

WEEK 1: INTRODUCTION TO MARKETING COMMUNICATIONS

EMERGENCE OF MARKETING COMMUNICATIONS

- Industrial revolution catalyst for mass markets
- Economics of scale, urbanisation, competition
- Emergence of brand identities and mass media in early 20th century
- Emphasis on advertising and personal selling
- Outsourcing of communication tasks
- Addition of other communication elements
- Emergence of more personalised mass media
- Future of globalised interactivity

OVERVIEW

- Outreach to markets
- Inform, persuade, relationships
- Range of methods
- Above and below the line
- Integration of the various methods
- Involves communications combinations
- A specialist area

COMMUNICATIONS FUNDAMENTALS

- Must be SEEN or HEARD
- Must command ATTENTION
- Must be INTERESTING and RELEVANT
- Must be APPEALING
- Must lead to ACTION

All the above are grounded in knowledge of perceptions, attitudes and behaviours.

CONTEXT INTEGRATED MARKETING COMMUNICATIONS

- Highly competitive and saturated marketplaces in developed countries
- A powerful contributor to the 4 or 7 P's
- Must reflect and also help drive the other P's
- Subject to planning, budgeting and implementation inputs (and constraints)
- INVESTMENT MANDATORY
- Cost/benefit analysis necessary to maximise effectiveness
- Competes with non-communications spend, and must be seen to contribute to marketing KPI's
- Has emerged in recent years as the manta – no longer simply '*advertising and promotion*'
- Must fit and reflect general marketing strategy

- Within communications mix itself, combinations of different communications elements
- Must factor in all forms of communications, and make them work together in campaigns
- Structure around communications objectives
- Integrate planning for single positioning and clear branding

IMC COMBINATIONS

- Communication element combinations vary by:
 - Product category
 - Brand
 - Stage of PLC
 - Business vs. consumer
- Arrival of 3-communications has added to the choices (and increasingly a mandatory inclusion)
- Outsourcing of communication tasks makes 'good' combinations problematic
- Need to avoid independent effects, gets synergies
- NOTE: single brand and corporate image desirable

KEY COMMUNICATION MODELS

- Brand and corporate ADVERTISING
- Consumer, trade and sales force SALES PROMOTIONS
- DIRECT MARKETING communications
- PUBLIC RELATIONS
- PERSONAL SELLING
- Other methods:
 - Merchandising
 - Packaging

BIG QUESTION – how will money be spent across these, and how can they work together?

ROLE OF COMMUNICATIONS PLANNING

NOTE: The Communication Plan is a sub-set of the Marketing Plan

- What has the communications history been?
- Where are the communications right now?
- What are the future communications objectives?
- What is the best communications strategy to achieve those objectives in the future?
- How should communications be monitored and managed in the future?

MANAGERIAL TASKS

- Setting of communications objectives and budget
- Determining/review of competitive positioning
- Formulation of a:
 - Broad IMC strategy
 - Creative strategy
 - Media strategy

- Below the line strategy
- Integration of the strategies using IMC principles
- Campaign implementation (and adjustments)
- Campaign tracking and evaluation

MANDATORY TO UNDERSTAND

- Exposure context and target market information processing
- Communication effects and brand position against set objectives
- Sought target market perceptual, attitudinal and behavioural effects
- Contribution to sales, market share and relationships
- Contribution to brand equity
- Target audiences must be taken through the sequence (not all at the same stage in sequence either)
- Getting through each stage not guaranteed
- Research and monitoring constantly required
- Communications inputs all structured around the different stages
- Effective communications take time, effort and understanding (both 'art' and 'science')

COMMUNICATIONS TRENDS

- Reduced faith in mass media advertising by marketers, and disengaged target markets
- Increased reliance on highly targeted methods to reach target markets
- Greater demands on communications suppliers by marketers (and more R.O.I focus, KPI metrics)

Spending constraints like rest of business and a