Chapter 15
Designing and Managing Integrated Marketing Communications

Marketing Communications

Marketing communications are the means by which firms attempt to inform, persuade, and remind consumers, directly or indirectly, about the products and brands they sell.

Table 15.1 Communication Platforms

<table>
<thead>
<tr>
<th>Advertising</th>
<th>Sales Promotion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print/broadcast ads</td>
<td>Contests, games, sweepstakes</td>
</tr>
<tr>
<td>Packaging inserts</td>
<td>Premiums</td>
</tr>
<tr>
<td>Motion pictures</td>
<td>Sampling</td>
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<tr>
<td>Brochures/booklets</td>
<td>Trade shows/exhibits</td>
</tr>
<tr>
<td>Posters</td>
<td>Coupons</td>
</tr>
<tr>
<td>Billboards</td>
<td>Rebates</td>
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<tr>
<td>POP displays</td>
<td>Entertainment</td>
</tr>
<tr>
<td>Logos</td>
<td>Company museums</td>
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</tbody>
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<table>
<thead>
<tr>
<th>Events/Experiences</th>
<th>Public Relations</th>
<th>Direct Marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sports</td>
<td>Press kits</td>
<td>Catalogs</td>
</tr>
<tr>
<td>Entertainment</td>
<td>Speeches</td>
<td>Mailings</td>
</tr>
<tr>
<td>Festivals</td>
<td>Seminars</td>
<td>Telemarketing</td>
</tr>
<tr>
<td>Arts</td>
<td>Annual reports</td>
<td>Electronic shopping</td>
</tr>
<tr>
<td>Causes</td>
<td>Charitable donations</td>
<td>TV shopping</td>
</tr>
<tr>
<td>Factory tours</td>
<td>Publications</td>
<td>Fax shopping</td>
</tr>
<tr>
<td>Company museums</td>
<td>Community relations</td>
<td>E-mail</td>
</tr>
<tr>
<td>Street activities</td>
<td>Lobbying</td>
<td>Voice mail</td>
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</tbody>
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Chapter Questions

- What is the role of marketing communications?
- What are the major steps in developing effective communications?
- What is the communications mix, and how should it be set?
- What is an integrated marketing communications program?
Steps in Developing Effective Communications

- Identify target audience
- Determine objectives
- Design communications
- Select channels
- Establish budget
- Decide on media mix
- Manage IMC

Communications Objectives

- Category need
- Brand awareness
- Brand attitude
- Purchase intention

Design the Communications

- Creative strategy
  - Informational appeal
  - Transformational appeal
- Message strategy
- Message source

Select Communication Channels

- Personal communication channels
- Nonpersonal communication channels
- Integration of communication channels

Stimulating Personal Communications Channels

- Identify influentials
- Create opinion leaders
- Use influentials in communications
- Develop ads with high “conversation value”
- Use viral marketing

Nonpersonal Communication Channels

- Media
- Sales promotion
- Events and experiences
- Public relations
Establish the Budget

- Affordable
- Percentage-of-sales
- Competitive parity
- Objective-and-task

Characteristics of Communications

Advertising
- Pervasiveness
- Amplified expressiveness
- Impersonality

Sales Promotion
- Communication
- Incentive
- Invitation

Characteristics of Communications

Public Relations and Publicity
- High credibility
- Ability to catch buyers off-guard
- Dramatization

Events and Experiences
- Relevant
- Involving
- Implicit

Characteristics of Communications

Direct Marketing
- Customized
- Up-to-date
- Interactive

Personal Selling
- Personal interaction
- Cultivation
- Response

Factors in Setting Communications Mix

- Type of product market
- Consumer readiness to make a purchase
- Stage in the product life cycle
- Market rank