Chapter 17

Integrated Marketing Communications (IMC)

- Course evaluations

A Couple of Things

- ## Group project presentations
  - ### Peer evaluations
    - To be submitted via blackboard by **Nov 14**)
  - ### Time (12 min + 3 mins Q&A)

| Asses each teammate's contributions on a 1-5 scale (5 is excellent)	A	B	C	D	E	F	G	H
Attended and was engaged in team meetings from beginning to end								
Listened to and acknowledged suggestions from others								
Made valuable suggestions								
Took initiative to lead discussions, organize and complete tasks								
Contributed to writing the final document								
Contributed to team cohesion								
I would want to work with this team member again								
Based on the above, overall group member rating								
Please elaborate on ratings if needed:								
Your name:								

- Represents the fourth P: **Promotion**
- Encompasses several communications strategies
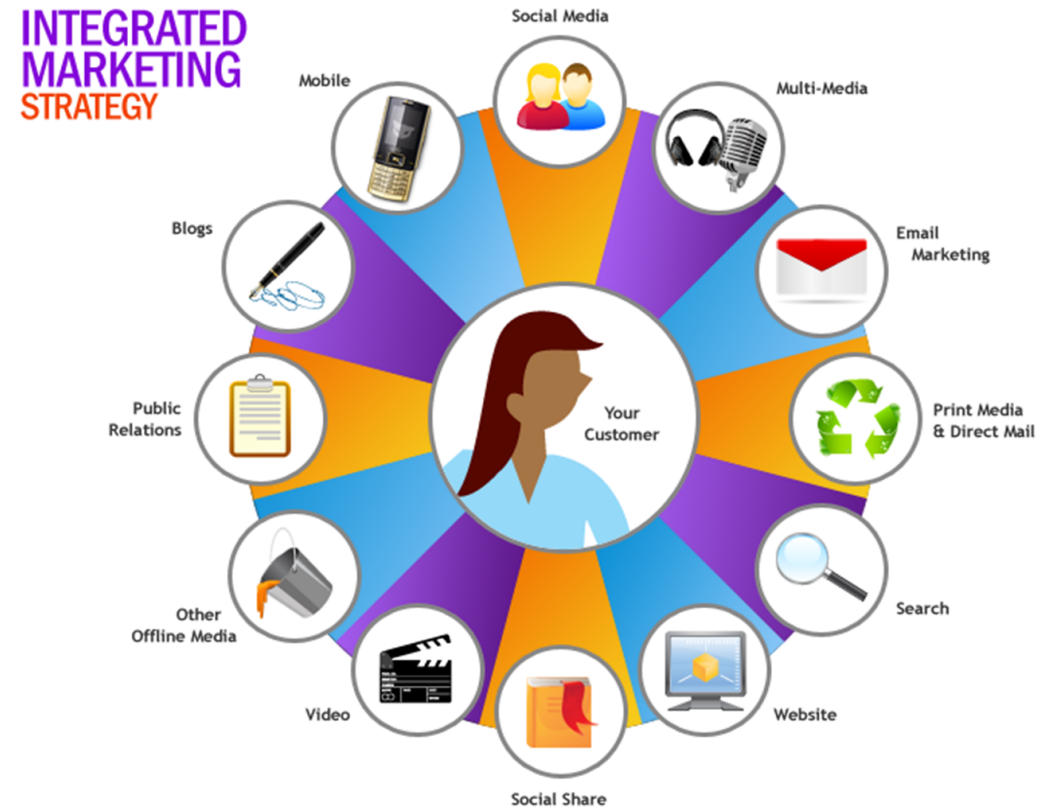
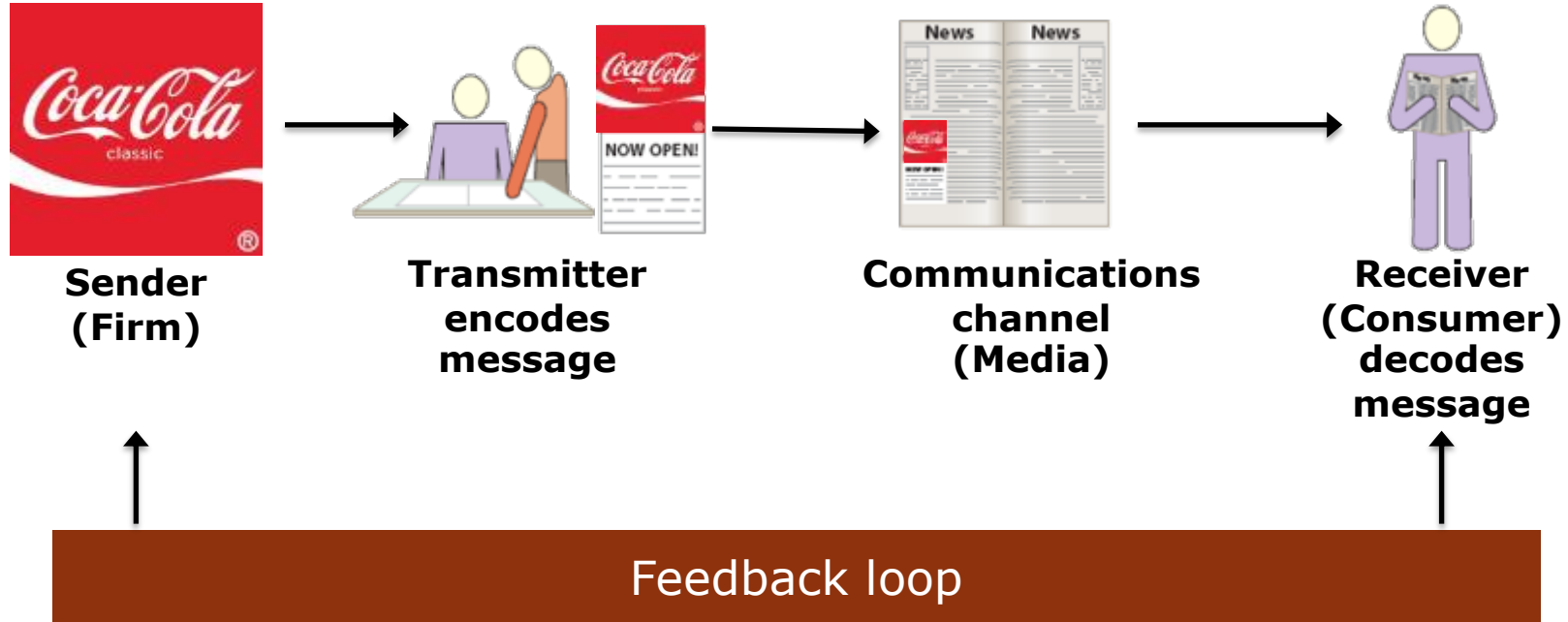GOAL: Deliver a consistent message to the target customers across all the media channels
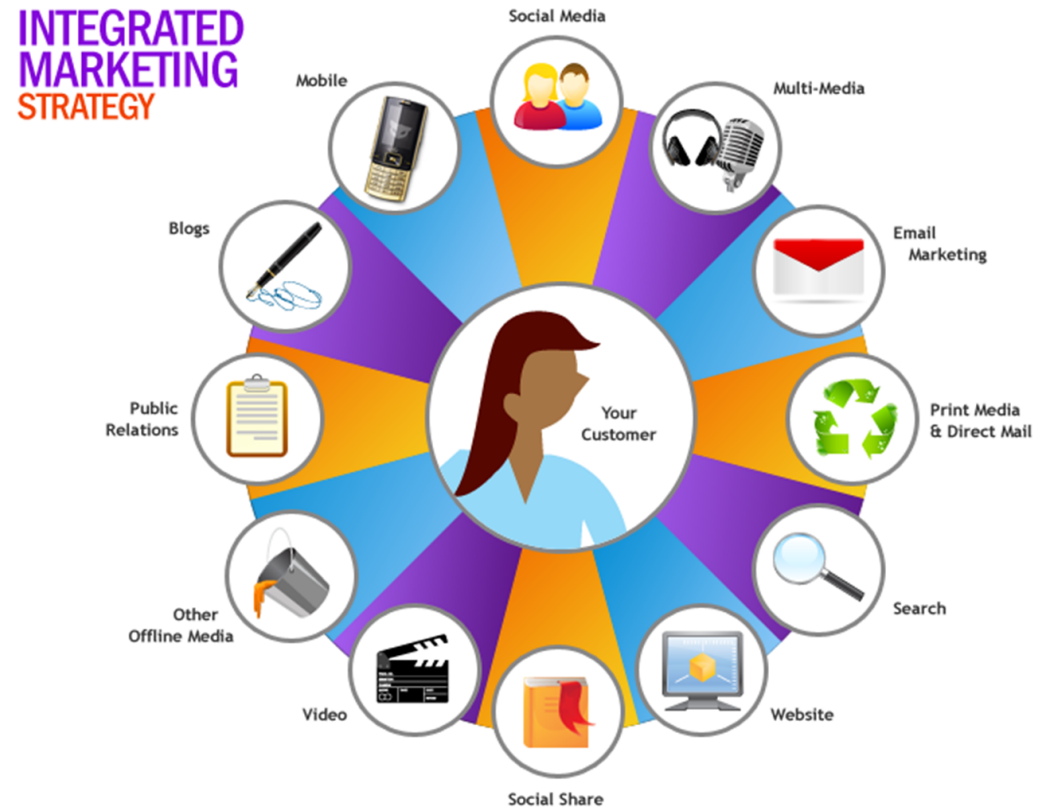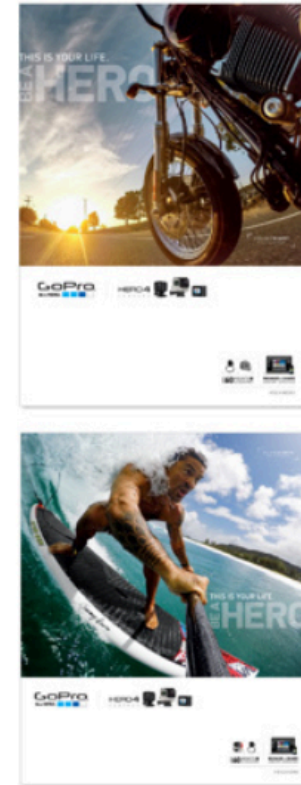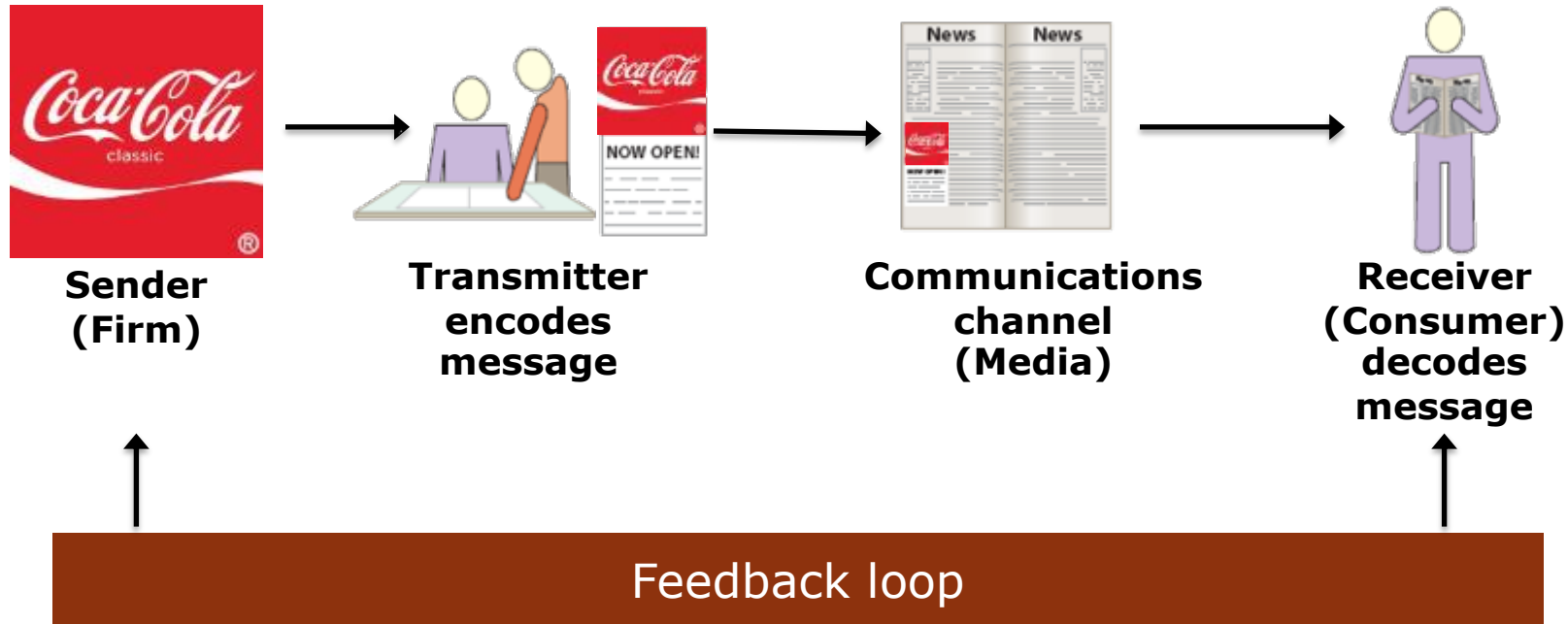
Whether it's chasing a dream in the back country or chasing your kids at the park, anyone who pursues their true passions and lives to the fullest is a HERO.

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.

Sender (Firm) → **Transmitter encodes message** → **Communications channel (Media)** → **Receiver (Consumer) decodes message**

Feedback loop

The Communication Process

| **Sender (Firm)** | **Transmitter encodes message** | **Communications channel (Media)** | **Receiver (Consumer) decodes message** |

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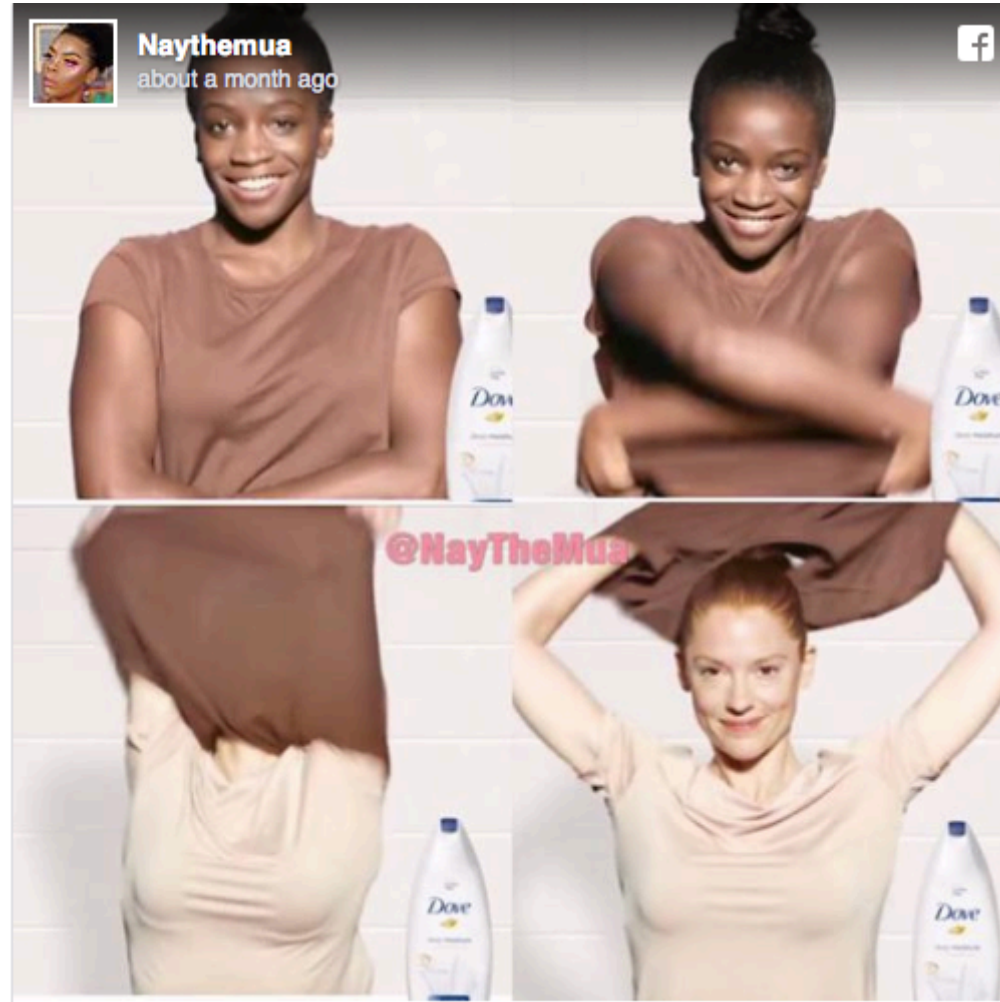
- Every receiver decodes the message differently!
- Sender must adjust messages according to the medium and receivers' traits
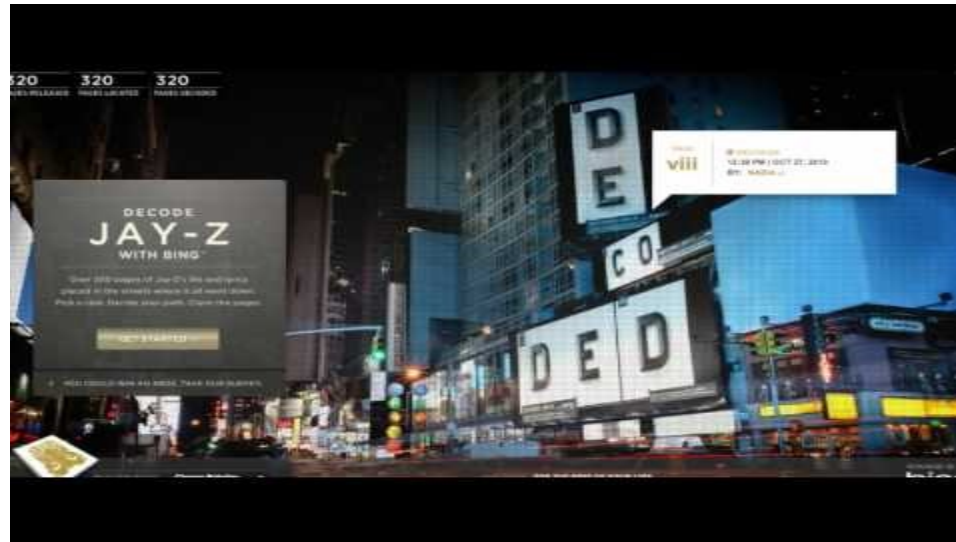
Dove soap

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

Communication Channel

Consumers

Results

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

- Which consumers this campaign is targeting?
- What is the communication channel?
- What are the results? What does impression mean?
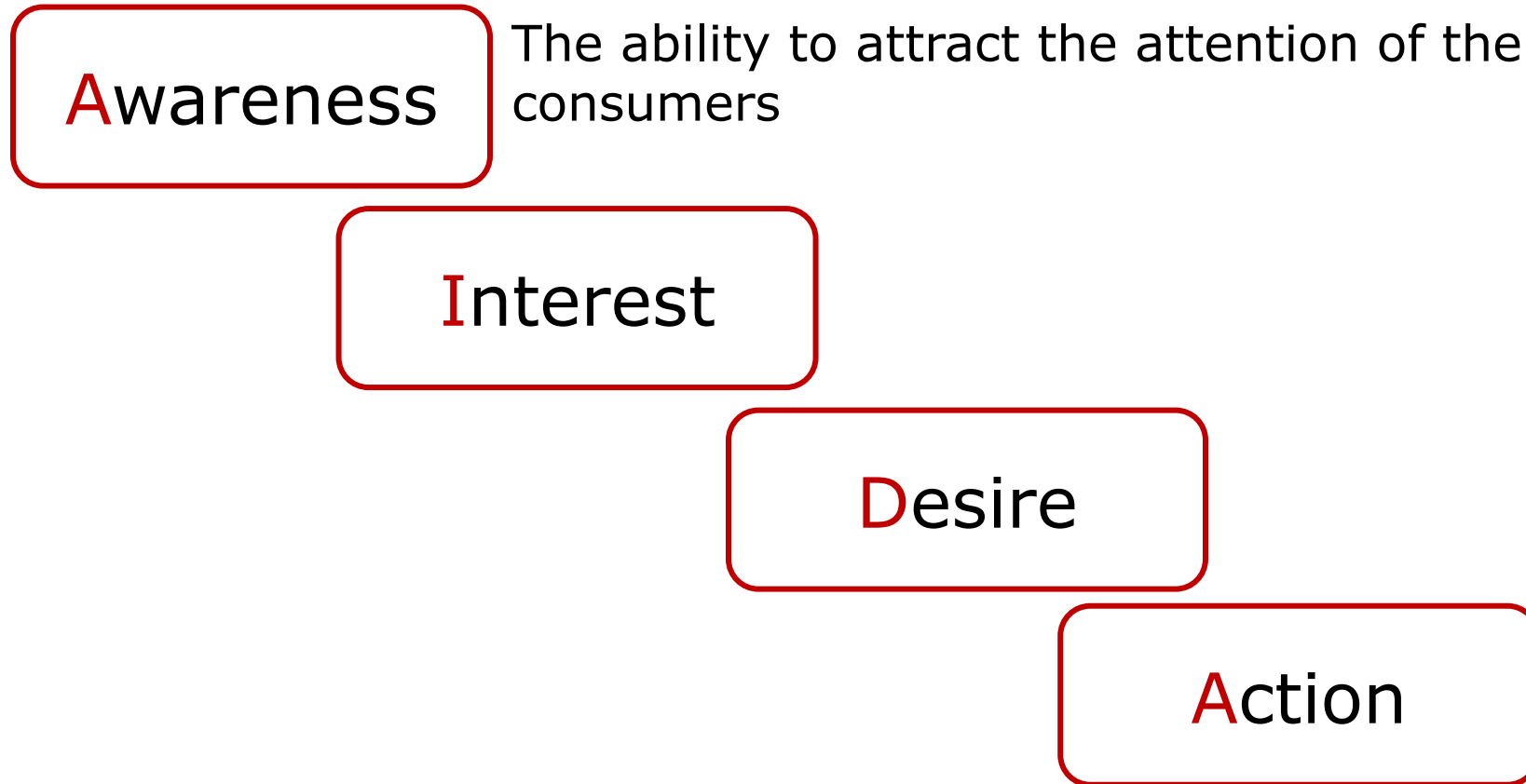
Communication moves users through several stages

Awareness

Interest

Desire

Action

Communication moves users through several stages

Awareness — The ability to attract the attention of the consumers

Interest

Desire

Action

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

Desire

Action

USCMarshall
School of Business

Communication moves users through several stages

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The advertisement convinces consumers that they want the product or service

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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

17

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
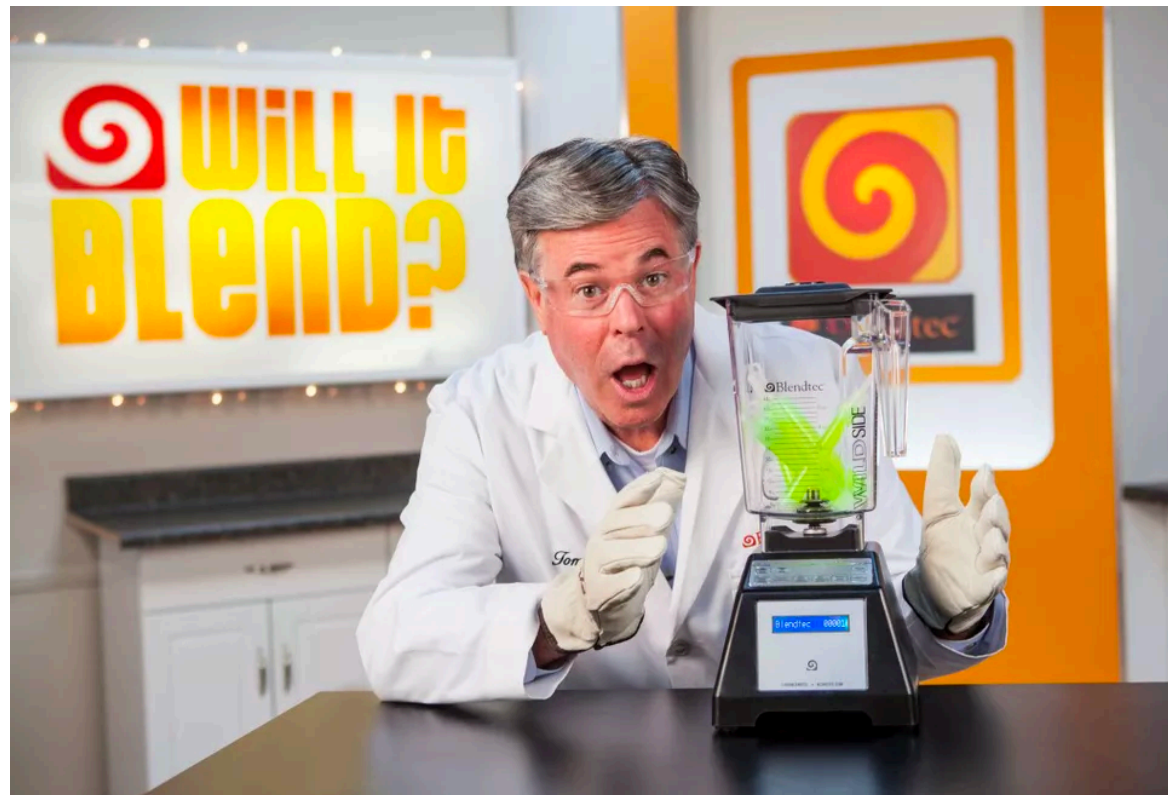   - (Insert your brand name)
   - Fiji

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

- Viral ads
  - Blendtec: https://www.youtube.com/watch?v=ftuUiXpFhwU
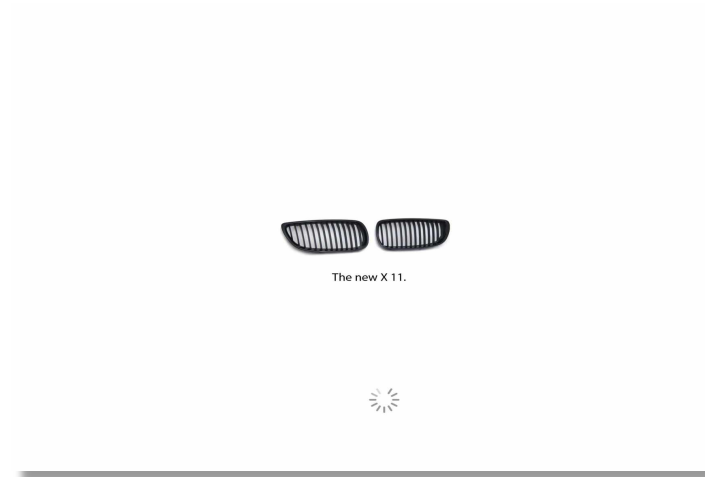
- ## Stimulate senses
  - Supermarkets use their fresh bakery smells to stimulate purchases
  - Sensory marketing: https://www.marketingweek.com/2016/01/18/top-sensory-marketing-trends-for-2016/

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

More power than ever

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More power than ever

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

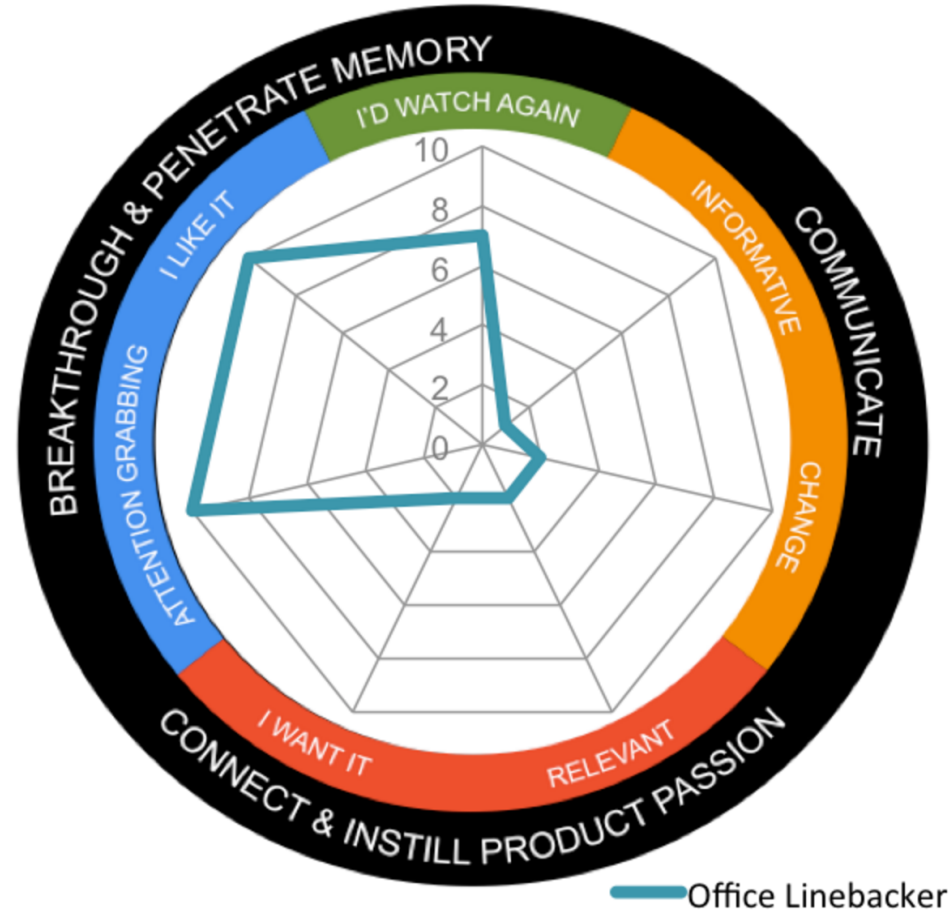Make Up To $35/Hour Driving Your Car. Limited Time Offer - Apply Now!

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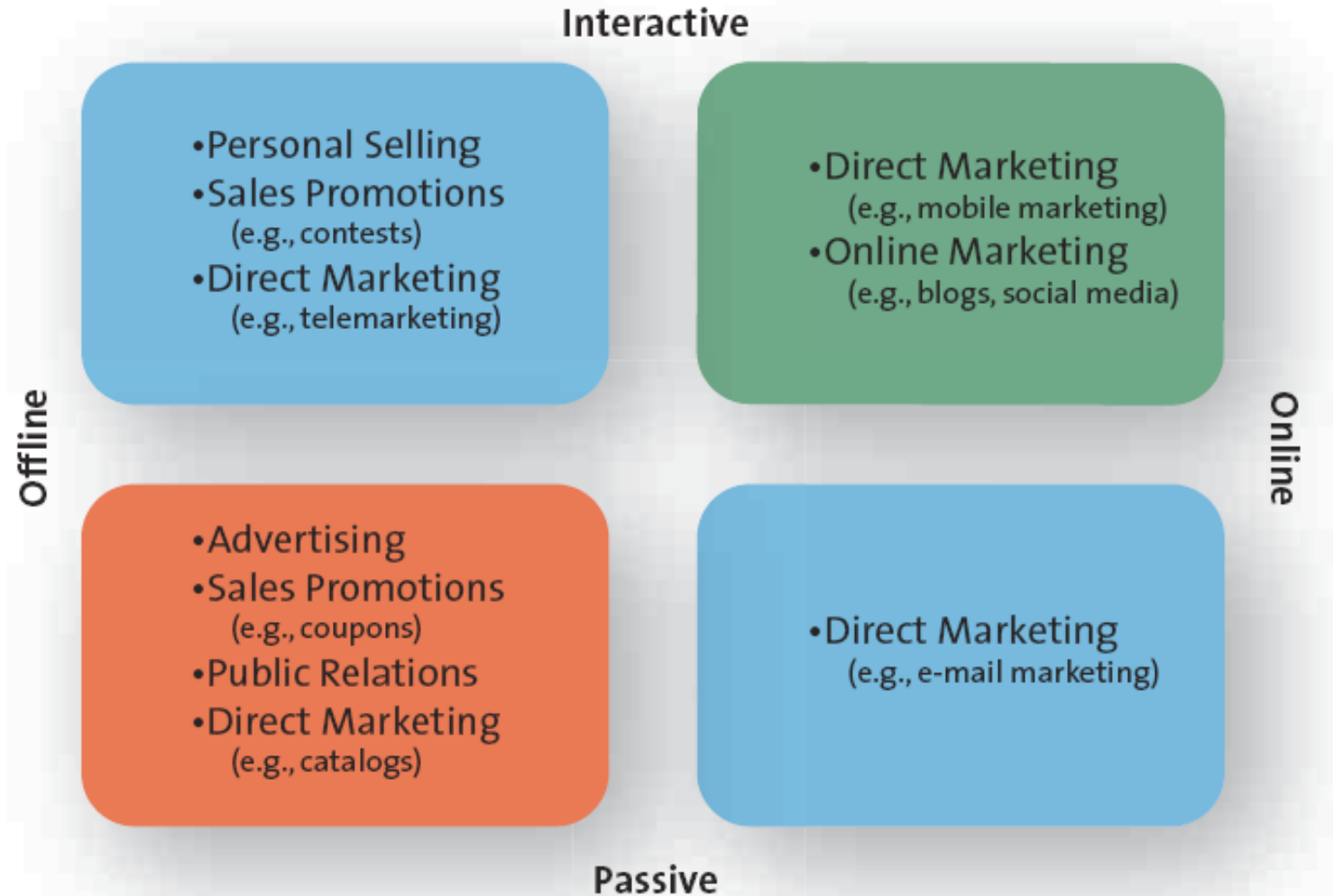
- Most visible element of IMC
  - Both online or offline
  - (Generally) Passive: no action required by consumers
- Extremely effective at creating awareness and generating interest
- Terry Tate Video: https://www.youtube.com/watch?v=RzToNo7A-94

Advertising

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

Those in charge of managing the firm's communication strategy

- 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

BUY 1 HOLIDAY DRINK, GET 1 FREE
NOV 18-21, 2-5P.M. AT YOUR LOCAL STARBUCKS

ENJOY THE TASTE OF THE SEASON WITH ANY OF THESE DELICIOUS DRINKS:

Caramel Brulée Latte, Peppermint Mocha, Peppermint White Chocolate Mocha, Peppermint Hot Chocolate, Gingerbread Latte, Eggnog Latte, Caramel Brulée Frappuccino® blended beverage, Peppermint Mocha Frappuccino® blended beverage.

- 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 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 hyperpersonalized, one-to-one basis, why?

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    - Technology
    - More data about customers

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

Southwest example

Welcome to The Southwest Airlines Community

07-19-2016 05:44 PM

LisaGoode Southwest's EMPLOYEE

I am thrilled to welcome you to The Southwest Airlines Community, a place where Customers can share stories and ideas, ask questions, seek advice from each other, and find inspiration. **Southwest Stories** showcases all of the inspirational and educational stories from our Employees and Customers, as well informational articles on travel, aviation, and Southwest products. **The Discussion Forum** allows Customers to interact with each other to share tips and tricks and find the information they need to make traveling on Southwest easier and more enjoyable.

17 Loves

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

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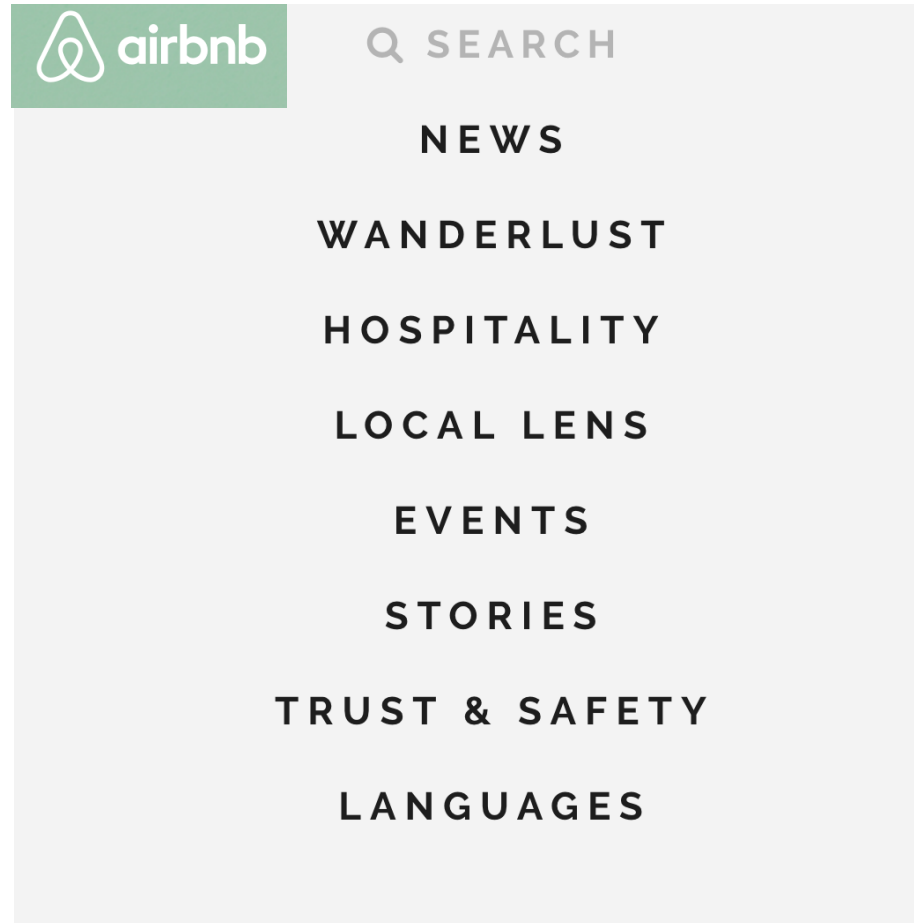
Discuss and promote aspects of the platforms that are important for Airbnb's customers

Facebook, Twitter, Snapchat, LinkedIn, G+, Instagram.

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

- 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?

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- 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 x 50 = 350

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