

## Week 1

### IMC Definition

- A strategic business process used to plan, develop, execute and evaluate coordinated, measurable, persuasive brand communications programs over time with consumers, customers, prospects, employees and associations and other targeted relevant external and internal audiences.
- Goal is to generate both short-term financial returns and build long-term brand and shareholder value
- Business process
- Multiple relevant audiences
- Demands accountability and measurement of outcomes
- Generate brand value

### Evolution of IMC

- Marketers moved away from a one way talking at consumers to a more two-way dialogue with consumers
- Marketers focused on building long term relationships vs. trying to win new customers or make a sale
- Marketers have moved from relying primarily on advertising and promotions to the use and coordination if many different forms of communications with customers

### Integration Continuum

- The concept of integration is essential to IMC
- When get it right, potential for synergy
- At one end of the continuum, audiences receive mixed or on correct messages causing dysfunction
- At the other end, the combined effect of all the messages adds value and creates synergy
- Moving along the continuum, audiences receive messages which are integrated. Optimal synergy occurs when there is a message and strategic integration

### Message Integration

- A technical coordination of verbal and visual consistency
- Achieved through logo, colours, theme line, consistency of message, common tone and shared personality
- Superficial integration
- Message integration is about verbal and visual consistency. It is also called one voice, conceptually linked executions, executional integration, image integration, creative integration, creative design integration, commonality of message, tactical coordination and one-voice, one-look consistency. It is achieved by integrating factors such as logo, corporate colours, common image, same theme line, consistent message, common tone and shared personality.

### Strategic Integration

- **Brings together all elements of IMC**
- Achieving strategic integration involves:
- Coordination strategy
- Common objectives
- Contribution to corporate mission
- Multiple communications disciplines
- Multiple audiences
- Shared budget, measures and outcomes
- Strong leadership
- Cross-functional teams
- Consumers' perceptions of a company and its various brands are a synthesis of the bundle of messages they receive or contacts they have, such as advertisements, price information and deals, package design, direct-marketing efforts, publicity, sales promotions, websites, point-of-purchase displays and the type of store where a product or service is sold or the online outlet where it can be ordered.
- A fundamental reason for the IMC approach is that they understand the value of strategically integrating the various communication functions; that is, aligning the advertising, direct and interactive marketing,

sales promotion, public relations/publicity and personal selling towards common IMC objectives, rather than having them operate autonomously.

- By coordinating their marketing communication efforts, companies can avoid duplication, take advantage of synergy among communication tools and develop more efficient and effective marketing communication programs
- Strategic integration brings together all elements of the IMC mix to achieve common objectives and shared budget, measures and outcomes. The factors of strategic integration include coordination strategy; common objectives; contribution to corporate mission; multiple communication disciplines; multiple audiences; shared budget, measures and outcomes; strong leadership and cross-functional teams

#### Reasons for Growth of IMC:

- ***Movement away from relying on advertising-focused approaches.***
- ***A shift in marketplace power from manufacturers to retailers.***
- ***The rapid growth and development of database marketing.***
- ***Demands for greater accountability from advertising agencies***
- The demand and behaviours of ***consumers to search for information*** and entertainment when they need and want it.

#### Key Elements/Tools of IMC

- Advertising - Advertising is the best known and most widely discussed form of marketing communication, probably because of its pervasiveness.
- Direct, digital and interactive - In direct marketing, organisations communicate one-on-one with target customers in order to generate an immediate response or initiate a transaction.
- Sales promotion - generally defined as those marketing activities that provide extra value or incentives to the sales force, the distributors or the ultimate consumer, and can stimulate immediate sales. Sales promotion is generally broken into two major categories: consumer-orientated and trade-orientated activities.
- PR - The purpose of public relations is to establish and maintain a positive image of the company among its various publics. Its big advantage over other IMC tools is its credibility.
- Sponsorship and events- the 'financial support of an organisation, person, or activity in exchange for brand publicity and association'
- Personal selling - form of person-to-person communication in which a seller attempts to assist or persuade prospective buyers to purchase the company's product or service or to act on an idea. Unlike advertising, personal selling involves direct contact between buyer and seller, either face to face or through some form of telecommunications such as telephone sales.
- These represent touchpoint as elements that can reach your target consumer

#### Week 2

#### Brand

- A name, symbol, logo, trademark etc. that identifies and differentiates a product or service
- A successful brand is an identifiable product, service, person or place
- Augmented in such a way that the buyer or user perceives relevant unique added values aligned with their needs
- Its successful results from being able to sustain these added values in the face of competition
- Branding in a marketing sense
- ***Sociologist perspective***
- The constancy of brands, of how they feel about them and how they believe they will be treated yields a pleasant degree of comfort
- A brand is a measure of re-assurance in the familiar advertisements, signage and logo on encounters
- ***From the consumers views***
- A brand is what differentiates one offer from another
- Brands have tangible and intangible qualities
- Brands have economic importance (marketers' perspective) charging a premium price
- Generates strong feelings through advocacy

- Brands provide both value for business and brand utility for consumers
- Consumers may have both emotional and behavioural relationships with a brand

### **Tangible and Intangible dimensions of a brand**

- **Tangible and intangible attributes**
- Tangible = design, performance, ingredients, size/shape, price, and IMC
- Intangible = value, brand image, image of stores where sold, perceptions of users of the brand

### **Emotional Bonding**

- Used to assess how consumers feel about brands
- Emotions, personality, product benefits
- Most basic – product benefits – through a rational learning process
- Personality or brand attitude – assigned by the consumer – this personality is determined based on cues found in the brands IMC messages
- Top = emotions – strongest relationship between brands and consumers, based on feelings and emotional attachment
- Advertising aims to create an emotional link between a brand and its consumers
- This technique evaluates how consumers feel about brands and the nature of any emotional rapport they have with a brand compared to the ideal emotional state they associate with the product
- The basic concept of emotional bonding is that consumers develop three levels of relationships with brands. The most basic relationship indicates how consumers *think* about brands in respect to product benefits. Through a rational learning process and can be measured by how well the marketing communication delivers product information. Consumers at this stage are not very brand loyal, and brand switching is common.
- At the next stage, the consumer assigns a *personality* to a brand. The consumer's judgment of the brand has moved beyond its attributes or delivery of product or service benefits. In most instances, consumers judge the personality of a brand on the basis of an assessment of overt or covert cues found in its advertising.
- The strongest relationship that develops between a brand and the consumer is based on feelings or emotional attachments to the brand. Consumers develop *emotional bonds* with certain brands, which result in positive psychological movement towards them. The marketer's goal is to develop the greatest emotional linkage between its brand and the consumer.

### **Behavioural bonding with brands – develops links to develop relationships**

- Overview of the links between consumers and brands
- Consistency – in the brands messages and IMC, positioning and services
- Accessibility – consumers can quickly and easily contact the company or obtain the product
- Responsiveness – strong customer services, responding to problems and requests
- Commitment – concern with building long term relationships and brand loyalty, extent to which consumers feel the brand aims to do this
- Consumers will respond with:
  - Satisfaction
  - Liking
  - Trust
- Leads to behavioural bonding – the process through which consumers develop attachments and loyalties to brands
- These links involve the four key behaviours of consistency, accessibility, responsiveness and commitment.
- Consistency is also a key concept in IMC, whereby the company delivers consistent positioning, messages and service to customers.
- Accessibility - where customers can easily and quickly contact the company if they have a question or a problem. This involves a feedback loop.
- Responsiveness—requires good customer service, which not only responds to the problem or request, but also creates a feeling of trust.
- Commitment, where consumers feel a company is committed to helping them and concerned about a long-term relationship, rather than a quick sale. This IMC approach to building customer relationships often involves the use of the database. Linked by these four behaviours, it builds trust, liking and customer satisfaction.

- The ultimate behavioural bond is brand loyalty. For companies, brand loyalty enhances brand equity by decreasing vulnerability to competitive campaigns, increasing margins, raising IMC effectiveness and generating brand extension opportunities

### IMC and Branding

- **IMC and branding**
- Communicate the brands identity to the consumers
- IMC tools help with contact
- IMC plays a major role in the process of developing and sustaining brand identity
- Companies recognise that brand identity is an asset
- Brand equity requires the creation of well-known brands that have favourable, strong and unique identities
- IMC tools can be used to make contacts with customers, strengthen bonds, deliver the branding message and build customer relationships

### Brand Knowledge? On the database

- **Brand knowledge**
- Think about the communication strategy
- Where is brand knowledge derived
- Role of database – learn about the brand
- Help make decisions on how the brand should be evolving
- ***Different types of knowledge:***
- Transactional → purchase value, which brands they like, activity. quantitate sales data collective via scanner, credit cards, membership cards. Businesses generate transactional data in the normal course of business. Transactional data is also commercially available as demographic and geographic information, customer purchase history, response lists, magazine subscriptions and association lists.
- Data gained through consumer transactions with the brand or other commercial organisations
- Relational → add qualitative data about consumer lifestyles, values and beliefs captured via buyer-selling relationships, customers touch points and online contacts etc. MUCH MORE IMPORTANT.
- a combination of interrelated psychosocial customer-specific information including values, motivations, beliefs, attitudes and lifestyles, captured via database technology for the purpose of nurturing individualised buyer–seller relationships
- Often this data is gathered through buyer–seller interactions and data or digital touchpoints, such as customer emails and phone calls, web-based contacts, information exchanges, and ‘moments of truth’ from a service standpoint.
- Big data – online environment, big data profiling, segmentation etc.
- The key is to add value to transactions to transform them into relationships
- A lot of IMC discussions are based around how the data base is set up
- A listing of current or potential customers for a company’s product or service that can be used for direct-marketing purposes
- A database is a collection of relational data that is stored and organised for easy access and analysis. A customer database is a record of all customer information, including personal information, interactions and transactional details.

### A strong brand

- Why do you need a strong brand?
- A strong brand will **differentiate** itself from competitors
- Make a promise to consumers and deliver on that promise
- Serves as the driving, unifying force directing all functional areas, including IMC
- They last overtime e.g. Apple and Google and evolve

### Measuring the brand

- Measuring a brands strengths
- Most commonly used
- Brand audit – starting point, used to capture the heart of the brand

- Brand equity – the intangible asset of added value or goodwill that results from the unique, favourable and strong image of the brand, impressions of differentiation, strength of relationship
- Relationship – many ways to measure, quantifying the abstract concept