

Lecture 1: The changing advertising landscape & Intro into IMC

Explain how Apple's homepod can developed using the IMC process model.

1. Affects behaviour

- Will divert attention away from google home to the homepod and will drive consumer decisions as it is functionally different in the fact that it analyses its location in a room to then provide the best sound.
- Encourage consumers to purchase this product over others

2. How will it use multiple touch points?

- Apple is known for having die-hard consumers
- As seen most marketing used will be **PAID** traditional methods like TV advertisements and billboards.
- Furthermore, it's loyal customers repeatedly purchase their products which will be the likelihood in this case.
- Other advertising touch points would include facebook and other social media advertising designed to target wealthy consumers

3. Begins with customer

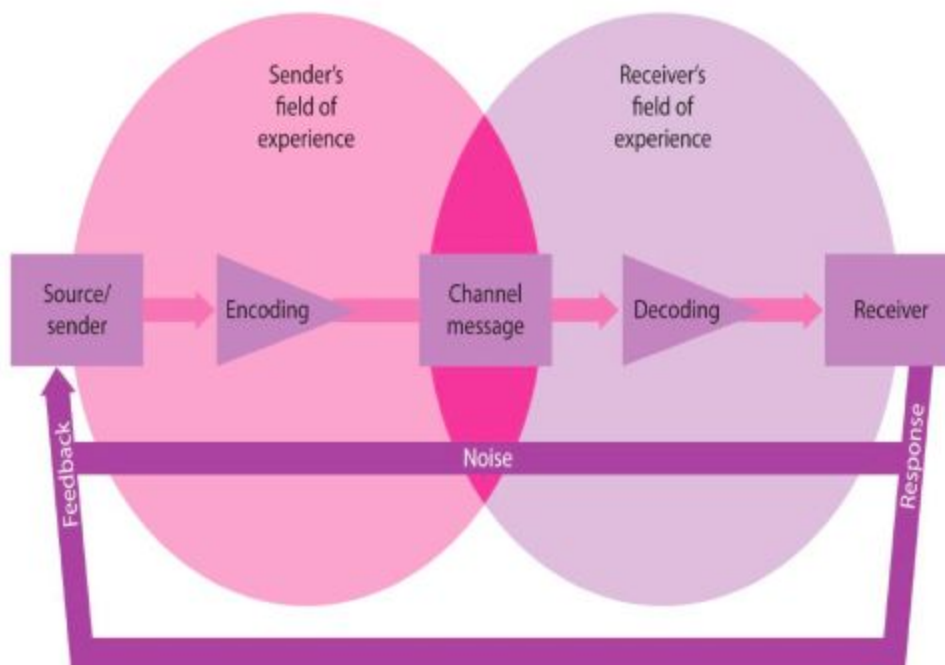
This is what HomePod hits:

- Want high quality product
 - No distortion
 - High Quality sound
- Want versatility with the product itself
 - Spatial awareness
 - Wireless
 - **NEGATIVE:** Downside if only usable with Apple Music as it would exclude Spotify customers and limit their target audience prospects and sales acquired from them
 - A smart move would be it to allow other music streaming services to ensure they are reciprocal of consumer needs and are not excluding.
- Sleekness

- Aesthetic design
 - Simple usability
 - “Hey Siri”
 - Want daily chores and errands to be easier
 - “Hey Siri” function that provides information of weather, etc. and can also be useful as a master control for light switches etc.
 - Consumer Safety
 - Provides and prioritises this over the Google Home.
4. Achieves Synergy **Functional and Experiential**
- Provide innovative and new tech to the world
 - Superior functional value that incorporates an experiential aspect
 - Spatial awareness and adjustment of audio.
 - Appeals to that superior and luxurious lifestyle

Lecture 3&4: The Communications Process

The communications Process have to ensure that the right message is sent through the appropriate IMC and is desirably received from the company’s perspective.



How can Apple’s HomePod be distorted amongst it advertising?

- Consumer’s could assume it’s compatable with all music streaming services

- May be perceived as simply just a speaker

What things to Apple have to ensure that in the communications process with regards to ensure that the HomePod is received with the intended message?

- They have to ensure that they convey the message that they want and they have to be clear on it and ensure that all IMCs incorporate and use a consistent message to ensure clarity when it is received amongst consumers.
- Should communicate that it is a superior product highlighting it's functional benefits as well as its aesthetic appeal that appeals to a consumer.
- Competitors can be part of the clutter that contributes to the noise so need to be aware of that