

COMMUNICATION OBJECTIVES

What will we cover today?

- Review and admin
- Value and type of objective
- Brand Health Pyramid And Objective Setting
- SMART Objective
- Group Work Assignment

Review & Admin

Review &
Admin

Value &
Type of
Objective

Brand
Health
Pyramid

SMART
Objective

Group
Work
Assignment

Review of the last class

Starting **IMC**

- The big picture
- Consumer understanding for IMC
- Positioning
- Group work assignment

Admin: Your final “student info sheet”
(excel)?

No.	Brand	Target	Challenge/ Objective
1			
2			
3			
4			

Value & Type of Objective

Review &
Admin

Value &
Type of
Objective

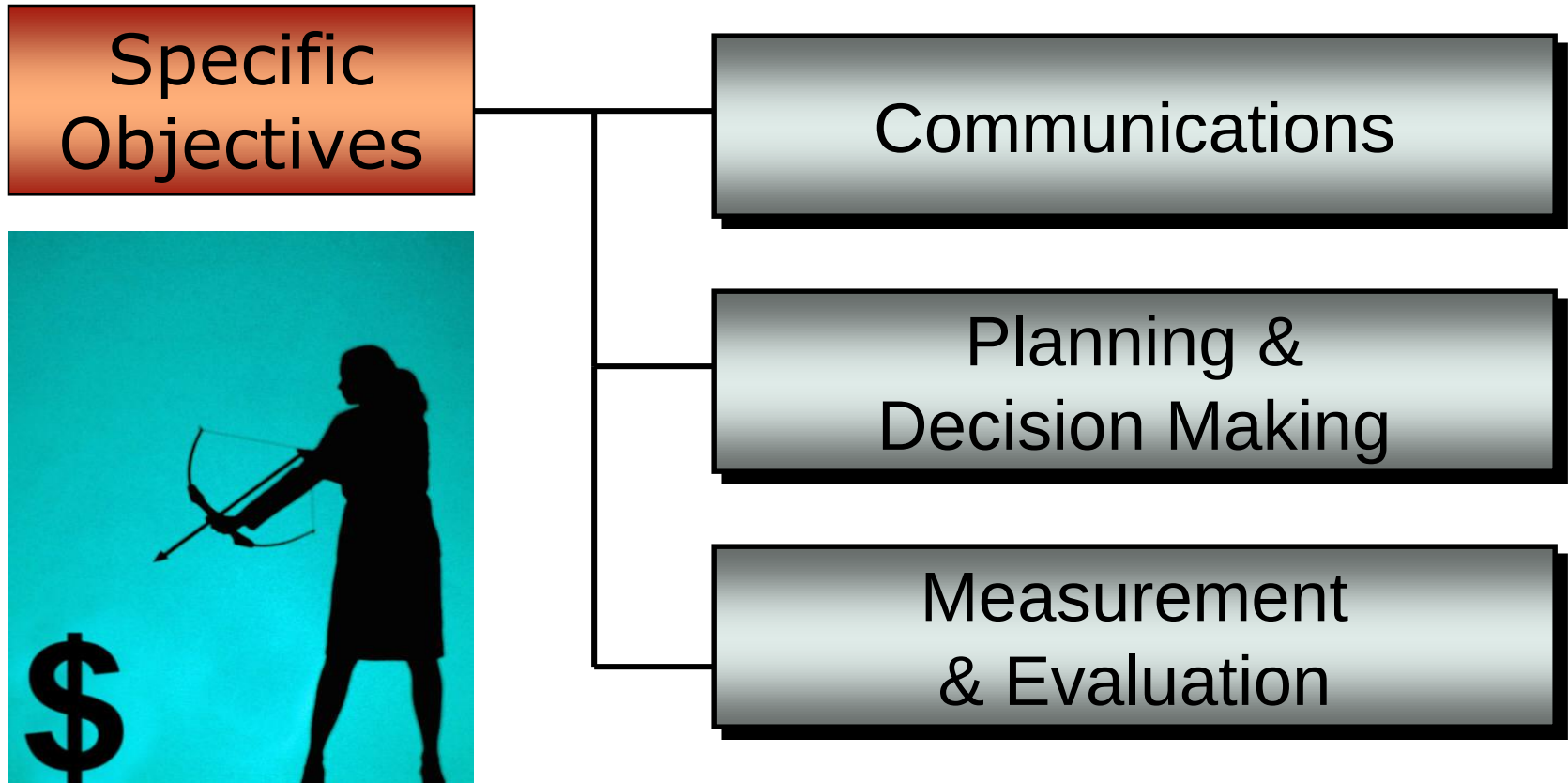
Brand
Health
Pyramid

SMART
Objective

Group
Work
Assignment

Why do we need Objectives?

Value of Objectives



Types of Objectives?

Is Sales vs Communication Objective Appropriate?

20080210_FLX - FC - API

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Headset
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10100 purchase and 2-year
activation of 101000

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Is Sales vs Communication Objective Appropriate?



Is Sales vs Communication Objective Appropriate?

A Special Advertising Section



TIED TO THE CAUSE

Mary J. Blige joins the fight against breast cancer. How can you get tied to the cause? By wearing the 2004 Ford breast cancer awareness silk scarf. Last year, Ford raised over \$1 million by selling the scarf, and this year we plan to double that amount. You can help. Get yours today in-store, online or by phone at Bloomingdale's or at any Lilly Pulitzer® Signature Store. Turn the page for details.

For more information on Ford's involvement, visit www.fordvehicles.com/thecause.



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Types of Objectives

Marketing Objective

Vs

Communication Objective

???

Marketing vs. Communications Objectives

Marketing Objectives

- Generally stated in the firm's marketing plan
- Achieved through the overall marketing plan
- Quantifiable, such as **sales, market share, ROI**
- To be accomplished in a given period of time
- Must be realistic and attainable to be effective

Vs.

Communications Objectives

- Derived from the overall marketing plan
- More narrow than marketing objectives
- Based on particular **communications tasks**
- Designed to deliver appropriate messages
- Focused on a specific target audience

Round 1

- Write your Marketing Challenge (โจทย์)
- Write one Communication OBJECTIVE

Then, Pause...

Brand Health Pyramid And Objective Setting

Review &
Admin

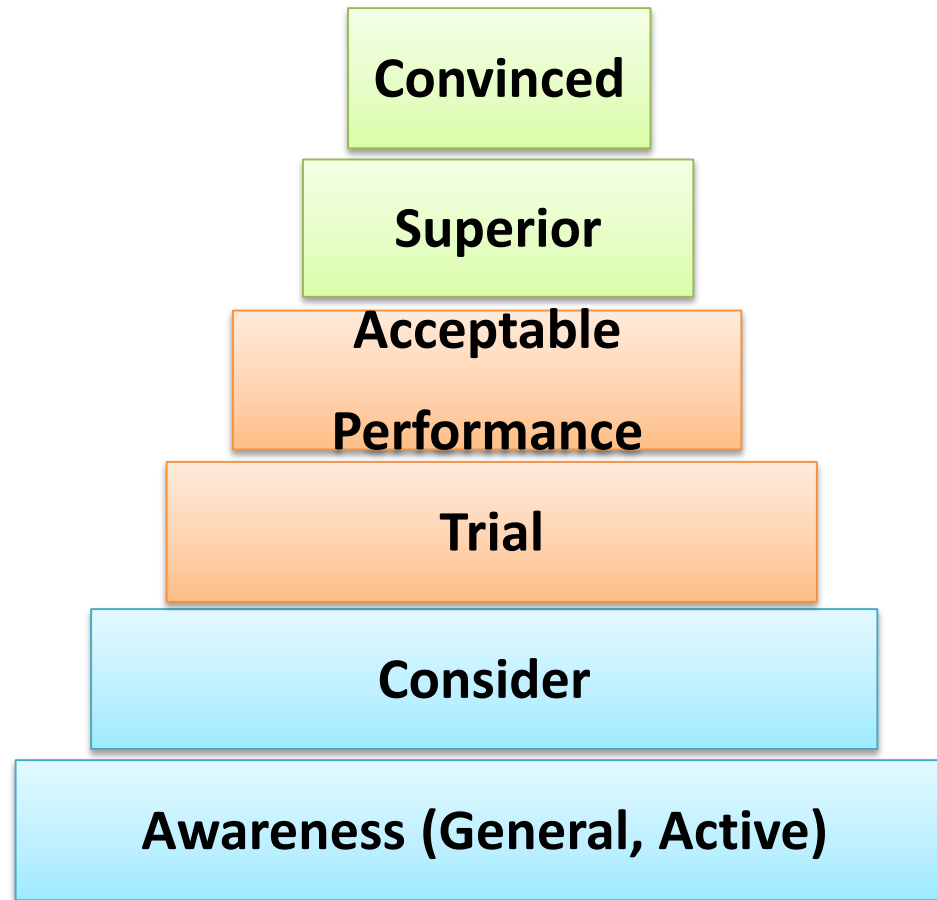
Value &
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Brand
Health
Pyramid

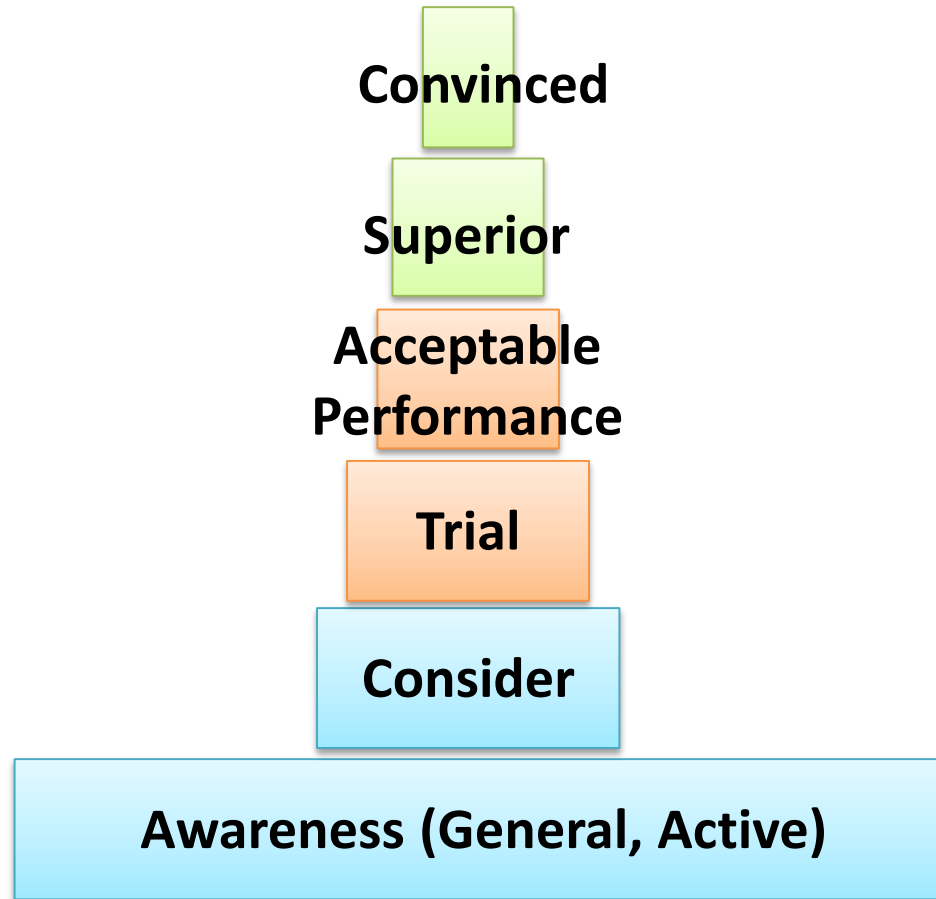
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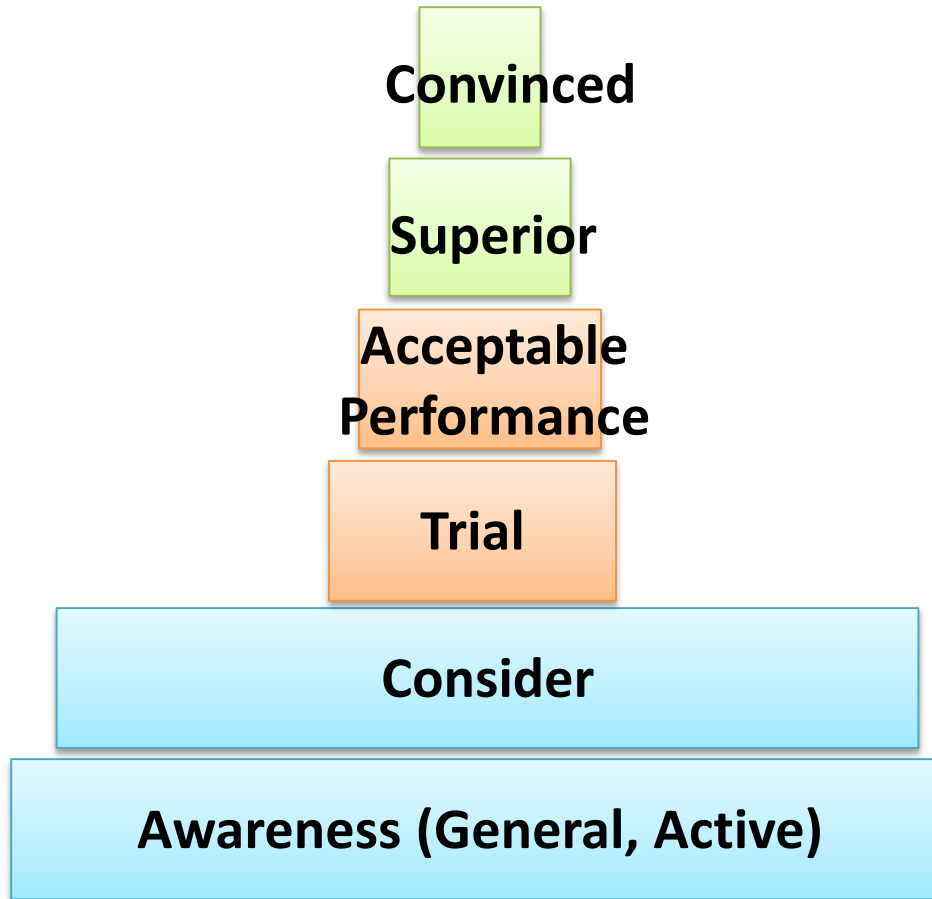
'Brand Health Pyramid'



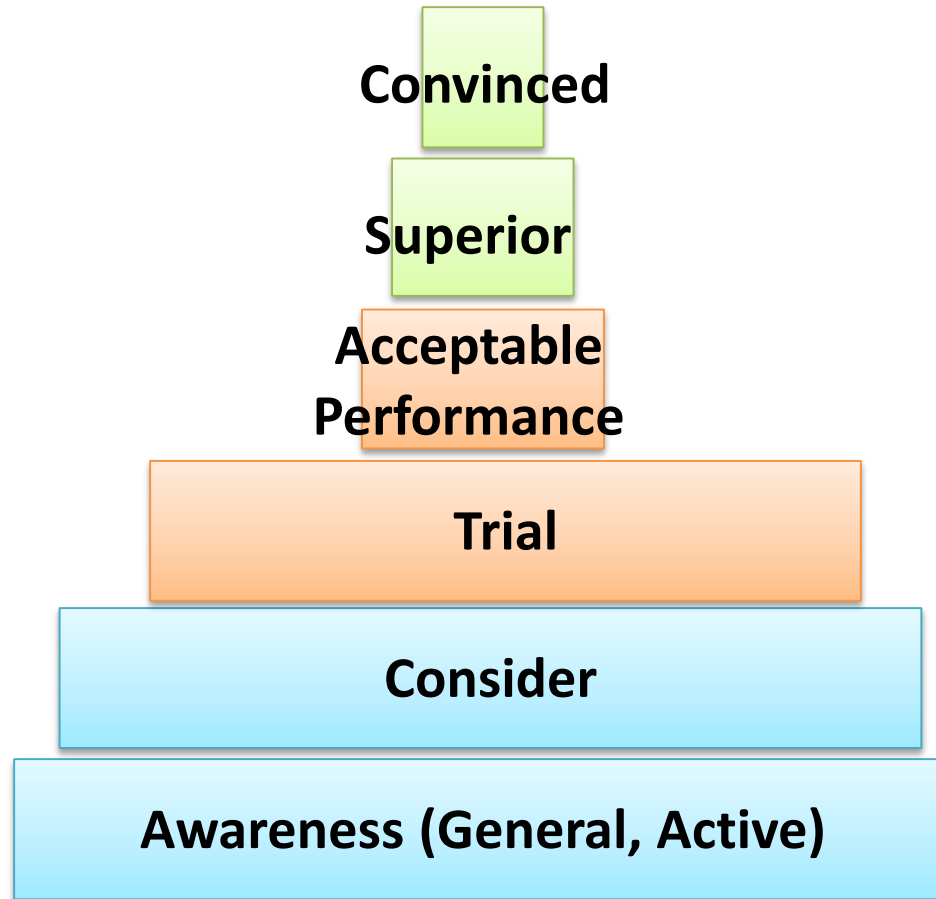
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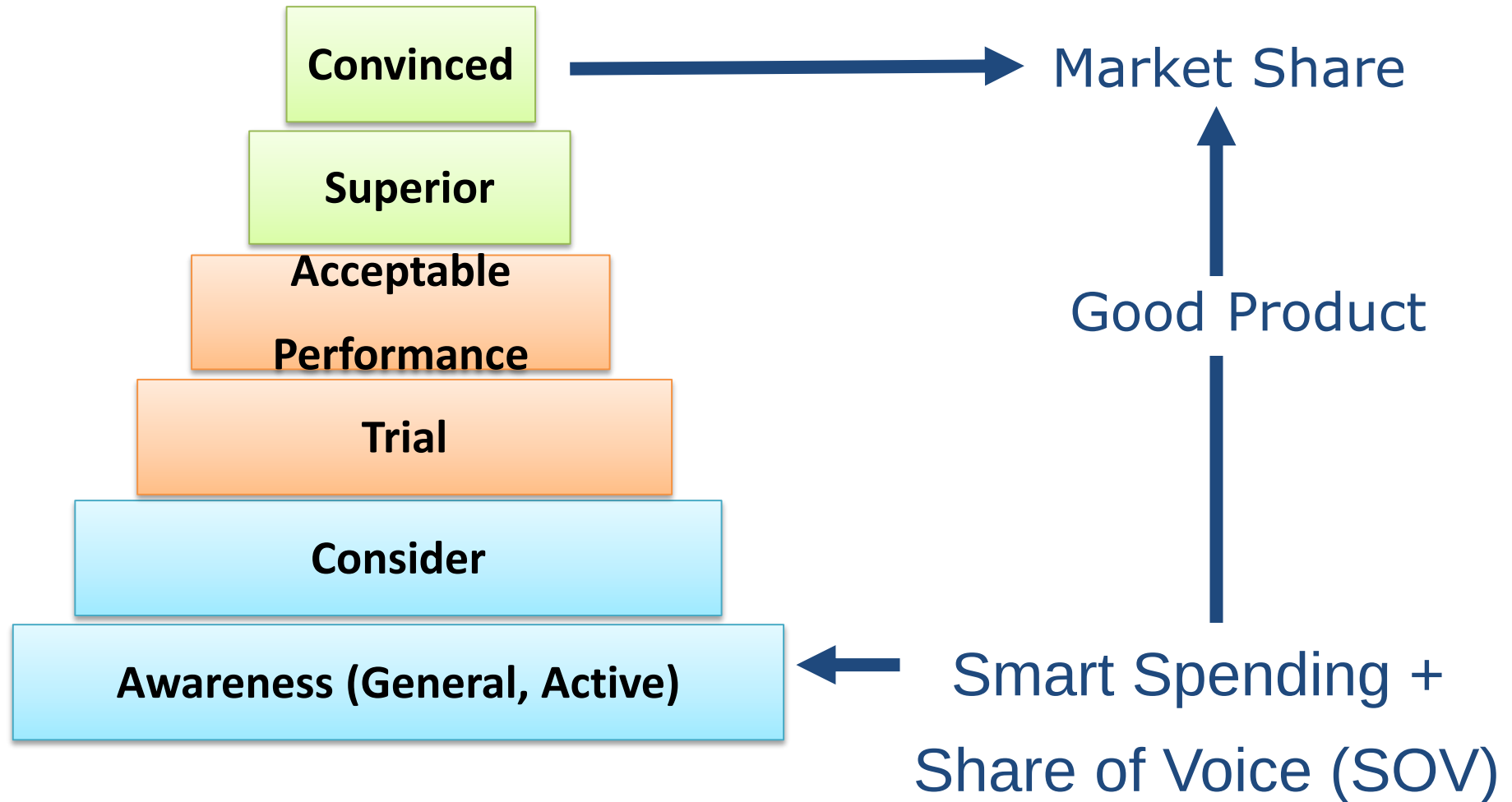
'Brand Health Pyramid'



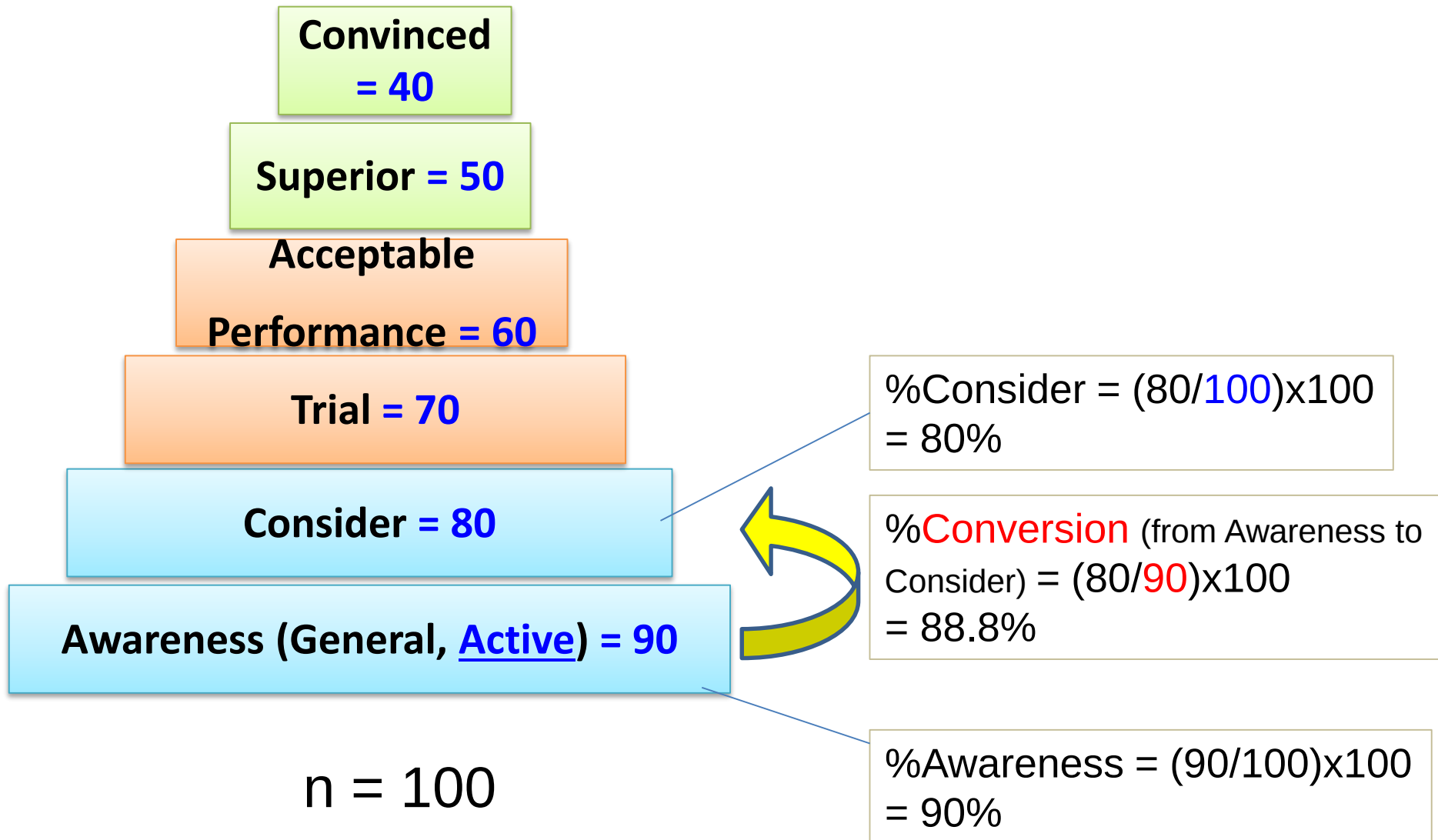
'Brand Health Pyramid'



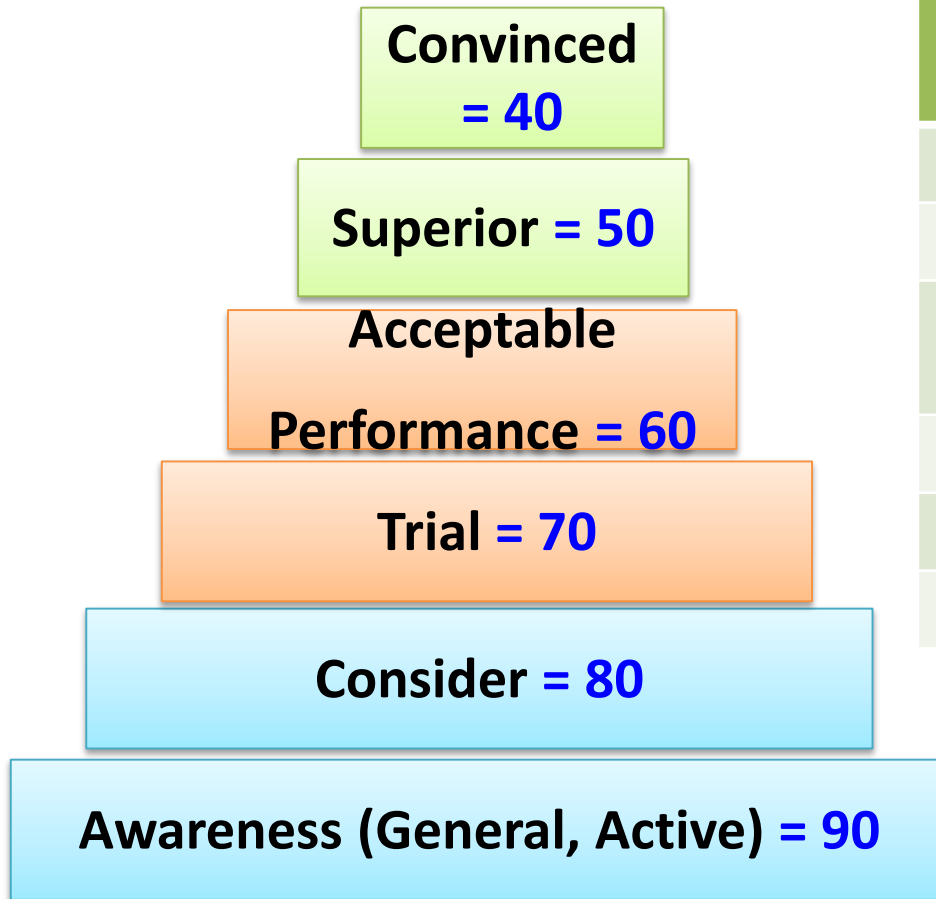
'Brand Health Pyramid'



'Brand Health Pyramid'



'Brand Health Pyramid': **Fill in the number in the table**

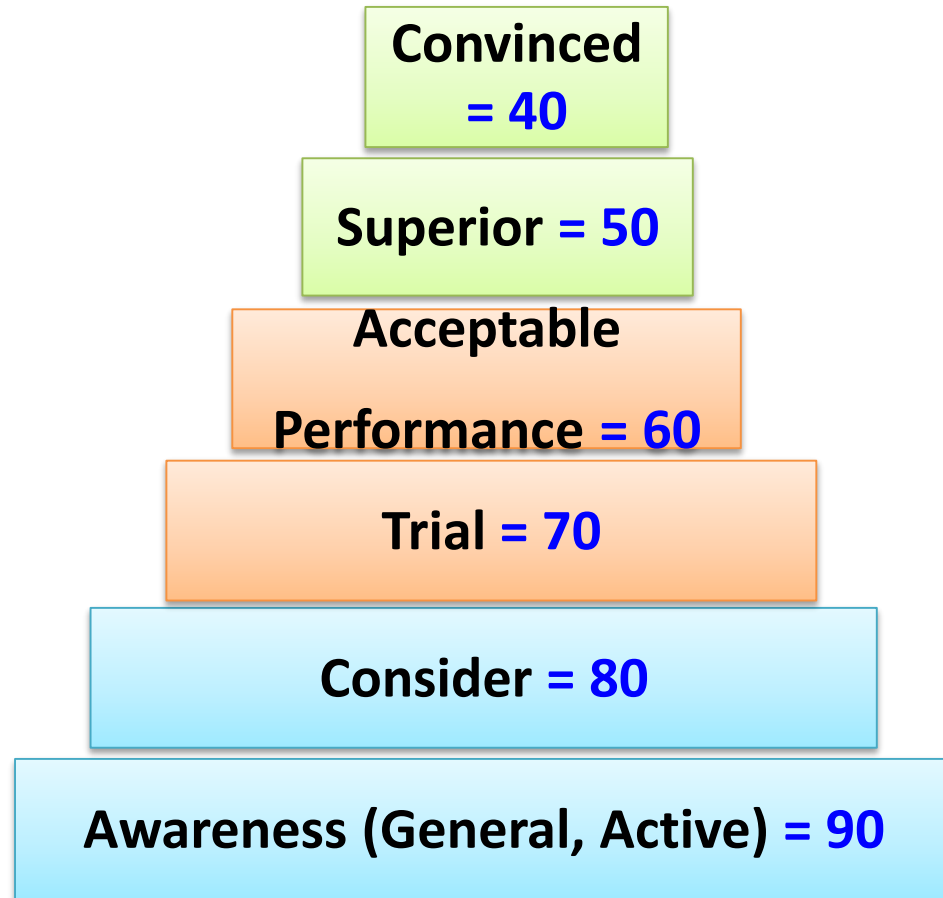


Level	n = 100	% (out of base)	% Conversion
Convinced			
Superior			
Acceptable Performance			
Trial			
Consider			
Awareness			

Round 2

- **Write** your hypothetical Brand Health Pyramid
- **Write** your Marketing Challenge (โจทย์)
- **Write** one Communication OBJECTIVE

'Brand Health Pyramid' (Example)



n = 100

SMART Objective

Review &
Admin

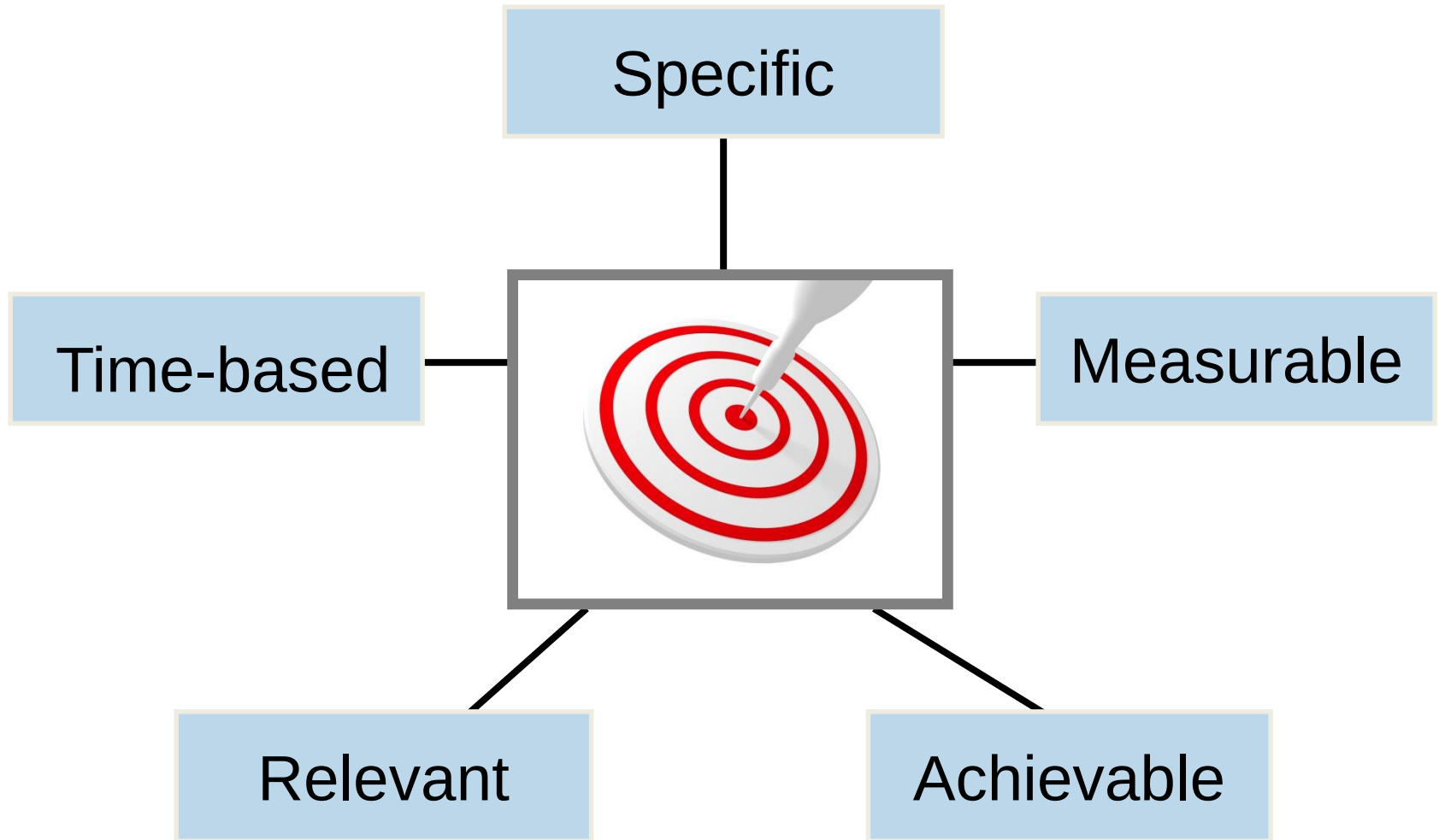
Value &
Type of
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SMART Objectives



- Write your hypothetical Brand Health Pyramid
- Write your Marketing Challenge (โจทย์)
- Write one **SMART** Communication OBJECTIVE

Group Work Assignment

Review &
Admin

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Group Work Assignment

Group work for Term Project

- Research (min n = 100) and develop brand health pyramid for Assignment 1 (Class#5) and term project.

Group work for next class (Revised)

Group Work Assignment (Due next class) BE

Group	Bring one ad each
1. Dove	- Conclusion drawing: Explicit - Conclusion drawing: Allow consumers to draw their own conclusion
2. nivea	- Message sidedness: one-sided - Message sidedness: two-sided
3. Redbull	- Refutation (a special type of two-sided message) - Comparative
4. Nokia	- Fear - Humor
5. Vitamilk	- Demonstration - Social-based e.g. belonging

Conclusion

What did we cover today?

- Review and admin
- Value and type of objective
- Brand Health Pyramid And Objective Setting
- SMART Objective
- Group Work Assignment

