

Integrated Marketed Communications Notes

(Week 1)

Integrated Marketing Communications (IMC) refers to synthesising all the promotional mix tools (see below), so that they strategically deliver a consistent message.

- Consolidating a single message improves cut-through and brand recollection by cutting through the noise
- The goal is to generate both short-term financial returns and build long-term brand and shareholder value.
- Combines marketing disciplines to provide clarity, consistency, and maximum communications impact. It also increases credibility
- An IMC plan provides the framework for developing, implementing, & controlling the organisation's integrated marketing communications programs & activities
- Horizontal integration: The wholistic view that all business functions communicate a message about the brand to customers
- Vertical integration: All marketing and communication objectives must align and support the broader corporate values and goals
- Data integration: A marketing information system that collects and distributes relevant data across different departments
- Internal integration: Internal marketing and communication to keep staff informed on company directions, major campaigns and decisions
- External integration: Working closely with external companies (e.g. supply chain or co-marketing/PR agencies) to deliver a cohesive message about the brand and products.

Marketing: the activity, set of institutions and processes for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners or society at large.

- Exchange: involves both parties in an exchange of 'value' and a way to communicate
- Value: customer's perception of benefits versus costs (acquiring & consuming)

Model of the IMC Planning Process



The Marketing Management Process



The IMC Management Process



Marketing mix P's:

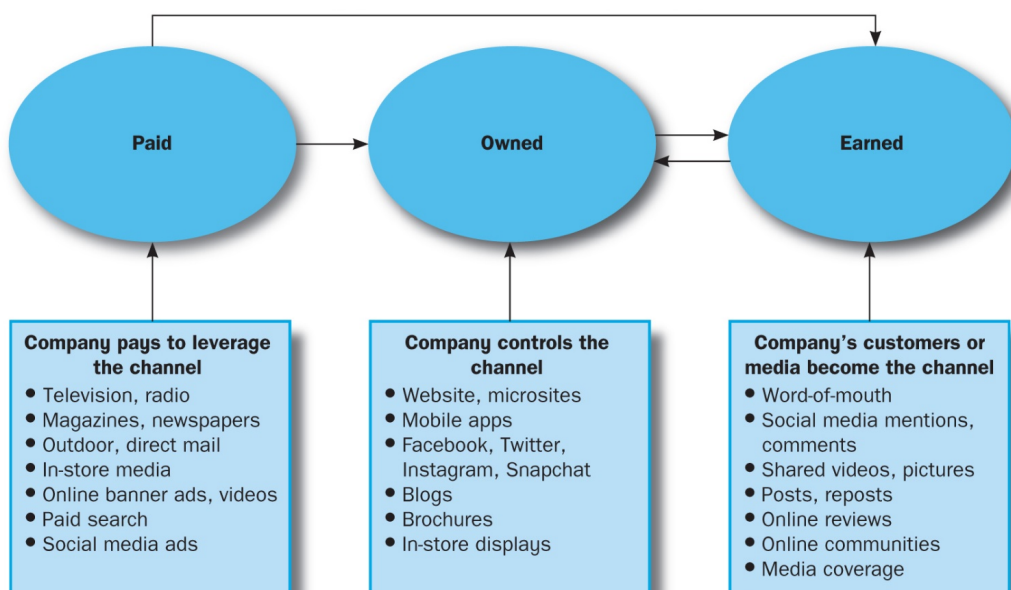
- Product, Price, Place and Promotion
 - Promotion mix includes: Advertising, publicity/public relations, sales promotion, direct marketing and personal selling
- + People, Process and Physical evidence (for services)

Types of disruption to IMC caused by digital mediums:

- Expectation: consumers expect to interact and have influence
- Fragmentation: different hardware/software but trying to convey the same experience
- Measurement: complex data to measure and analyse
- Fraud: bots, ad stacking, URL masking
- Programmatic: automated placement within advertising space decreasing advertiser's control over where it is being shown (e.g. VW YouTube ad before a sexist video)
- Targeting: data capture from online activities enables behavioural targeting
- Interactivity: content modified instantly through two-way communication

(Week 2)

Paid media vs Owned vs Earned Media (POEM)



Ad execution style: The way a particular appeal is transformed into a message

Technique	Description	Type of appeal
Straight sell	Straight presentation of product information	Rational
Scientific/technical	Technical information or endorsement by scientific organisations	Rational
Demonstration	'Seeing is believing' shows product and benefits in operation	Rational/Emotional
Comparison	Compares product advantages with competitors and substitutes	Rational/Emotional
Testimonial/endorsement	Ordinary people or celebrities discuss personal use and satisfaction	Rational/Emotional
Slice of life	Demonstrates how the product solves a problem in a real-life, everyday situation	Rational/Emotional
Animation	Stylised ad execution	Emotional
Imagery	Focus on visual elements, illustrations and symbolic meaning	Emotional
Dramatisation	A narrative where the product is the hero	Emotional/Rational
Humour	A comic delivery to increase memorability	Emotional

Print ad layout:

- Format: Arrangement of elements on the page (columns, images, margins etc.)
- Size: Proportion of each element on the page
- Colour/white space
- Text: Font, sizing and contents

Guidelines for campaign evaluation:

- Consistent with objectives, prior marketing/brand image and creative strategy
- Communicates what is supposed to in a clear and convincing manner
- Appropriate to target audience and media form
- Truthful and tasteful (socially acceptable)