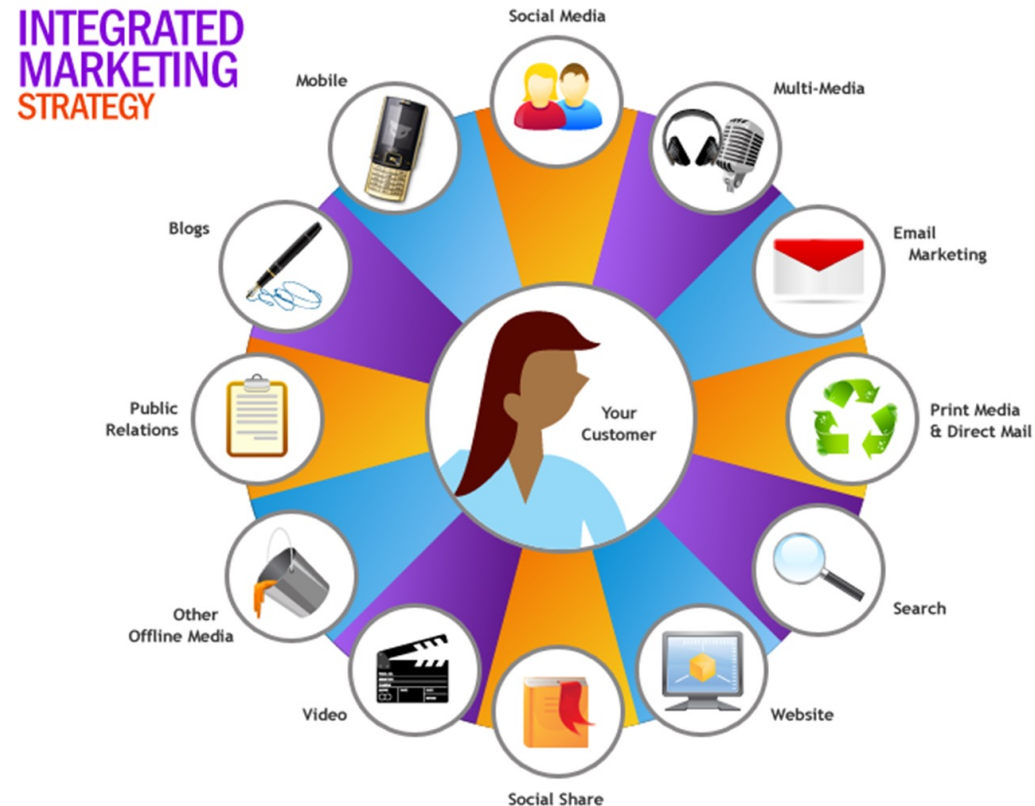


Chapter 17

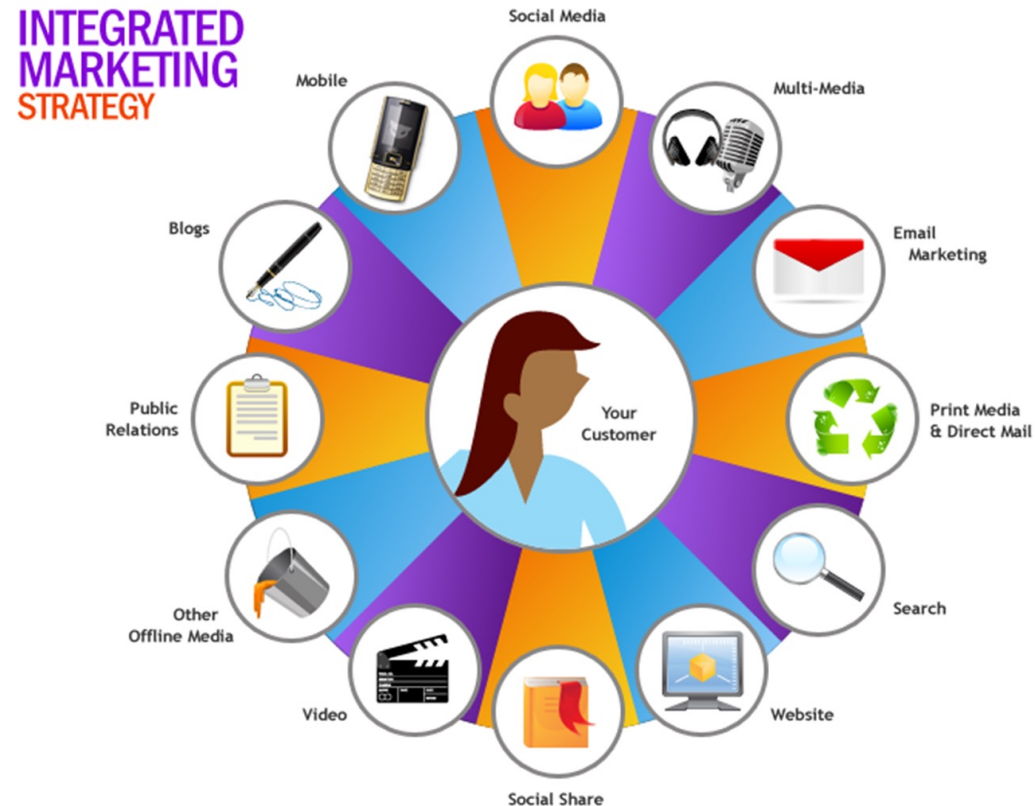
Integrated Marketing Communications (IMC)

- Wednesday (Nov. 16), we will have a guest speaker during lecture time: Andrea Chirolli
 - Andrea will be on Zoom but I want you to come to class
- Friday, Nov. 18 we will have our second ELC

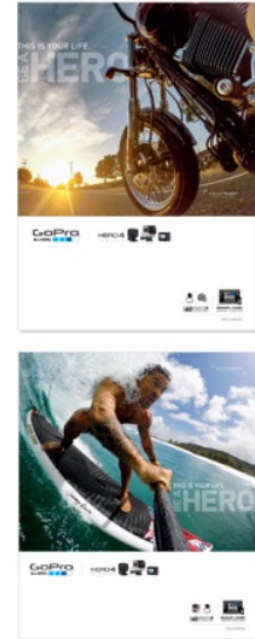
- Represents the fourth P: **Promotion**
- Encompasses several communications strategies



GOAL: Deliver a **consistent** message to the target customers across all the media channels

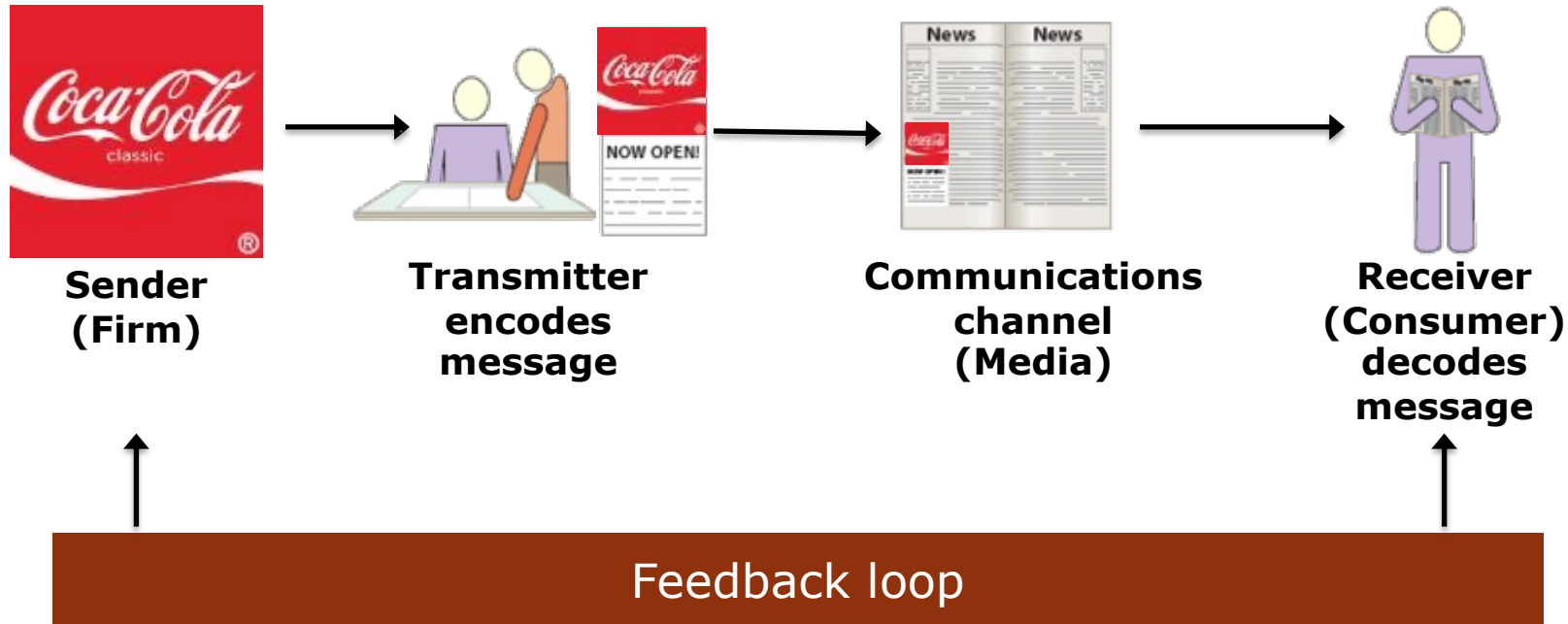


Example: GoPro

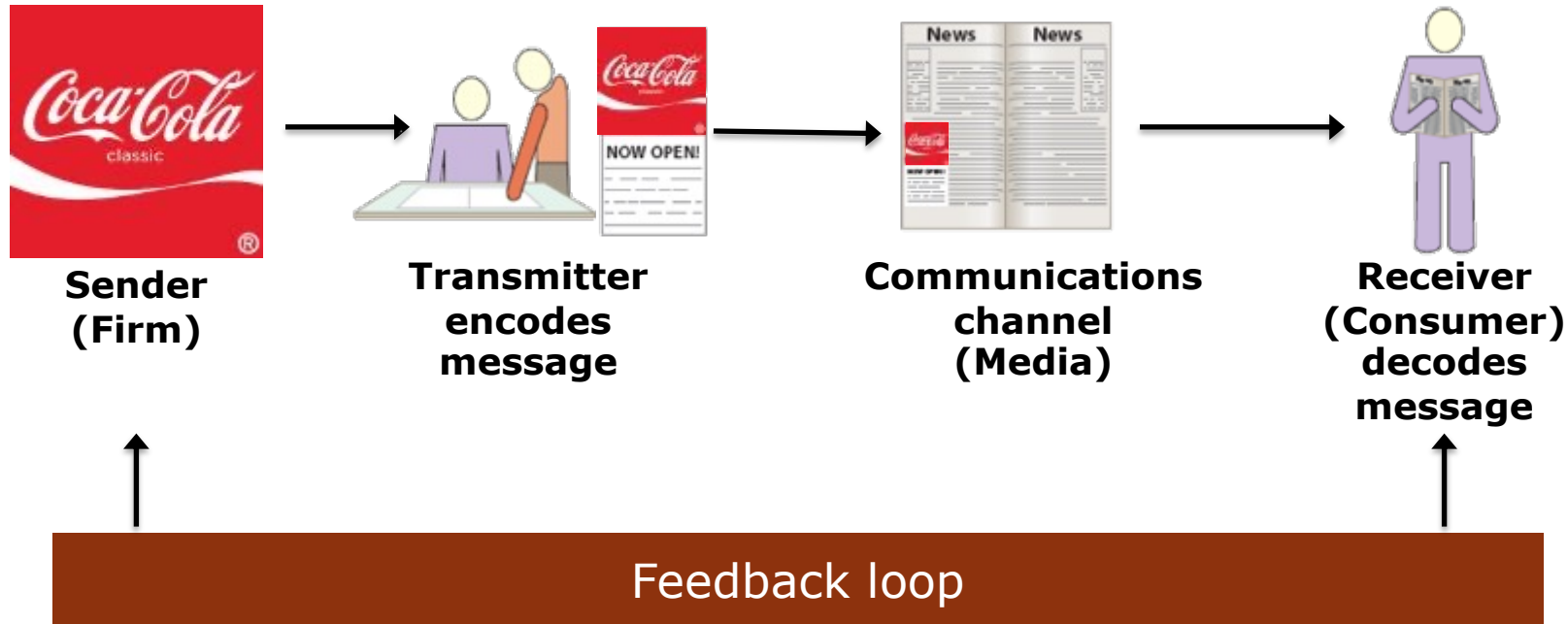


- Whether it's chasing a dream in the back country or chasing your kids at the park, anyone who pursues their true passions and lives to the fullest is a HERO
- This campaign was created to inspire everyone to live a full life and find new ways capture and share their experiences using GoPro's expanding ecosystem of cameras, mounts, accessories and software.

The Communication Process



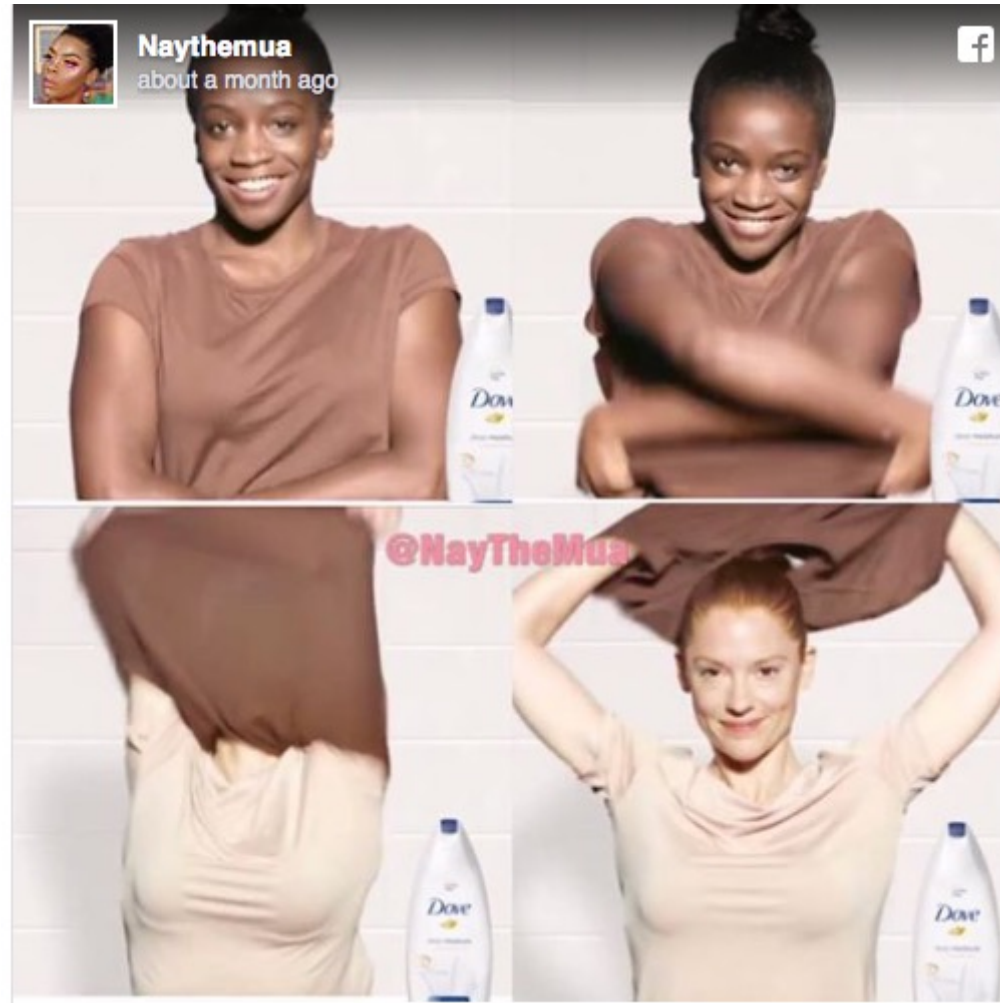
The Communication Process



- Every receiver decodes the message differently!
- Sender must adjust messages according to the medium and receivers' traits

The Communication Process

Dove soap



Pepsi

Pepsi Pulls Controversial Kendall Jenner Ad After Outcry

Pepsi's a short film echoing the Black Lives Matter movement was met with widespread condemnation following its release.

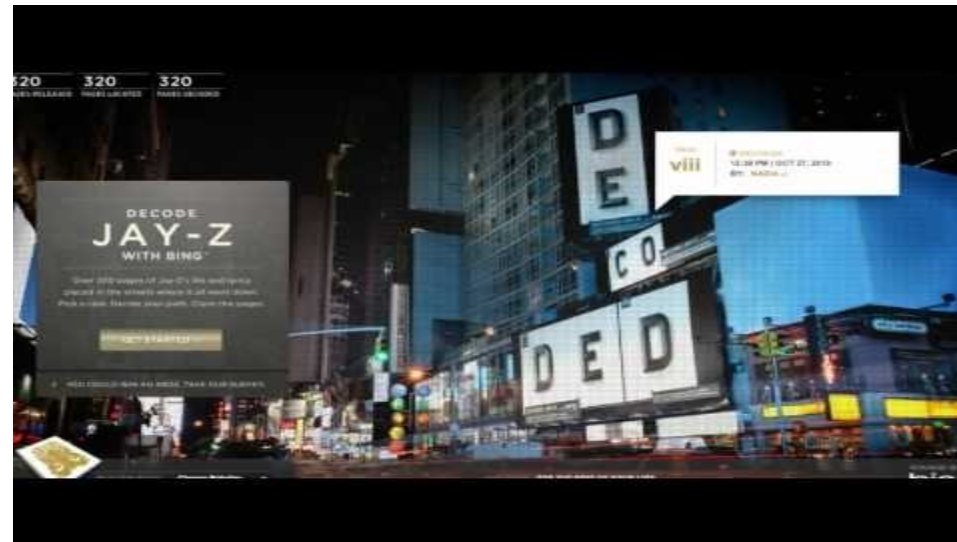
by Alexander Smith / Apr.05.2017 / 6:15 PM ET

BING + Jay-Z Example

Consumers

Communication
Channel

Results



<https://www.youtube.com/watch?v=k5776HPNeHA>

BING + Jay-Z Example

- Which **consumers** this campaign is targeting?
- What is the **communication channel**?
- What are the **results**? What does impression mean?



Communication moves users through several stages

Awareness

Interest

Desire

Action

Communication moves users through several stages

Awareness

The ability to attract the attention of the consumers

Interest

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Communication moves users through several stages

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The ability to raise the interest of consumers by focusing on advantages and benefits

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Consumers: AIDA Model

Communication moves users through several stages

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The ability to raise the interest of consumers by focusing on advantages and benefits

The advertisement convinces consumers that they want the product or service

Desire

Action

Consumers: AIDA Model

Communication moves users through several stages

Awareness

The ability to attract the attention of the consumers

Interest

The ability to raise the interest of consumers by focusing on advantages and benefits

The advertisement convinces consumers that they want the product or service

Desire

Leads consumers toward taking action by purchasing the product or service

Action

There are two types of awareness:

1. Aided recall

- Consumers indicate they know the firm when presented to them

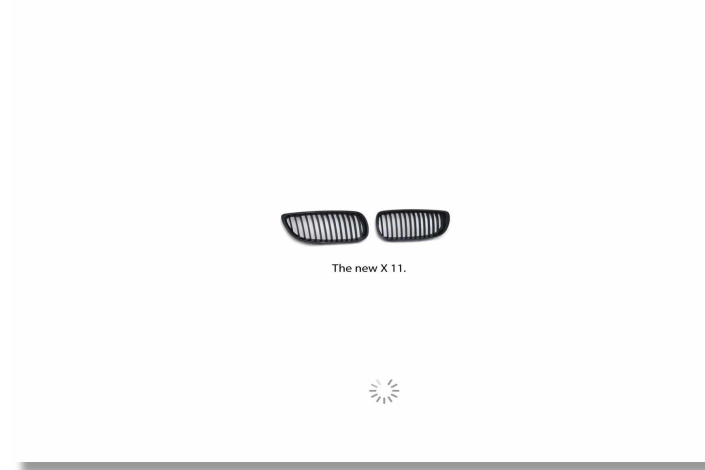
Which of the following bottled water brands have you heard of? (Select all that apply)

- Aquafina
- Dasani
- SmartWater
- (Insert your brand name)
- Fiji

2. Top of the mind awareness

- Ask for a product or service → the firm is the first that comes to mind
 - E.g., tissues → Kleenex

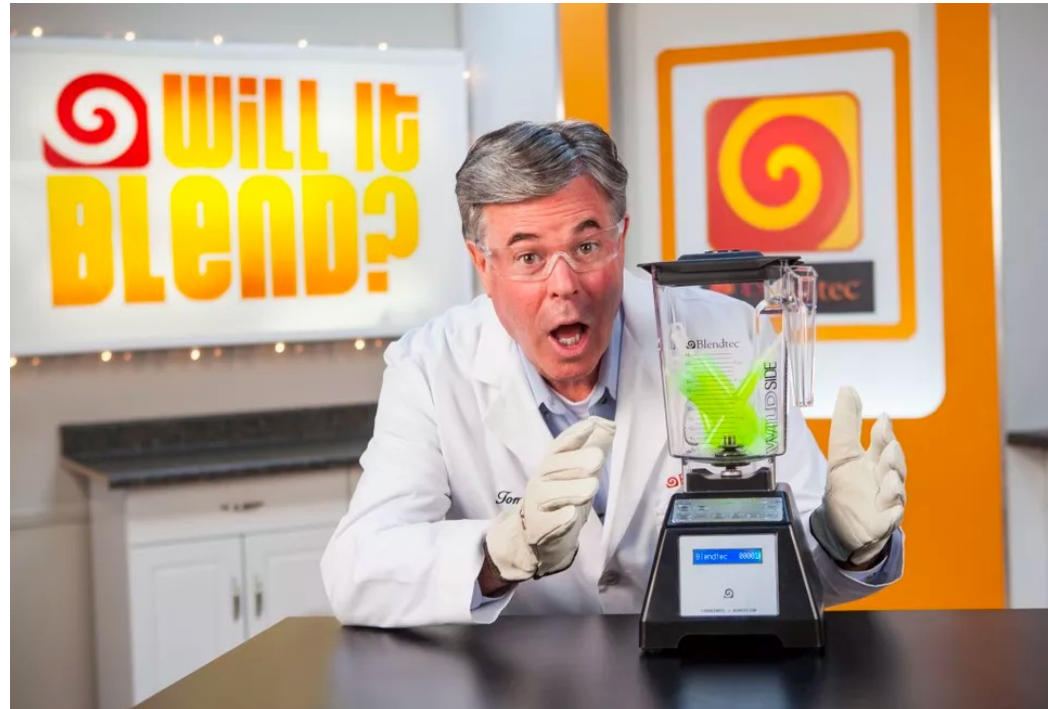
- Teaser ads
 - Reveal only a little about the the product
 - Apple, BMW



Awareness: Gain Consumers Attention

- Viral ads
 - Blendtec:

https://www.youtube.com/watch?v=0H8VLjFmgYo&ab_channel=Blendtec%27sWillItBlend%3F



- Stimulate senses
 - Supermarkets use their fresh bakery smells to stimulate purchases
 - Sensory marketing: <https://brandastic.com/blog/sensory-marketing/>

The customer must want to **further investigate** the product/service

- Give a chance to try/test the products
 - E.g., Apple
- Celebrities
 - LeBron James signed the biggest Athlete endorsement deal in history with American brand **Nike** and it was disclosed as a **life-time contract**



- I like it, I want it!
- Explain the **features** of the product or service and the related **benefits** and demonstrate how the benefits fulfill the need
 - Before and after ads



Desire

- I like it, I want it!
- Explain the **features** of the product or service and the related **benefits** and demonstrate how the benefits fulfill the need
 - Before and after ads



1. **Confidence** they show in their product positively affects the audience as well
2. **Credibility** - The visual element helps the users believe in the claim
3. Product can solve popular problems, which in turn creates **desire** for the product

- The final step is to **persuade** customers to take action (e.g., buy)
 - In the advertising world, techniques involve creating sense of urgency
 - Extending an offer for a limited time or including a bonus to those who act within a specific time frame

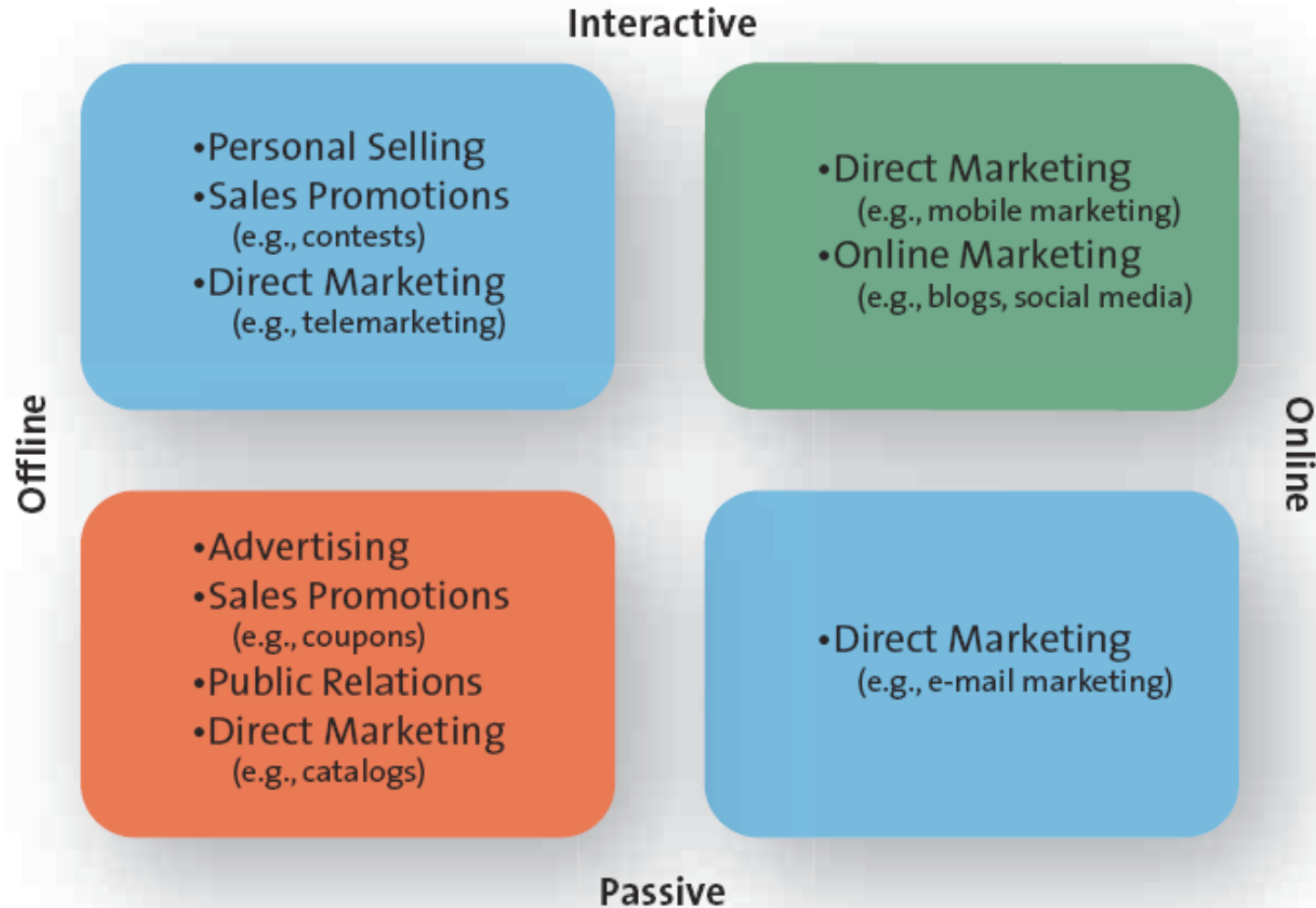
Lyft™ \$750 Driver Bonus

Make Up To \$35/Hour Driving Your Car. Limited Time Offer - Apply Now!

lyft.com

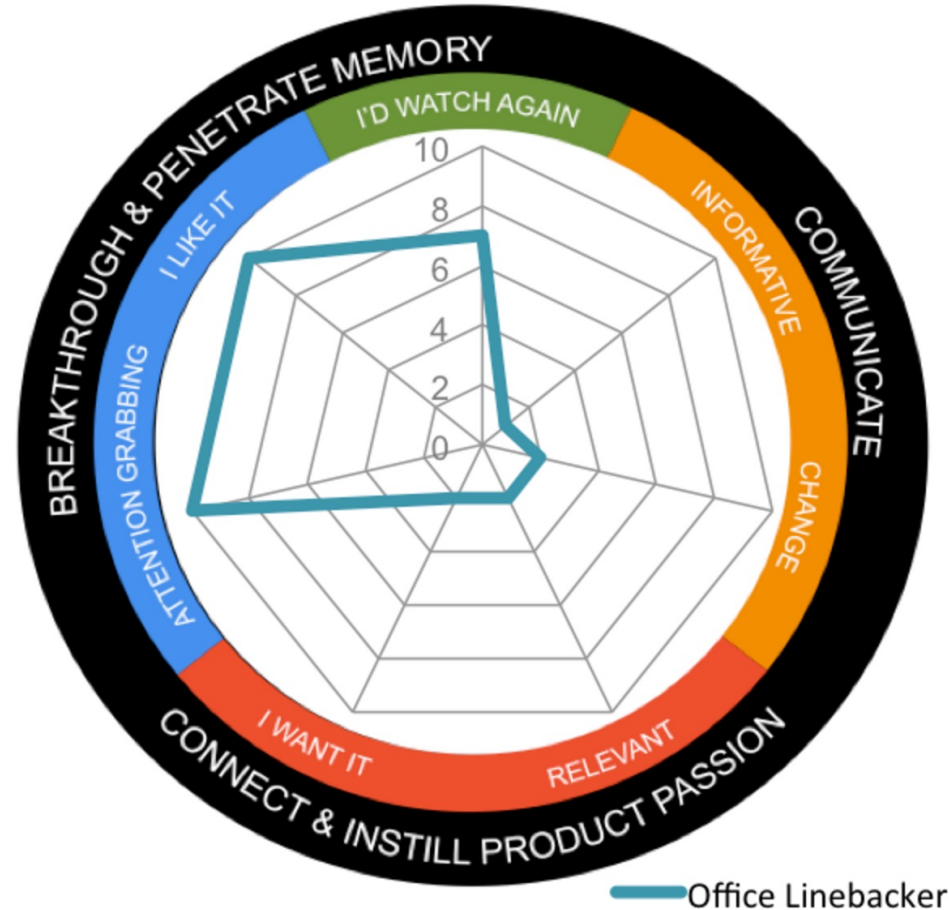
- Firms need to rise **Awareness** and **Interest** about the product or service
- **Desire** → I like it, I want it!
- Drive customers to purchase the product or service (**Action**)

IMC Elements



- Most visible element of IMC
 - Both online or offline
 - (Generally) Passive: no action required by consumers
- Extremely effective at creating **awareness** and generating **interest**
- Terry Tate Video: <https://www.youtube.com/watch?v=RzToNo7A-94>

Advertising



Read more at: <http://www.acemetrix.com/insights/blog/reeboks-terry-tate-tackles-todays-consumer/>

- Public relations is a marketing tool of communicating expertly drafted messages on a **non-paid media** to build mutually beneficial relationships with the public
- An effective PR campaign has a clear objective, e.g.:
 - raising awareness for a new product or service
 - informing the public of company news
 - reaching a larger audience
 - improving a brand's reputation
- Some examples:
 - <https://press.farm/top-pr-campaigns-of-2020-and-2021-what-we-can-learn/>

Difference between PR and Ads

- If you purchase air time on a radio station so that you can talk about a service, that's **advertising**. If you are invited by that radio station to talk about your product, that's **public relations**

Sales Promotions

- Used in conjunction with other forms of IMC
 - Ads
 - Personal selling
- Can be used for both **short-term** (free samples, coupons) and **long-term** (credit cards, e.g., Macy's) objectives



- Some products require the help of a salesperson
 - In general, if a product has a **high unit value** and requires a **demonstration of its benefits**, it is well suited for personal sale
 - House, car, etc.
 - B2B
- **More expensive** than other forms of promotion
- Salesperson can **add significant value**, which makes the expense worth it

- **Direct communication** with target customers (no middleman)
 - Generally, it involves a call to action
 - E.g., emails with promotions, coupons, or recommendations
 - Brands have grown increasingly adept at targeting and engaging with their customers on a hyper-personalized, one-to-one basis, why?

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 - Technology
 - More data about customers

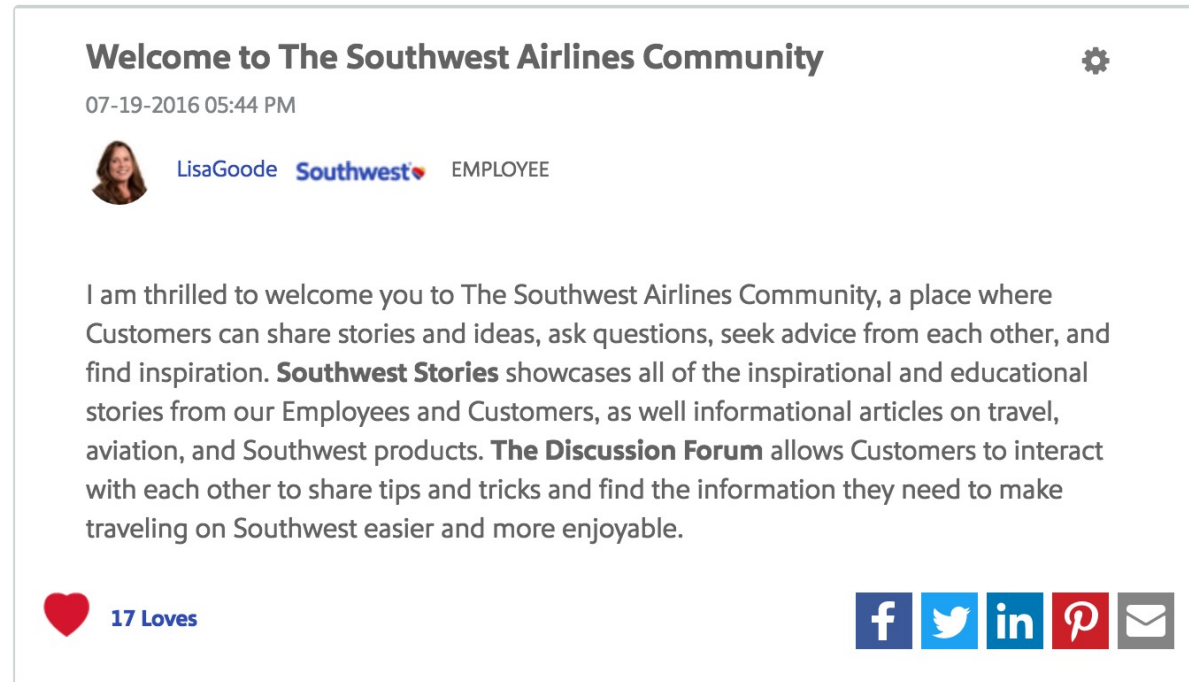
Online Marketing



- Today (almost) everyone uses websites to
 - Build brand image
 - Promote new products
 - Sell products
 - Provide customer service

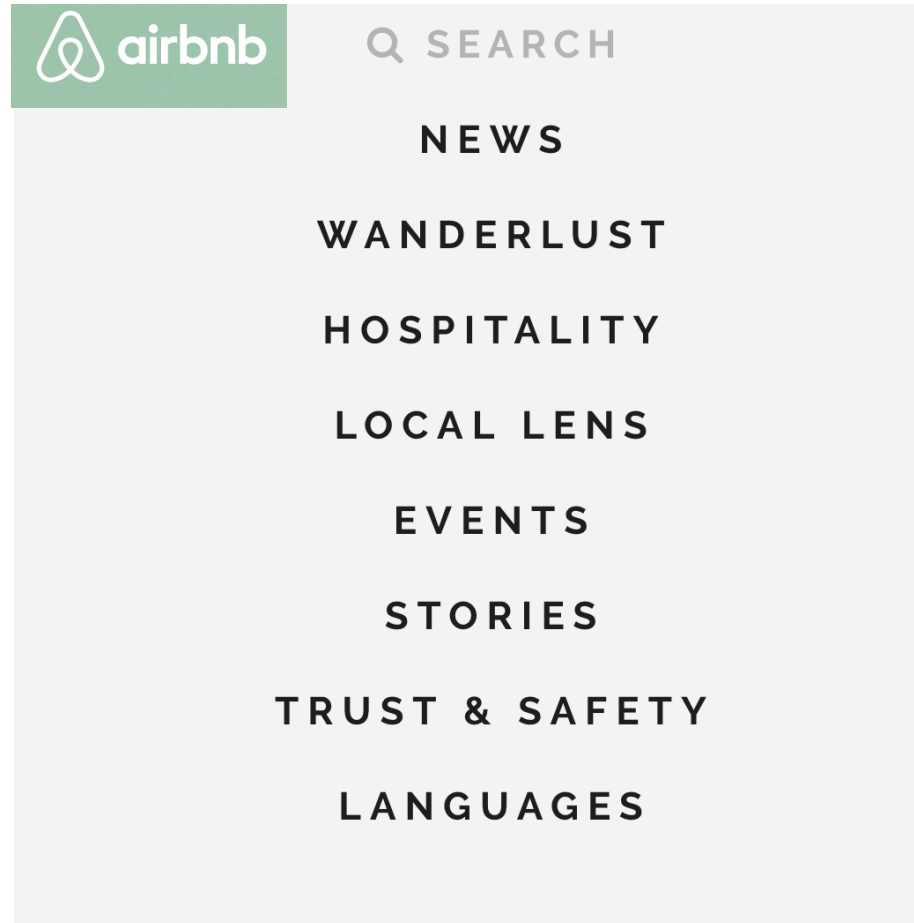
- Online retailers/marketplaces
 - Amazon, Newegg, eBay
- Use **online word of mouth** (reviews)
 - Help create **trust and reputation!**
 - Good ratings increase sales and revenue

Southwest example



Southwest **can learn what customers have to say**—what they are interested in learning about products, company culture, and new product launches.

Airbnb example



Discuss and promote aspects of the platforms that are **important** for Airbnb's **customers**

Facebook, Twitter, Snapchat, LinkedIn, Instagram, TikTok, etc.

- Consumer-to-consumer interactions
- Sharing content
- Promote products
- Define brand image
- Reaching out to customers and users across the world

Social Media: Twitter



Delta ✓
@Delta

Follow

Take some pics of views like this then submit them to our
[#Below10kFeet](#) contest! [#AVGeek](#) [oak.ctx.ly/r/hb3f](#)

8:06 AM - 13 Nov 2013

↩️ ↻️ 19 ❤️ 42



Yelp Eat24 ✓
@Eat24

Follow

You have friends. They like bacon. Eat24 delivers breakfast.
Even when it's for dinner. Tell your friends.

10:55 PM - 19 Nov 2013

↩️ ↻️ 3 ❤️ 4



Oreo Cookie ✓
@Oreo

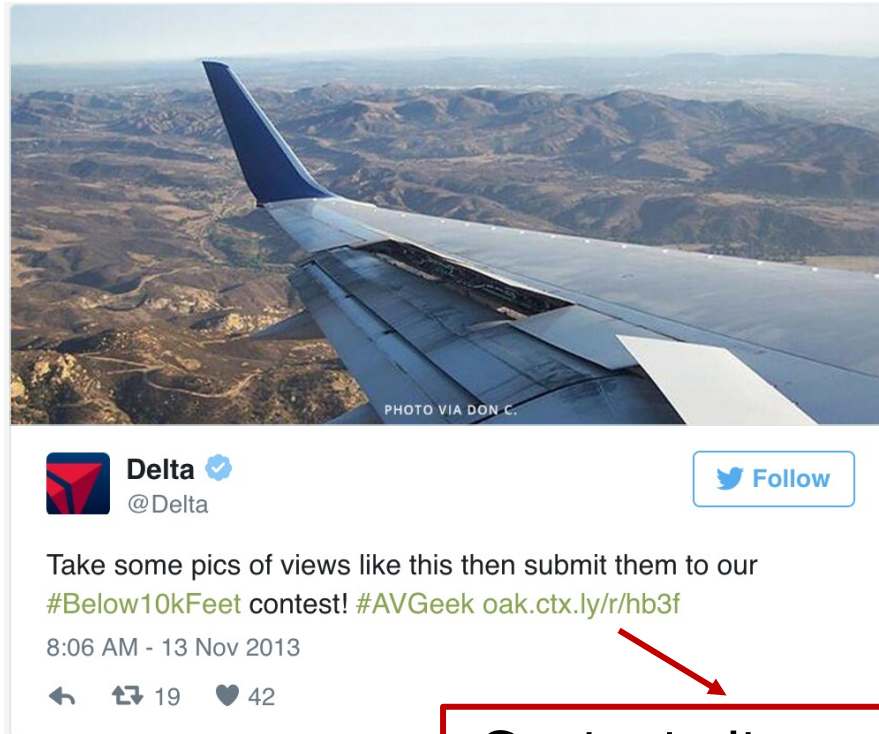
Follow

If a friend eats your cookie, take 'em off your feed.

7:00 AM - 24 Sep 2013

↩️ ↻️ 167 ❤️ 121

Social Media: Twitter



Contest: it creates awareness



Defines its image: delivers anything at anytime



Generates awareness/interest

- Advertising
- Public relations
- Sales promotions
- Personal selling
- Direct marketing
- Online (Web, social media, blogs, etc.)

How can we measure the success of a marketing communication strategy?

How can we measure the success of a marketing communication strategy?

- It depends
 - Firms need to understand goals of the strategy
 - Increment awareness, conversions (sales), etc.
 - Short-term or long-term goal
 - Type of channel
 - Traditional media, online, etc.

- How can we measure the success of a marketing communication strategy?
 - Traditional media
 - **Frequency** of exposure
 - **Reach**: Pct. target population exposed
 - **Gross Rating Points** (GRP): how many people within an intended audience might have seen their ads
 - E.g., 7 Ads in a TV channel, which reach 50% target segment, then $GRP = 7 \times 50 = 350$

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 - Web
 - Time spent on page, page views, clicks, where users come from, etc.