

Integrated Marketing Communication

Marketing Objectives

Relative change sort in the state of the market

- *market share*
- *sales volume*
- *market coverage*

Communication Objectives

Relative change in brand position - values - relationships - habits

- *cognitive understanding*
- *emotional equity*
- *behavioural propensity*

Communication Strategy

- *response - sales, purchase*
- *persuade - negotiation, propaganda, presentation, proposition*
- *involvement - bonding*
- *salience - unavoidable, look at me*

2

Defining IMC

• Integrated Marketing Communications

- Is a communications process for planning, creation, integration, and implementation of diverse forms of marcom delivered to a brand's targeted customers and prospects
- Has as its goal influencing or affecting behavior of targeted audience
- Requires that all of a brand's communication media deliver a consistent message (Consistency and Synergy)
- Has customer as its starting point for determining types of messages and media to inform, persuade, and induce action.

Rapidly Changing Media Environment

- Increasingly difficult to target audiences & communicate effectively
 - Consumers no longer passive recipients
 - They demand more than information
 - From a myriad of sources



Audience fragmentation

- Integration is seen as particularly important because of changes in the media environment, with larger total audiences engaging with more media vehicles (TV shows, radio shows, magazines, websites) in smaller groups (audience/reader figures are in a downward trend across all media)

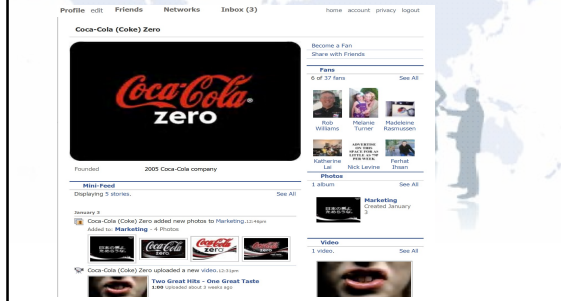
The different forms of marcoms (II)

• Guerrilla Marketing

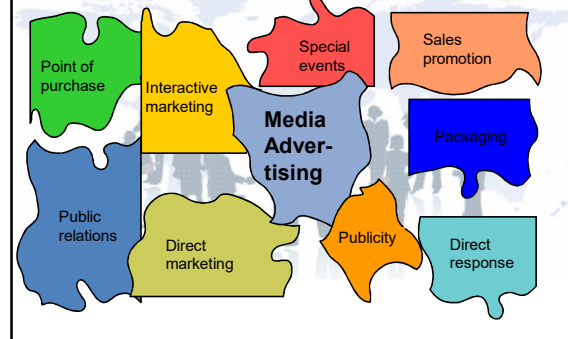


The different forms of marcoms (III)

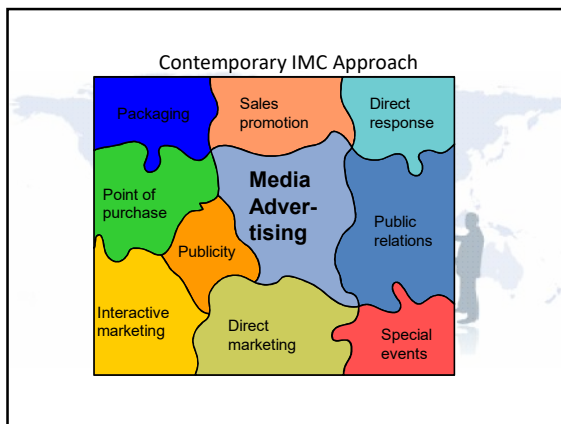
• Social Media Advertising



Traditional Marketing Approach



Contemporary IMC Approach



Development and Management of IMC Programs

