

# MKTG30010: ADVERTISING & PROMOTIONS

Exam Preparation | Semester 2 2019

Timeline	Lecture Topic	Page
Lecture 1	The Changing Advertising Landscape – Introduction to Integrated Marketing Communications (IMC)	2
Lecture 2	Social, Ethical & Regulatory Issues of IMC	4
Lecture 3	The Communications Process I Elements in the Communications Process & Semiotics	5
Lecture 4	The Communications Process II The Foote, Cone & Belding (FCB) Grid & The Elaboration Likelihood Model (ELM) of Persuasion	6
Lecture 5	<i>Lecture 5 was not examinable.</i>	NA
Lecture 6	Influencing Consumer Behaviour: The Consumer Processing 'hierarchy of effects' Model (CPM)	8
Lecture 7	<i>Lecture 7 was not examinable.</i>	NA
Lecture 8	Strategy II – Planning for IMC and Segmentation	10
Lecture 9	Strategy III – Persuasion Tactics	12
Lecture 10	<i>Lecture 10 was not examinable.</i>	NA
Lecture 11	<i>Lecture 11 was not examinable.</i>	NA
Lecture 12	Creative Strategies I	14
Lecture 13	Creative Strategies II	15
Lecture 14	<i>Lecture 14 was not examinable.</i>	NA
Lecture 15	Using data and automation to optimise Customer Experience throughout the Customer Lifecycle	16
Lecture 16	IMC Mix – Traditional media	17
Lecture 17	Measuring the Effectiveness of the IMC Program	19
Lecture 18	Social, Digital & Interactive Media	20
Lecture 19	Public Relations, Publicity & Corporate Advertising Strategies	22
Lecture 20	Sales Promotion	24
Lecture 21	ISOBAR	26

## Lecture 1: The Changing Advertising Landscape – Introduction to Integrated Marketing Communications (IMC)

### THE CHANGING ADVERTISING LANDSCAPE

*The advertising landscape is changing. Now, we see:*

- Consumer empowerment:  
A push-pull marketplace.
- New rules of engagement through:  
Digital media & interactive advertising and social media.
- Domestic and global competition intensifying:  
Product Life Cycles are shortened. Speed of technological development increasing.
- Heightened sense of ethical responsibility and sustainability:  
Companies are addressing sustainability by carefully examining the social and environmental impacts of their marketing strategies.

As such, marketers have had to redefine the way in which they communicate with their target audiences in order to efficiently and with consistency deliver their brand message, leading to growth in *Integrated Marketing Communications (IMC)*.

### INTEGRATED MARKETING COMMUNICATIONS (IMC)

The cross-functional strategic business process of developing and implementing various forms of persuasive communications programs utilizing multiple forms of media channels & IMC tools with multiple relevant audiences such as customers and stakeholders over time in order to develop profitable relationships.

- **The Aim:**  
To generate both short-term financial returns and build long-term brand relationships. The focus of IMC is on building brand awareness, identity and eventually preference. IMC is a process rather than an immediate tool to drive sales.
- **Its Importance:**  
IMC allows an organisation to pull ALL of a brand's message points together into one cohesive whole to ensure the brand message is clear, cohesive, consistent and not disjointed. IMC relies on one clear message, regardless of the channel or media used. The proliferation of channels for marketing has made it crucial for organisations to strive for integration of their marketing communications, to ensure a clear message at every touch point.

*The concept relies on delivering the marketing message to all relevant stakeholders. Synergy works to ensure that all marketing communications are coordinated and consistent. A process determines the types of messages and media channels that will best reach the chosen market segment.*

#### Example:

- **Apple's** physical store looks nearly identical to their website. Apple has a fluid brand identity that fully integrates both their physical locations and online presence. So, they're able to maintain their signature customer experience, whether a customer is browsing online or in store. All Apple Ads maintain the same aesthetic. So, there's a consistency across their Media/IMC platforms.
- **GoPro** leverages user-generated content to 'own' action sports (it very much focuses on experiential benefits). Its "Be a HERO" campaign allows it to connect deeply and emotional with its target audience and increase their involvement in the brand. This user-generated content is then integrated across all the different IMC platforms they use (i.e. sponsorships, endorsements, outdoor ads, SEP, social media).

### Four Key Elements of the IMC Process:

1. **Affects Behaviour**
  - The goal of IMC is to affect behaviour of the audience and to build stronger brand relationships.
  - The effectiveness of an IMC program is judged by its success in terms of its ultimate influence on behaviour.
2. **Considers all Contacts**
  - Considers all possible contacts or touchpoints a customer or stake has with the brand or the organisation.
  - Not all touchpoints are equally engaging.

- Objectives are not equally behavioural in all IMC disciplines.
- Levels of attitudinal engagement also vary.

- **Paid:** Company pays to leverage the channel.  
*I.e. Television, radio, magazines, social media ads.*
- **Owned:** Company controls the channel.  
*I.e. Website, mobile apps, in-store displays, Facebook/Instagram.*
- **Earned:** Company's customers or media became the channel.  
*I.e. Word-of-mouth, social media mentions, reposts, online reviews, media coverage.*

### 3. Begins with the Customer

The IMC process begins with the customer and works back to determine the forms & methods through which persuasive communications should be developed.

### 4. Achieves Synergy

Fundamental to an integrated approach to communications is the need for a coordinated message across various media (achieving synergy) in order to present a clear idea of the brand in its target market's mind. Synergy is used by an organisation to collectively influence its perceived value.

#### IMC and Perceived Value:

**Value:** A customer's perception of all the benefits of a product or service. Weighed against costs of acquiring and consuming it. A brand's value can be communicated via its positioning on three types of benefits:

*Experiential, Symbolic, Functional*

#### 1. Functional Benefits

Products that attempt to fulfil the consumer's consumption-related problems.

#### 2. Symbolic (Psychological) Benefits

Products that potentially fulfil a consumer's desire for self-enhancement, group membership, affiliation and belongingness.

#### 3. Experiential Benefits

Brands such as Disneyland that represent buyer's needs for sensory pleasure, variety and cognitive stimulation, leading to self-actualisation. Focusing on experiential benefits in a communications message means bringing the brand message & identity to life.

## Lecture 2: Social, Ethical & Regulatory Issues of IMC

### THE VALUE & BENEFITS OF ADVERTISING & PROMOTIONS TO SOCIETY

1. Assisting awareness of worthy causes
2. Making consumers aware of products and services
3. Providing consumers with information to use to make purchase decisions
4. Encouraging consumption and fostering economic growth

### ETHICS OF ADVERTISING

Ethics in our context involves matters of right and wrong, or moral conduct pertaining to any aspect of marketing communications. Honesty, integrity, honour and virtue.

**Importance of Ethics:**

- The Public cannot avoid an organisation's marketing efforts.
- Extensive knowledge of consumers leads to power.
- Can play a role in setting standards for judging people's lives.
- Marketers must often make decisions about what is appropriate (and not just what is legal).

*Activities that are lawful may not be ethical.*

## ETHICAL ISSUES

### 1. Untruthful / Deceptive Advertising

- Around the world, virtually all advertising codes require advertising to be truthful (not misleading or deceptive). Advertisers are required to have a reasonable basis for making claims.
- Few advertisers deliberately set out to deceive. Misleading or fraudulent claims can be made inadvertently.
- Many people believe that advertising should be primarily informative.  
*Exists more at the local level: Internet fraud, telemarketing, other forms of direct marketing.*

### 2. Puffery & Misleading Representation

Advertising argue that they have the right to present the most favourable case for their products/services.

- Deception: A misrepresentation, omission or practice that is likely to mislead the consumer acting reasonably in the circumstances to the consumer's detriment
- Puffery: Advertising or other sales presentations that praise the item to be sold using subjective opinions, superlatives or exaggerations, vague and generally. States no specific fact.  
*Puffery is generally acceptable unless given a context. I.e. Red bull.*

### 3. Offensive Advertising

- Not all shock tactics are appropriate. Not always correct for ads to employ an unpleasant executional framework to get audience's attention.
- These questions need to be understood from the perspective of your target audience; their values, characteristics, age, religion, etc.
- Sometimes, marketers intentionally cause offense with their ads because they know this appeals to their core target audience.

### 4. Stereotyping in Advertising

- Preoccupation with beauty ideals, portrayals of women as sex objects, gender stereotyping, portrayals of women fail to reflect their changing role in society, ethnic stereotyping/representation of minorities, portrayal of elderly people.

### 5. Advertising to Children

Given children's vulnerability and natural guilelessness, most advertising associations produce special codes to protect them. The Australian Communications and Media Authority has strict guidelines for advertising to children, including:

- Advertising banned on preschool programs.
- No alcohol ads.
- Restrictions on prizes and competitions.
- Rules about program hosts selling goods or services.
- Regulations on the number of times a commercial can be broadcast during children's programs.

#### Children's Media Habits:

- Average of 5 hours per day using media including TV, video games and the internet.
- 22 hours per week watching TV.
- Exposed to more than 40,000 commercials per annum.

## Fostering Ethical IMC:

1. The Golden Rule: Act in a way that you would want others to act toward you.
2. The Professional Ethics: Take only actions that would be viewed as proper by an objective panel of your professional colleagues.
3. The TV Test: Would I feel comfortable explaining this action on television to the general public?