economics.**
- **BOT would like to gain trust and support especially from the influential and general public.**
 - **What would you do?**

Challenge 2

- You are launching a new mobile phone brand (name your brand too). The market is very much cluttered. Your boss told you that this launch must be the talk of the town.
- Plan a press conference and come up with a WOW plan that would really make your new launch become the talk of the town!
- What would you do?

Challenge 3

- You own a chained bakery sold in leading department store.
- You were shocked when you found that a consumer posted a picture of your bakery with a rat on the bakery shelf! This online negative wom spreads very quickly!
- What would you do?

Challenge 4

- Your boss called you at the middle of the night! You work for an airlines as a Corporate Communications director. The unexpected news was that the plane just crashed. The news is not confirmed, but seems that all 325 passengers and air crew would not survive.
- What would you do in order to take the key competitor's market share?

**How to
measure PR?**

Criteria for Measuring PR Effectiveness

➤ **Total number of impressions . . .**

- Over time
- On the target audience
- On specific target audiences

➤ **Percentage of . . .**

- Positive articles over time
- Negative articles over time

➤ **Ratio of positive to negative articles**

➤ **Percentage of positive and negative articles by . .**

- - Subject
 - Publication
 - Reporter
 - Target audience



Direct Marketing (DM)



IMC Platform

- Direct Marketing (DM)
 - Direct IMC to shoppers e.g. sales person, call center, Call-back campaign, catalog, QR code, Search Engine Optimization (**SEO**; So that shoppers could find the brand) & **Landing page**, **Remarketing**, **Customer Match** (e.g. match with those the company already have email) etc.


Porsche uses direct mail to target potential customers

Targeted Marketing Program 3

3.2 911/Boxster "Adrenaline" Postcard



Adrenaline rush comes standard.



Dealer Name Goes Here
Dealer Address Goes Here

Source: Courtesy Porsche Cars North America, Inc.



Guide Dogs "Collar"



Photo: Ben Givens, Flickr/John's Landfill House, via www.flickr.com/photos/landfillhouse




COM: (Dimensional Mail)
COMMONWEALTH BANK, 'CAKE'

PROBLEM:
 It was a get together instead of other ways that Commonwealth Bank had been able to keep up with the changes with banks in Australia and other financial institutions.

Commonwealth Bank was trying to find a way to make sure that they could keep their interest rate and also keep up with the rate of the other banks. They were also trying to make sure that they could keep up with the rate of the other banks.

SOLUTION:
 We were able to make sure that we could keep up with the rate of the other banks. We were able to make sure that we could keep up with the rate of the other banks.



RESULTS:
 The bank was able to keep up with the rate of the other banks. The bank was able to keep up with the rate of the other banks. The bank was able to keep up with the rate of the other banks.

Commonwealth Bank - "Cake"



confidence to remove stains in 1 wash



IMC Platform

- Direct Marketing (DM)
 - To seek a behavioral response
 - Inbound vs Outbound Marketing



Outbound Marketing

GROUP EXERCISE: DM DESIGN –

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



Design a DM to a specific target (make up your own brand and target)

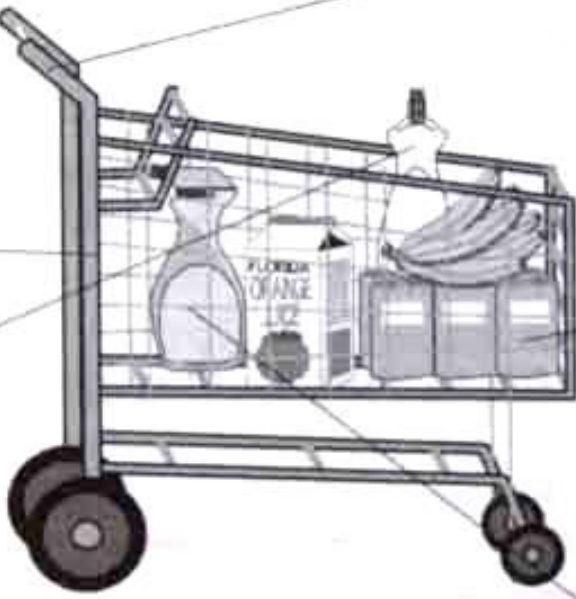
1. Direct Mail (hard copy)
2. Digital



Using DATA to Optimize DM

Association: 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?



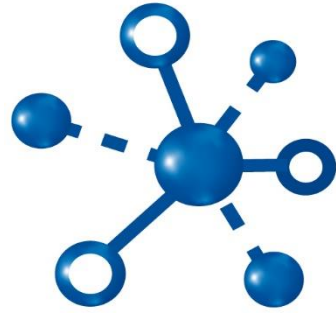
IMC Platform

- **Social Media**
 - E.g. fb, line, IG, whatsapp, snapchat, etc.
 - WOM
 - Providing platform for content/ connection/ etc.

DM Game

- [Use your electrical device.](#)
- [Search “kahoot”:](#)
- Enter pin
- Enjoy!





Conclusion



What did we cover today?

- IMC Platform
 - Definition, Concept, & Scope
 - Assignment Presentation
 - Platform Discussion and Workshop



Q & A
