

Integrated Marketing Communications:

Connecting with Consumers in the
Seamless World



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Connecting with the Objectives & Brand Team



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Agenda

- Review and admin
- AVARTAR and Communications objective
 - Importance
 - Types
 - Source
 - Level
 - AVATAR
 - SMART Objective
- Group Work Assignment



Review



Review

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



Admin



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

No.	Brand	Target	Challenge/ Objective
1			
2			
3			
4			



AVATAR & Communications Objectives



Importance of objective

- Communication
- Decision making and planning
- Measurement



Types of Objectives

Types of Objectives (1/3)

Is Sales vs Communication Objective Appropriate?

20080210_FLX - FC - API

circuit city
simplicity guaranteed

simplysweet

save \$40
89⁹⁹ reg. \$129
ELEMENT
7" Digital Frame with Red and Black Interchangeable Wood Faceplates
1020 LITS

Authorized Reseller **199⁹⁹** new at Circuit City
APPLE
8GB Pink iPod® nano
100 GB MP3/VIDEO

save \$40
139⁹⁹ reg. \$179.99
CASIO
7.2 MP Camera with 3X Optical Zoom & YouTube™ Mode to Easily Upload Videos
100 GB SD32GB

all on sale
iPods®, MP3s & digital cameras

39⁹⁹
LG V98330
\$289.99 2-yr price less \$50 mail-in rebate.
New 2-year activation required.

free Bluetooth® Headset
100% 100% positive and 2-year activation of 10000

24 \$24
pickup guarantee

simple to buy
need a gift quick? shop online & pick up in minutes**

save \$60
169⁹⁹ reg. \$229
MAGELLAN
Roadmate 1200 Portable GPS with 3.5" Touch Screen 100 GB 80000000

click circuitcity.com **come in** over 600 stores **call** 800-593-4250

**See retailer.com for details



Types of Objectives (2/3)

Is Sales vs Communication Objective Appropriate?





Types of Objectives (3/3)

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.

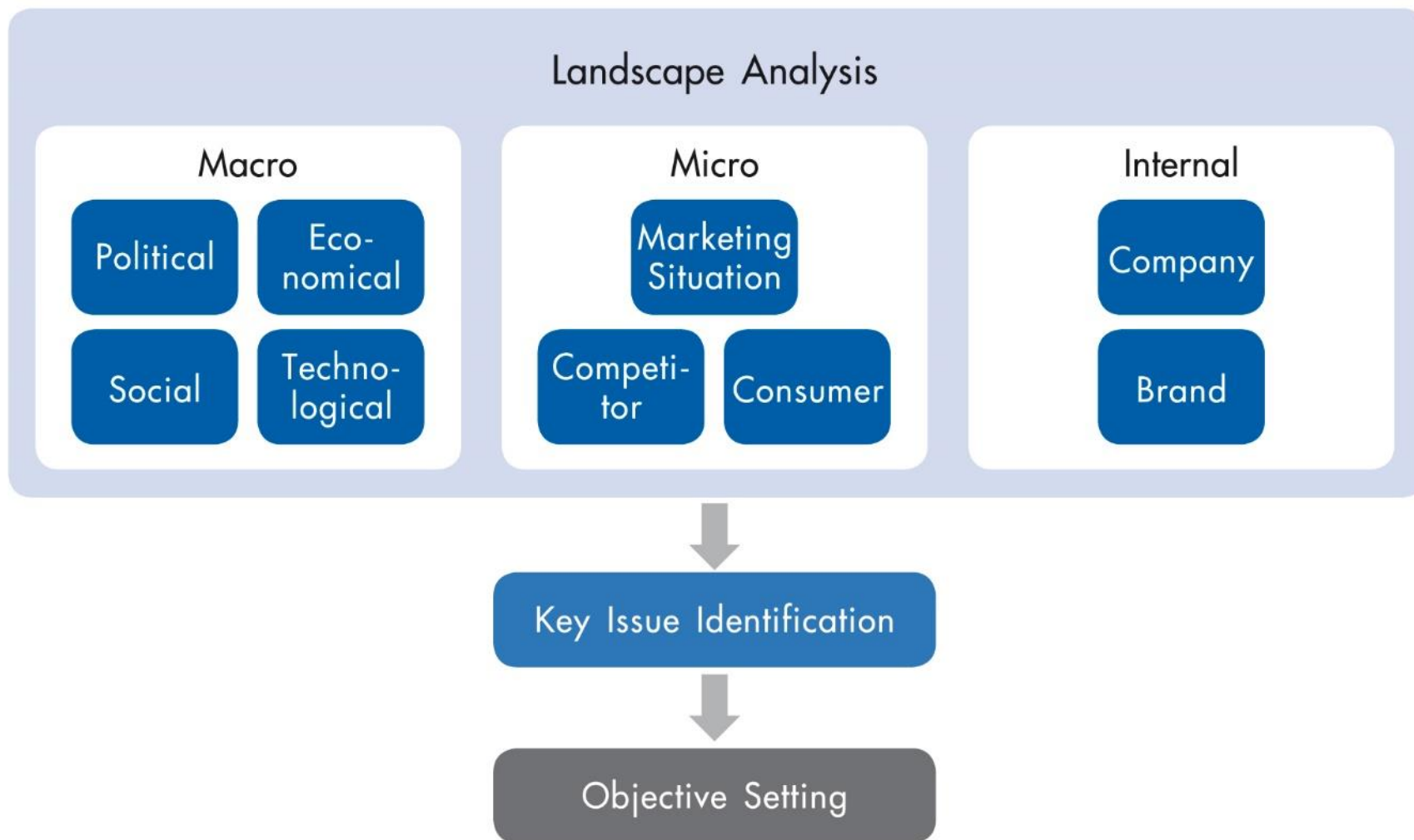




Where does an objective come from?

ภาพที่ 4.1

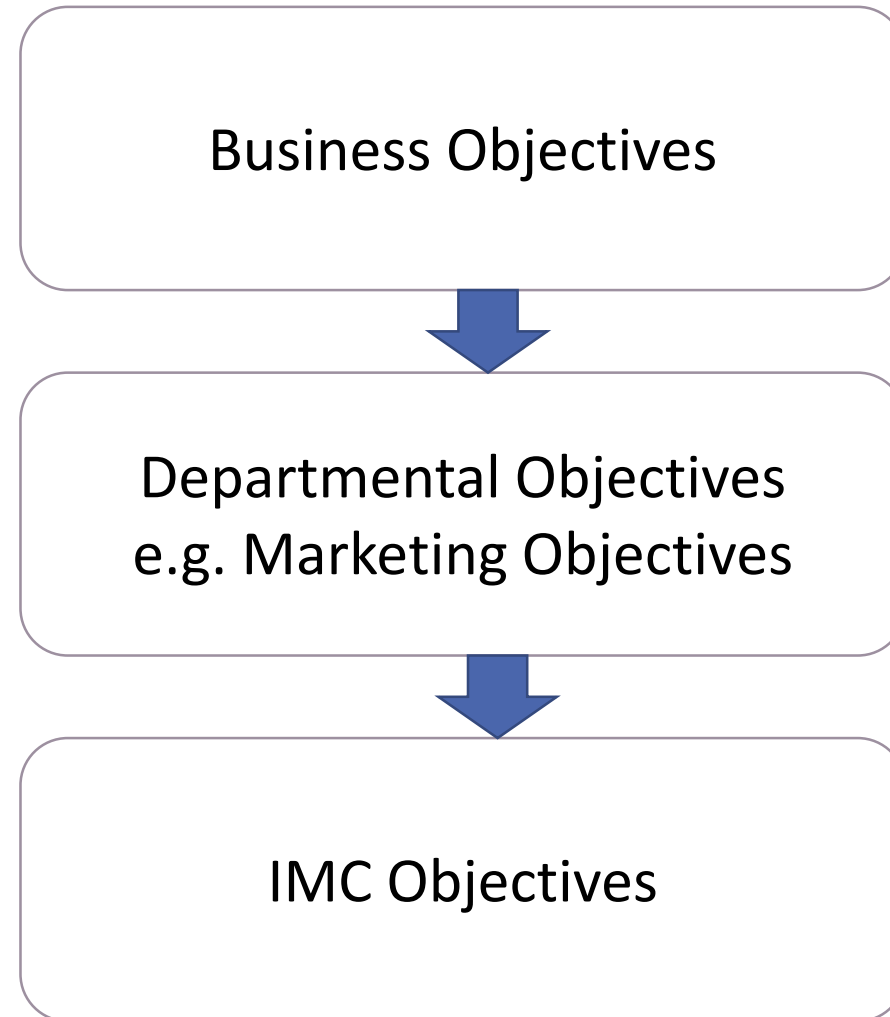
ที่มาของการกำหนดวัตถุประสงค์



ที่มา : พัฒนาขึ้นโดยผู้เขียน



Levels of Objectives





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.

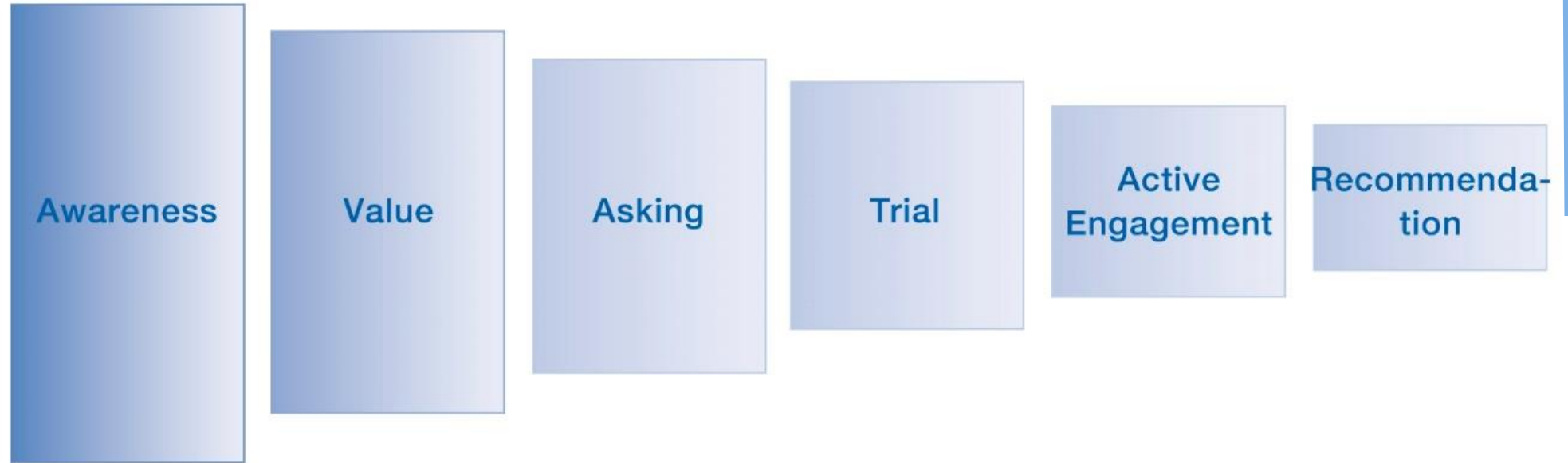
Communications Objectives

- 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



What objective/
topic to
measure?

AVATAR:



- Awareness
 - General
 - Brand Promise

- Value/
Consideration

- Asking/
Searching

- Trial/
Purchase
- Performance
 - Satisfied/
 - Superior

- Engagement
(e.g. follow,
like,
comment,
participate)
- Repeat
Purchase

- Recommen-
dation/WOM



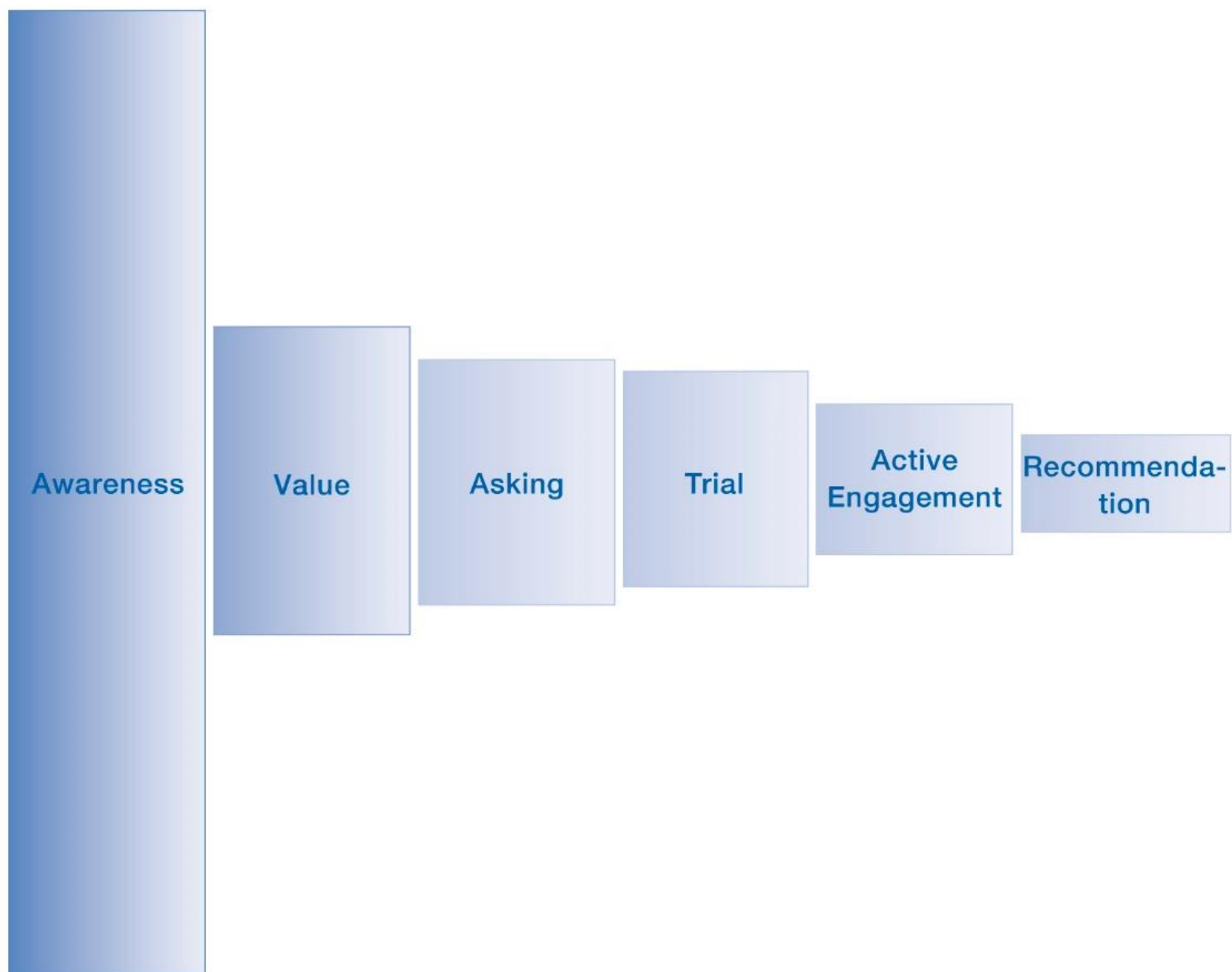
Round 1

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



ภาพที่ 4.3

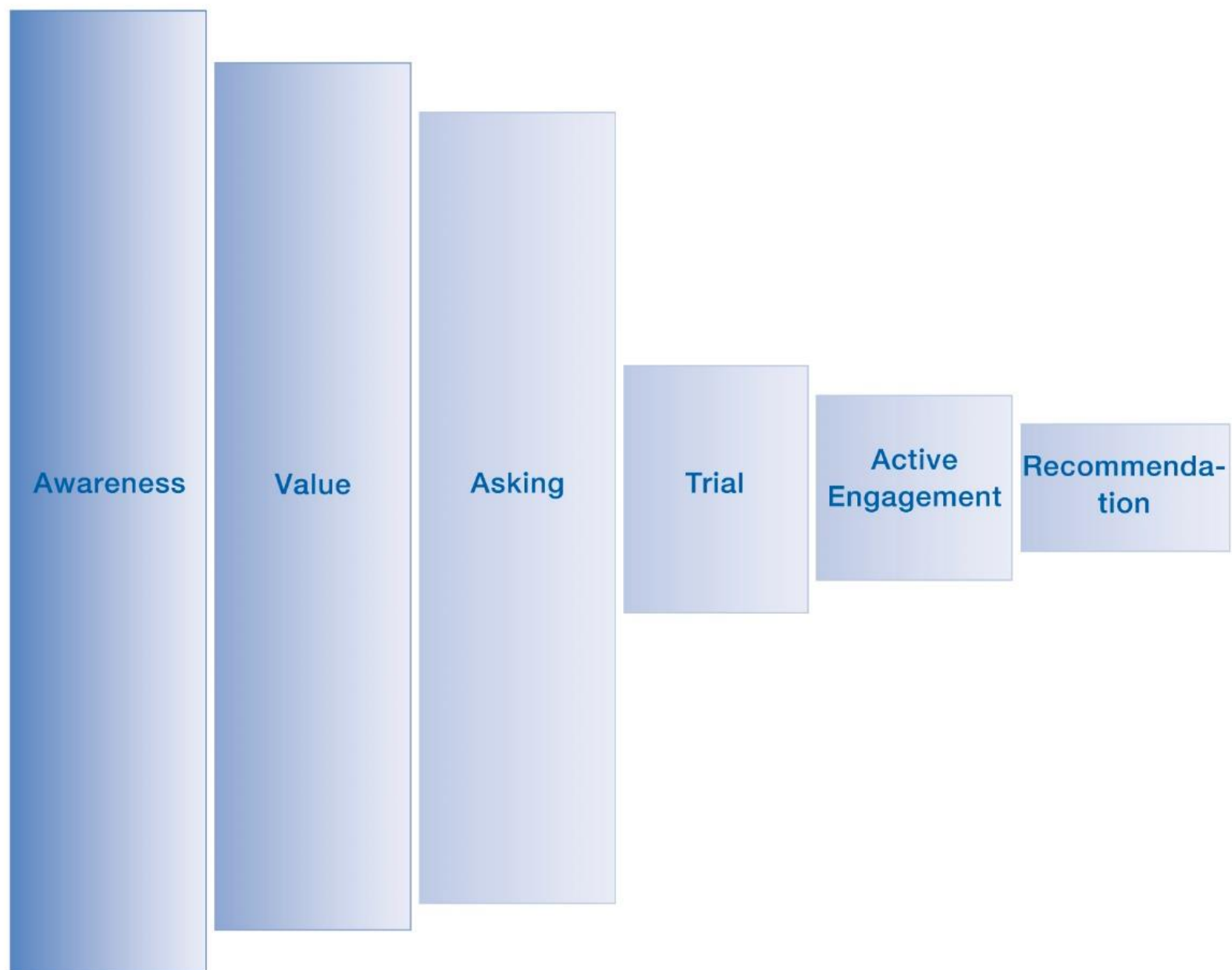
ตัวอย่าง AVATAR Funnel 1





ภาพที่ 4.4

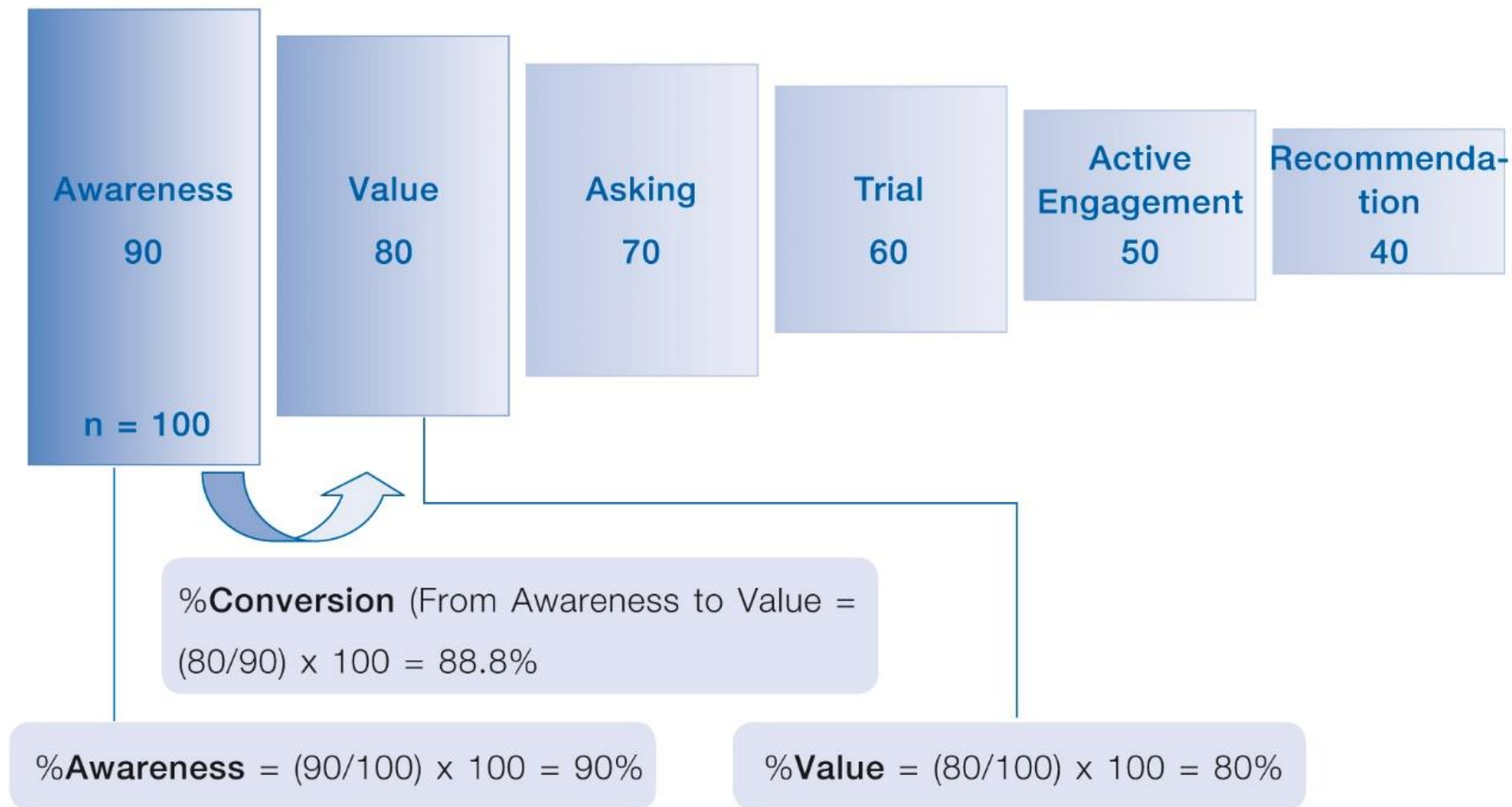
ตัวอย่าง AVATAR Funnel 2





ตารางที่ 4.2

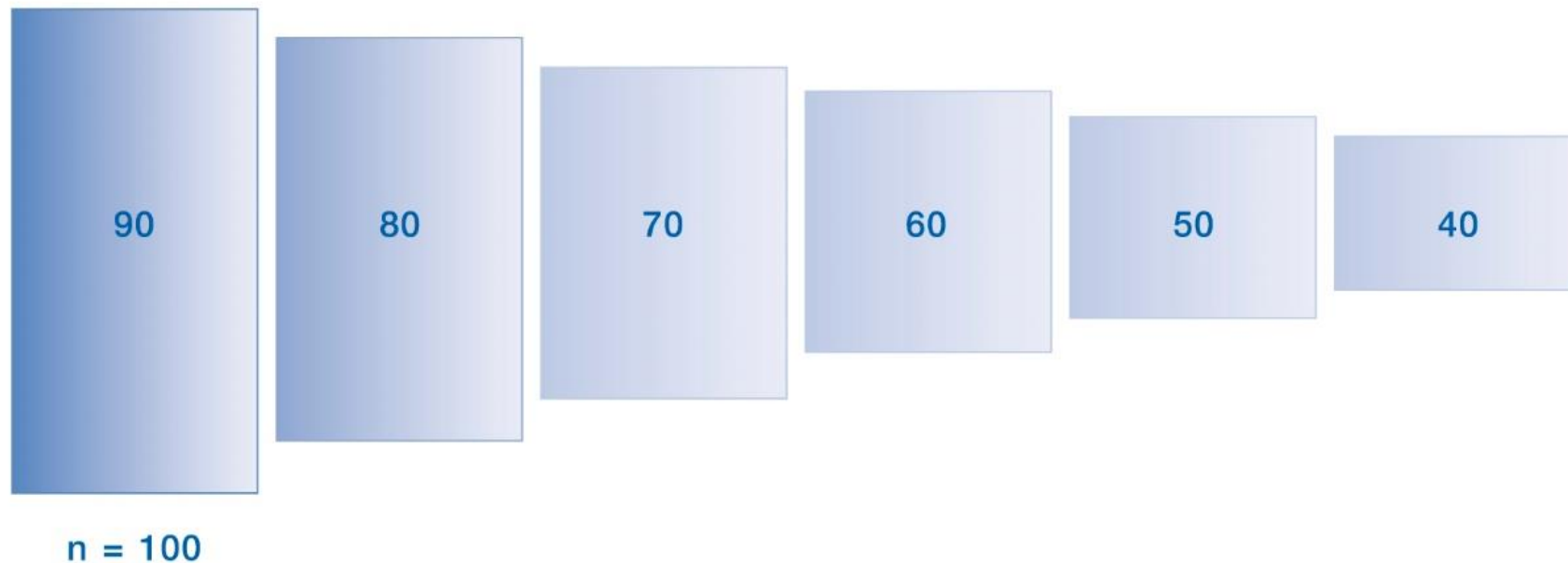
ตัวอย่างผลสุภาพแบรนด์





ตารางที่ 4.3

ตัวเลขจำนวนผู้บริโภคในแต่ละขั้น ร้อยละจากจำนวนผู้ที่สัมภาษณ์ทั้งหมด
และร้อยละในการเลื่อนลำดับขั้น



	Awareness	Value	Asking	Trial	Active Engagement	Recom-mendation
n = 100						
%(Out of Base)						
%Conversion						



ตารางที่ 1.2
โมเดล “AVATAR”

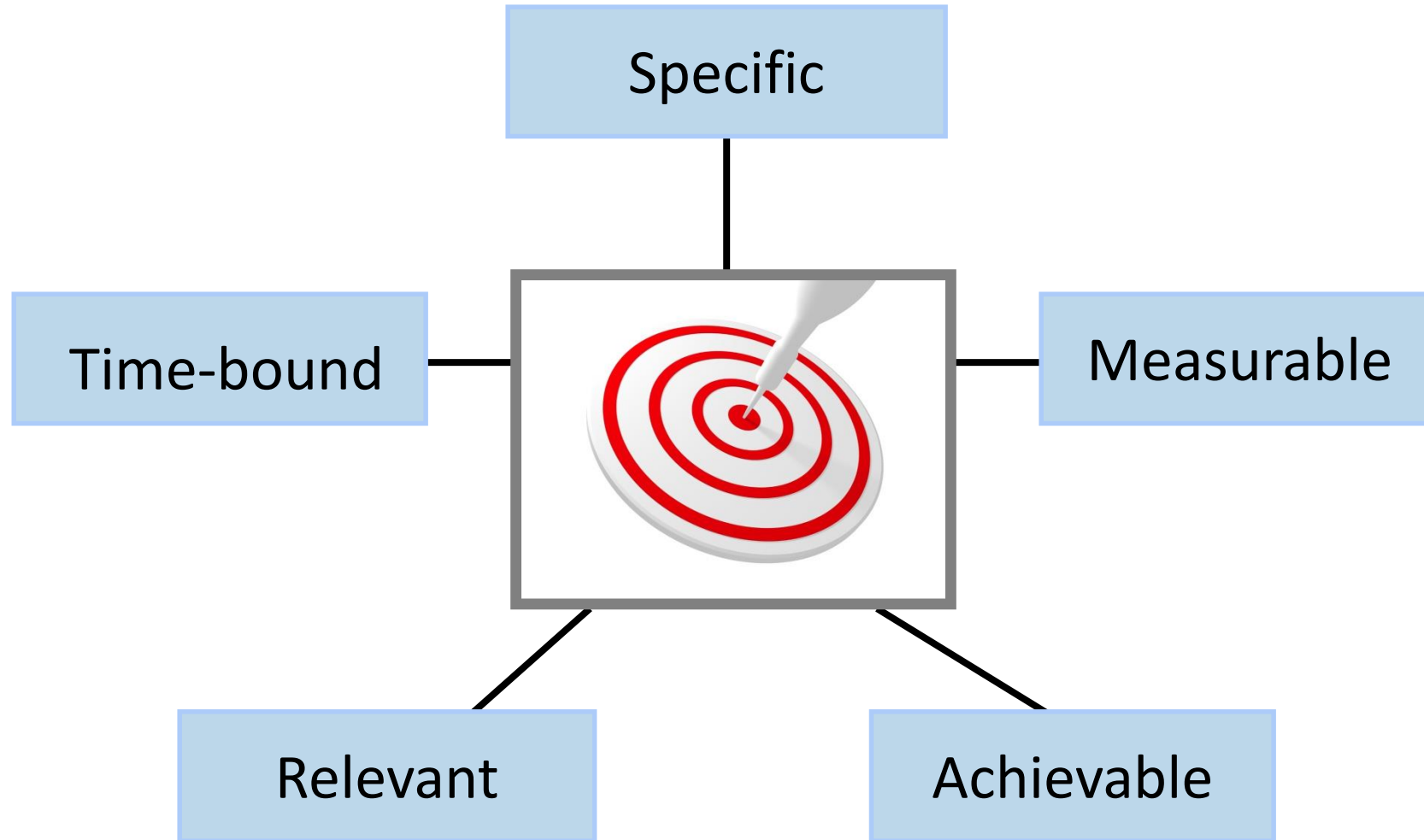
ตัวย่อ	A	V	A	T	A	R
คำเต็ม	Awareness	Value	Asking	Trial	Active Engagement	Recommendation
ความหมาย	รับรู้	เห็นค่า	ถามหาข้อมูล	ทดลองใช้	เกี่ยวพัน อย่าง กระตือรือร้น	บอกต่อ



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



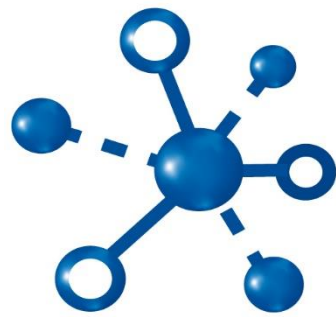
SMART Objectives





Round 3

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



Group Work Assignment



Group Work Assignment

Group work for Term Project (First Presentation as a Client)

- Research (min n = 100) and develop AVATAR model for Term Project -
- Presentation #1 and Final Presentation.

Group work for “Message” class (Next slide)



Group Work Assignment for Message Class

Gr.	Bring one Ad each
	Message Design Technique: Message structure -- Message sidedness (p.g133 แก่มุมของสาร) - One-sided - Two-sided e.g. refutation
	Message Design Technique: Message structure -- Message conclusion (p.g133 การสรุปสาร) - Conclusion drawing: Explicit - Conclusion drawing: Allow consumers to draw their own conclusion
	Message Design Technique: Message attractiveness (p.g134 ความดึงดูดเชิงอารมณ์ความรู้สึกส่วนตัว, เกี่ยวเนื่องกับผู้อื่น) - - Personal feeling e.g. pride, fear - Social-related feeling e.g. belonging, self-esteem
	Message sender selection: Reference group (p.g137-138 ผู้ที่มีอิทธิพลต่อการสื่อสารฯ) - Membership group: Primary (e.g. family, close friend), Secondary (e.g. classmate, online product reviewer) - Reference group: e.g. celebrity



Conclusion



What did we cover today?

- Review and admin
- AVARTAR and Communications objective
 - Importance
 - Types
 - Source
 - Level
 - AVATAR
 - SMART Objective
- Group Work Assignment



Q & A
