

Integrated Marketing Communications:

Connecting with Consumers in the
Seamless World



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Starting *IMC*



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Agenda

- Review and admin
- The big picture
- Consumer understanding for IMC
- Positioning
- Group work assignment
- Q&A



Review & Admin



Course overview and IMC concept

- Getting to know each others
 - Student's expectation
- Learning Theory
- Class overview
- IMC overview
 - Concept
 - Definition
 - Importance
 - Process
- Group work **ASSIGNMENT!!!**
- Getting to know each others (in more detail)
- How we live and learn together



Admin: Grouping & Brand Selected for Term Project

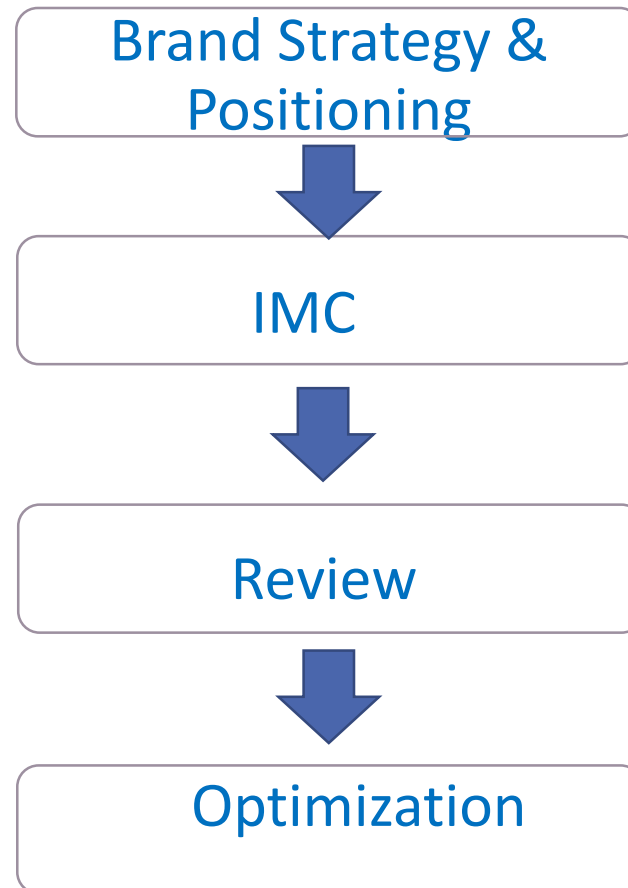
No.	Brand	Target	Challenge/ Objective
1			
2			
3			
4			



The Big Picture



Where is the Role of IMC in the Strategic Brand Management Process?





Now that we are about to
Start doing IMC...

What do we need to know?



What do you need to know before starting **IMC** ?

	Things I need to know:



What do you need to know before starting **IMC** ?

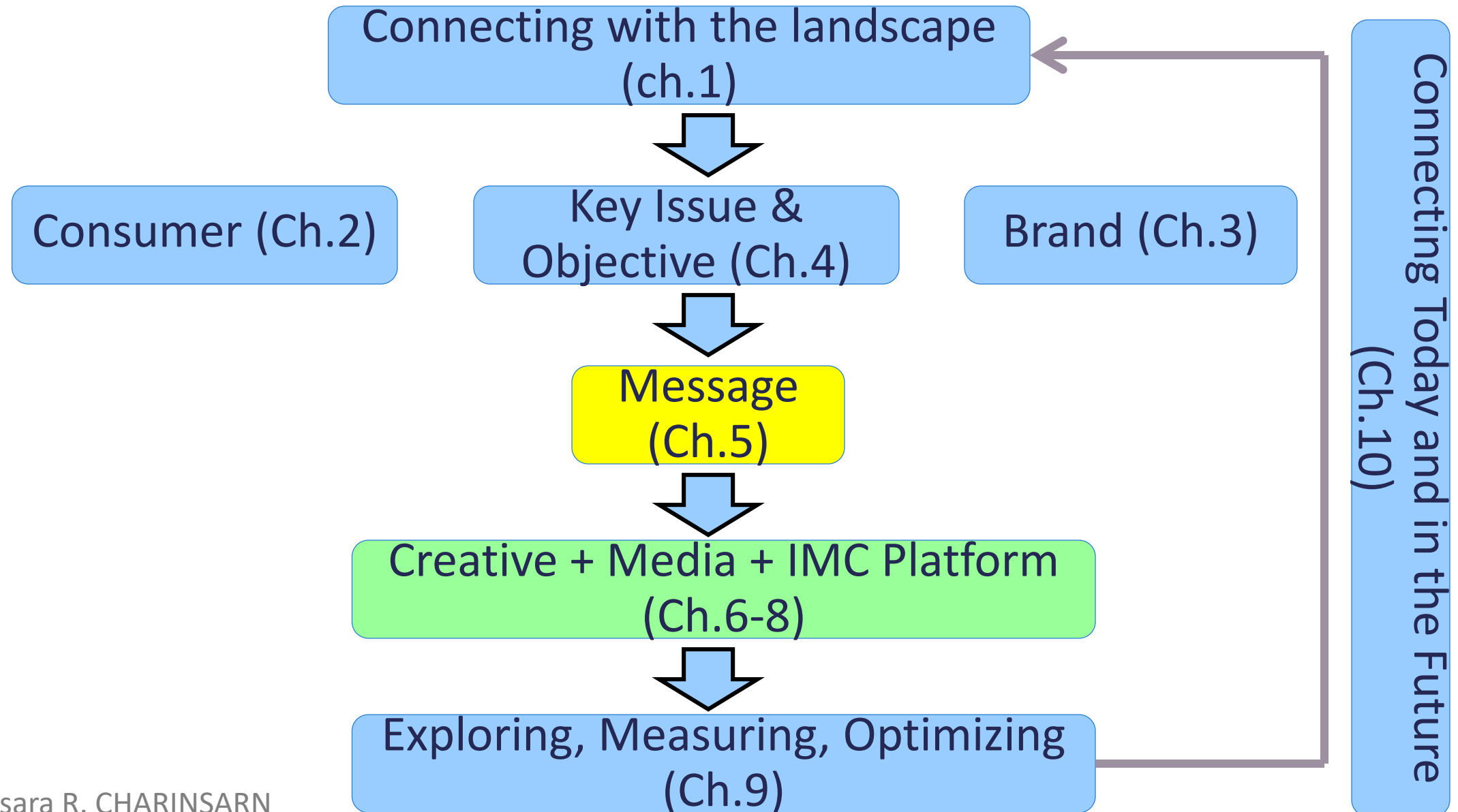


Consumer Understanding for IMC



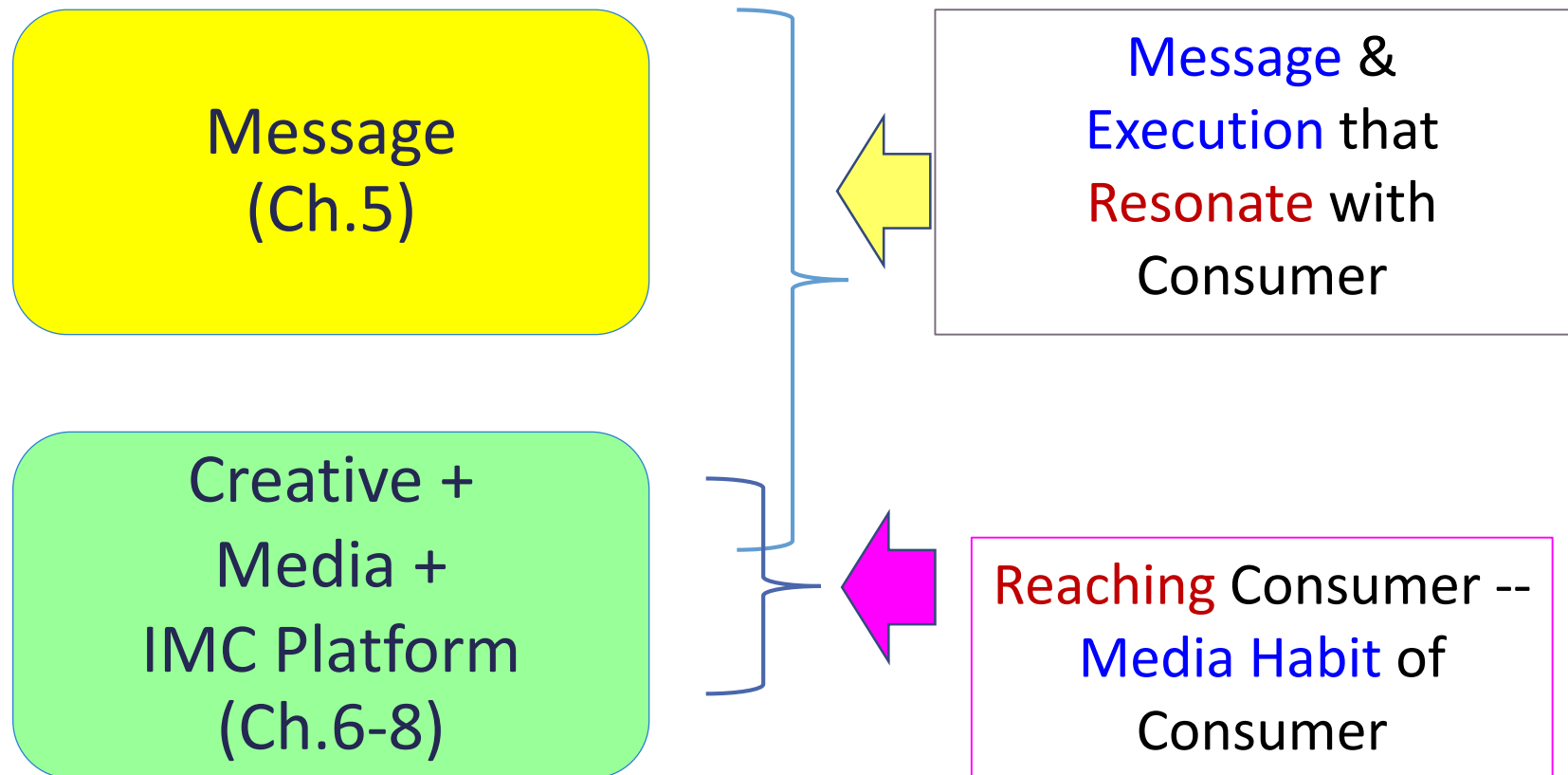
Connecting with Consumers

Which box is “What to Say” and “How to Say”?





Turning Consumer Understanding into IMC





Resonating with Consumer...



“Consumer Decision Making” Elements

Situation:

- Consumer
- Message
- Environment



Consumer Understanding for IMC

- Who
 - Demographic
 - Psychographic (& Lifestyle)



Consumer Understanding for IMC

- Product
 - How they buy/ consume product
 - Trigger and Barrier in buying/ consuming
 - Needs/ wants/ problems
 - Ideal product

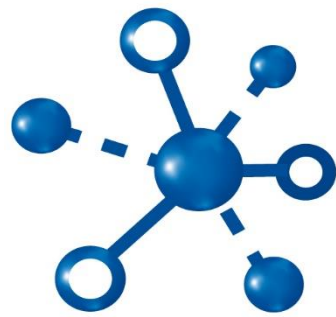


Consumer Understanding for IMC

... And **WHY** they do
WHAT they do?



Reaching Consumer...



Segmentation - Targeting - Positioning



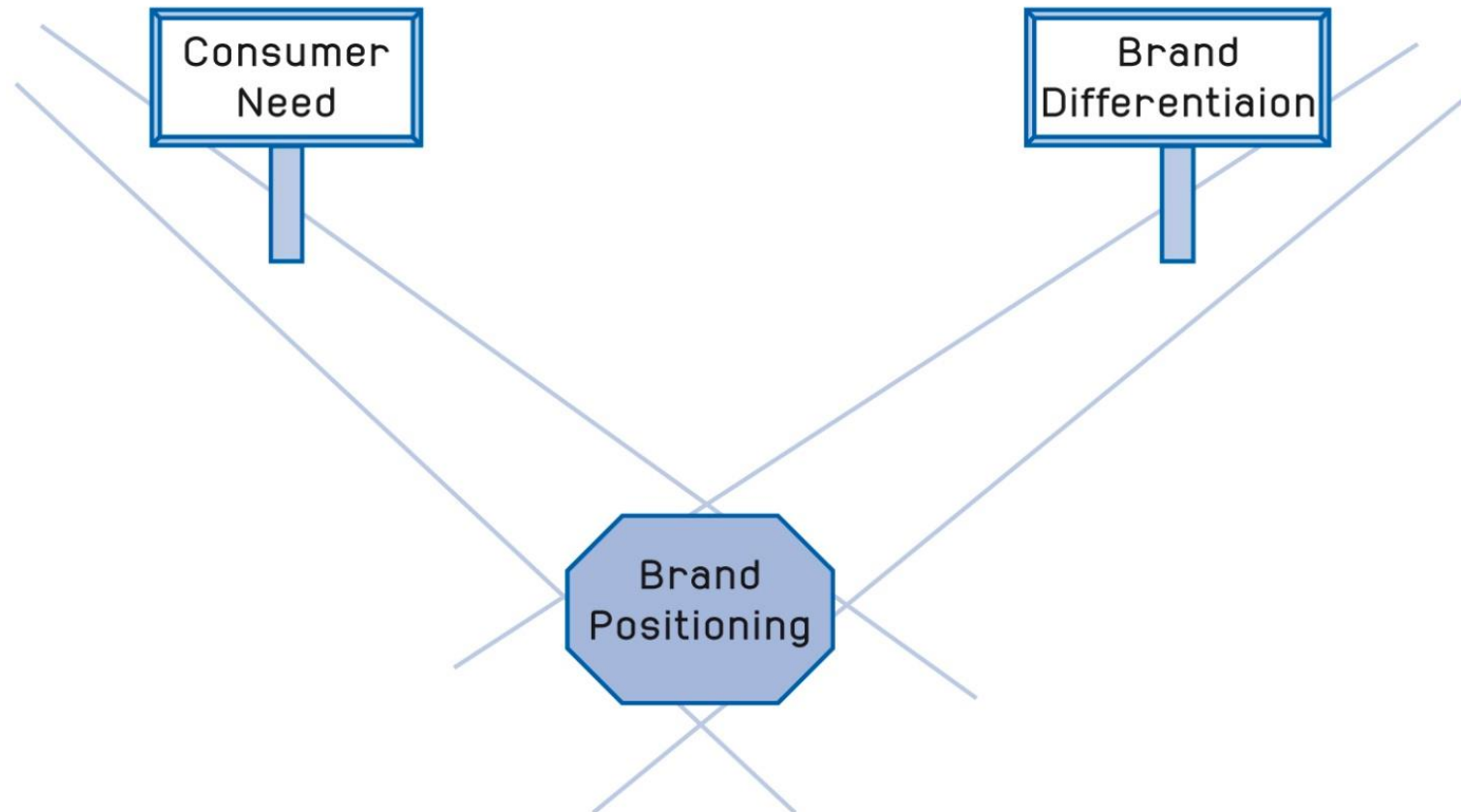
Example of the Beer Market in China





ภาพที่ 3.27

The Brand Crossroads



ที่มา : พัฒนาขึ้นโดยผู้เขียน



Positioning

To (target group), **(Brand)**
is (Category)
that (USP) better **than**
any other brand
because xxx.



Positioning Example

Mountain Dew: **To** young, active soft-drink consumers who have little time for sleep, (**Mountain Dew**) **is** the soft drink that gives you more energy **than any other brand** **because** it has the highest level of caffeine.



Positioning Example



Group Work Assignment



Group Work Assignment

Group work for Term Project

- Conduct desk research and qualitative research. Then form an insightful positioning for the “Term project: First presentation (as a client)”
- Bring your hypothetical challenge and one communication objective for the Objective Setting class.



Conclusion



What did we cover today?

- Review and admin
- The big picture
- Consumer understanding for IMC
- Positioning
- Group work assignment
- Q&A



Q & A
