

Week 1- The role and function of IMC

The nature of communication process

- 1. Sender- the company of advertising agency, sets the objectives of the campaign
- 2. Encoding- Must be in a form appropriate to the channel and target audience
- 3. Channel- distribution of message can occur through personal channels (face to face salespersons) , social channels (WOM) or media such as broadcast, print and online
- 4. Decoding- experiences, perceptions, attitudes, values that a consumer brings to a given situation.
- 5. Receiver- How they perceive, understand, feel believe, connect and act about a message
- Noise can block or change how the receiver perceives the message. It is based on environmental, situational, physiological and psychological factors.
- Clutter- noise from competitor messages

Forms of Encoding

- Verbal- spoken word, written word, song lyrics
- Graphic- pics, drawings, charts
- Musical- arrangement, instrumental, voices
- Animation- action/motion, pace/speed, shape/form

Encoding message content

- Must be in a form appropriate to the channel
- The message contains the info or meaning the source intends to convey
- Messages communicate meaning at two levels:
 - o Literal meaning- conscious
 - o Symbolic meaning- subconscious

Semiotics- the study of the nature of meaning

- Conscious and unconscious meanings of non-verbal symbols (gestures, signs, myths, symbols)
- Play an important role as brands can acquire meaning through the ways they are portrayed in media messages
- Coca cola in soft drink ads always have ice blocks as it looks refreshing. Apple and black current cider uses red apples as it's produced by coca cola who has a red label.

IMC defined

- The coordination and integration of **all** marketing communication tools, avenues and sources within a company into a seamless program which maximizes the impact on consumers and other end-users at a minimal cost
- Advertising
- Direct Marketing
- Sales Promotion
- Public Relations
- Personal Selling
- Alternative Marketing
- Online Marketing
- Sponsorship
- Social Media
- Database Marketing

Contemporary Perspective of IMC

- Recognised as a business process not just a tactical integration of communication activities
- Recognises that there are multiple external audiences (e.g. customers, prospects, suppliers, investors, interest groups, general public) Two way communication.
- Also internal audiences (employees)
- Recognises the increasing demand for accountability and measurement of outcomes of MC programs and marketing in general
- Projects a consistent, unified image to the marketplace and internally within the company
- Facebook, how often do you press like, if you press like to a page, their advertising appears in your banners

Key IMC Principles- Everything communicates

- Everything in marketing mix can send a message about the product therefore IMC must focus on all marketing communication platforms
- How the product is designed
- How the product performs
- Where the brand is sold
- The price the product is sold for
- Unintentional messages come from consumer experiences with a product/customer help line/sales personnel
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Revisiting the marketing mix

- Product- Design & development, Features & performance, Branding, Packaging, Differentiation
- Price-
 - o Price-value proposition.
 - o Psychological pricing –manipulate perceived value of the product in the mind of consumers e.g., prestige pricing.
 - o Promotional pricing – use of price decreases to enhance sales, Pricing compared to competitors
- Place- Where it is sold, Market coverage, Push vs. Pull strategy (*Push* -emphasis on intermediaries selling the product/service. *Pull*- emphasis on creating consumer demand), What are competitors doing? Is a sales force needed?
- Promotion- Where do your target market hang out? How will you reach them (i.e., what is the best mix of marketing tools)? When is the best time to reach your target market? How do your competitors promote their product/service? Will this influence your choices?

Links between marketing mix and IMC

- IMC tools all fit under promotion of the marketing mix
- They are how marketers form an integrated message that delivers a consistent message across all channels

Marketing focuses on relationships and value

- Value= Benefits Minus Cost
- Value- customer's perception of benefits weighed against costs of obtaining it
- Benefits-
 - o Functional- performance of a product
 - o Experiential- emotions associated with using a product
 - o Psychological- self-esteem or status emanating from owning a product
- Costs- money paid as well as effort in:
 - o Obtaining information
 - o Making purchase
 - o Learning to use product
 - o Maintaining/disposing of product

IMC programs involve integration and synergy

- When brand messages are integrated they reinforce each other and create a synergy effect
- When marketing communications are unified around the core vision of the brand, there is a huge potential to generate meaning and value in the minds of stakeholders

Synergy in practice

- Red bull- gives you wings- logo and brand used consistently, consistent emphasis on being affiliated with extreme sports and live music shows. These affiliations reach out to the company's key target markets

Two types of integration

- Message integration (tactical)- Verbal + visual consistency. Achieves this by integrating factors such as:
 - o Logo and colours
 - o Theme line
 - o Consistency of message
 - o Common tone + shared personality