

# IMC – Summary Notes

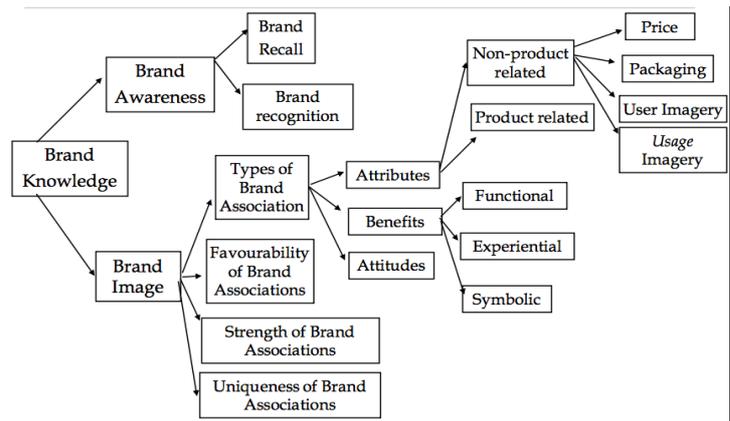
## Week 1 – Introduction

### Marketing comm level issues

- Only real sustainable competitive advantage is **brand**
- Increasing sophistication of consumers – reduced faith in mass marketing
- Shift in power towards retailers from suppliers
- Consumers have more sources of info than ever before

### Key models

#### Brand knowledge framework



### Defining IMC

- Marketing communication - *Creating, delivering, managing, and evaluating brand messages which are the information and experiences that impact how a brand is perceived*
- IMC - *cross-functional process for planning, executing, and monitoring brand messages that create customer/stakeholder relationships*

### Integration

- *Management process that can be both functional task of coordination, as well as a strategic tool*
- 2 types of integration

#### 1. Message integration (tactical)

- About **verbal and visual consistency**
- Achieved by integrating factors such as:
  - Logo, colours, common tone, shared personality, msg consistency
- Change in structure – new link built or existing link is strengthened

#### 2. Strategic integration

- Brings together all elements of IMC mix
- Factors such as coordination strategy, common objectives, contribution to corporate mission, multiple audiences, shared budget, strong leadership

### Integration of marketing communications

- IMC and synergy – using multiple communication tools in conjunction with one another can produce greater results than tools used individually

## **5 key features of IMC**

1. Start with customer or prospect
2. Use any form of relevant contact or touch point
3. Speak with a single voice
4. Build relationships
5. Affect behaviour

## **Into to some tools**

- Advertising - *paid form of non-personal communication about an organization, product, service, or idea by an identified sponsor*
  - Marketers must consider social, legal and regulatory issues that affect activities – marketers make decisions on what is appropriate
- Direct marketing - *organizations communicate directly w/ target customers to generate a response*
- Interactive/internet marketing - *back-and-forth flow of info whereby users can participate in and modify content of info they receive in real time*
- Sales promotion - *provide extra value or incentive to the sales force, distributors, or the ultimate consumer and can stimulate immediate sales*
- Publicity - *non-personal communication about an organization, product, service, or idea that is not directly paid for nor run under sponsorship*
- PR - *function which evaluates public attitudes, identifies public policies and procedures of an individual/organization with public interest, and executes a program of action to earn public understanding and acceptance*
- Personal selling - *direct person-to-person communication whereby seller attempts to assist/persuade prospective buyers to purchase product/service*

### **Key IMC feature 1**

- Consumer must represent starting point of all marcomm activities
  - Outside-in approach - learn media pref and consumer lifestyles, know best contexts to reach them with brand messages
  - Reduced dependence on mass media – consumers in control of their media choices

### **Key IMC feature 2**

- Use any and all marcom tools that are up to the task
  - 360 degree branding - Brands touch points should be everywhere target audience is – surround customers with message, not OTT
  - Not all touch points equal engaging or controllable (social media)

### **Key IMC feature 3**

- Multiple messages must speak with a single voice
  - Brands positioning statement must present clear idea of brand and consistently deliver same unified message across all channels

### **Key IMC feature 4**

- Build relationship rather than engage in flings
  - Loyalty programs – longterm relationships w/ customer retention
  - Experiential marketing programs – create brand experience with lasting impressions