

# 1

# Chapter One

# Integrated Marketing Communications

# 1

# Virgin Atlantic

- ‘Still Red Hot’ 25<sup>th</sup> Anniversary campaign
- Bold, distinctive imagery
- Global campaign
- Integrated across many platforms and channels including social media, print, and television



# 1

# Integrated Marketing Communications

## Chapter Objectives

1. How does communication take place?
2. What is an integrated marketing communications program?
3. What new trends are affecting marketing communications?
4. How does an integrated marketing communications program create value?
5. What are the components of an integrated marketing communications program?
6. What does the term GIMC mean?

# 1

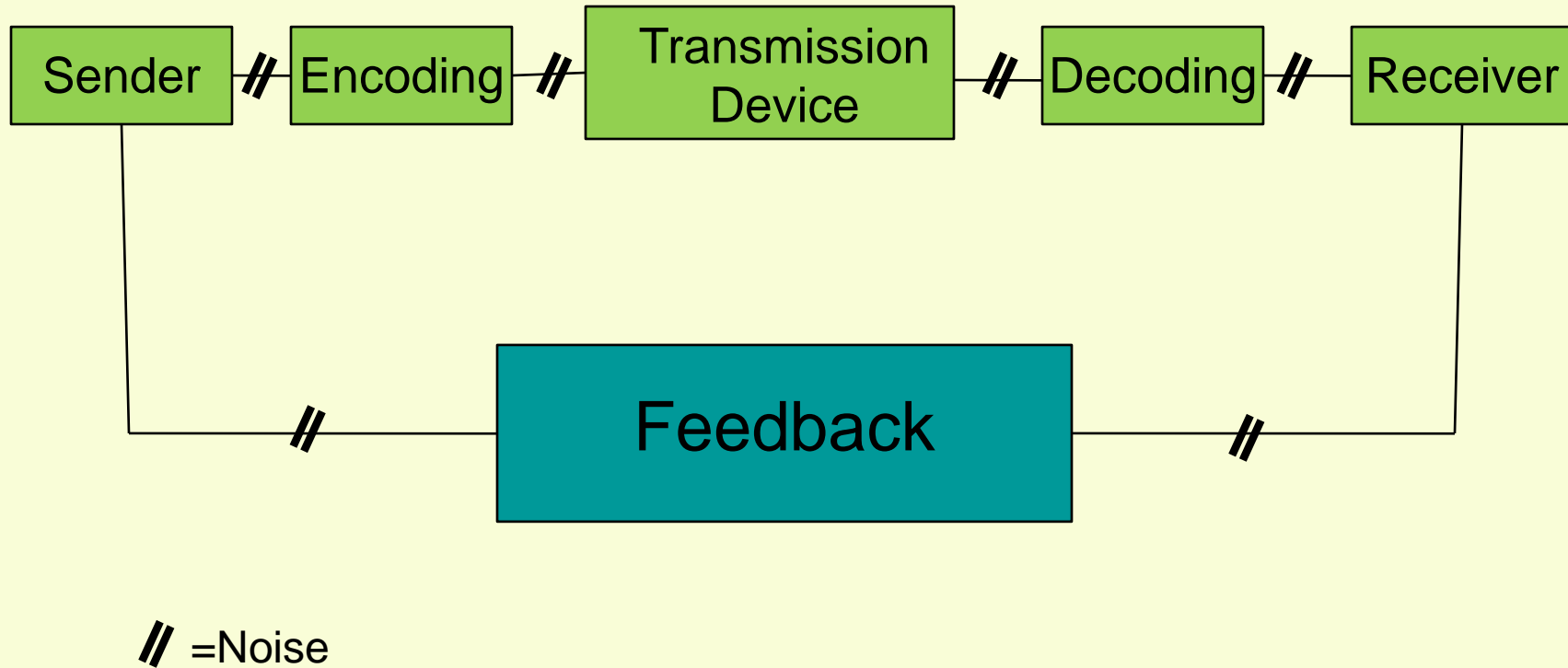
# Integrated Marketing Communications

## Chapter Overview

- Highly competitive global marketplace
- Wide variety of media available
- Clear communications needed
- Customers bombarded with communications
- Integrated advertising and communications

# FIGURE 1.1

## Communication Process



# Chick-fil-A Social Media

- Integrates online with offline
- Facebook – 500 profile mentions
- Official Chick-fil-A Facebook page
- Fan helps administer the page
- Allows fans to interact
- Announces specials, provides coupons
- Promotions on Twitter
- “Eat Mor Chikin” offline advertising



# FIGURE 1.2

## Examples of Communication Noise

- Talking on the phone during a commercial on television.
- Driving while listening to the radio.
- Looking at attractive model in a magazine ad and ignoring the message and brand.
- Scanning a newspaper for articles to read.
- Talking to a passenger as the car passes billboards.
- Scrolling past Internet ads without looking at them.
- Annoyed by ads appearing on a social media site.
- Ignoring tweets on Twitter because they are not relevant.
- Offended by the message on a flyer for a local business.

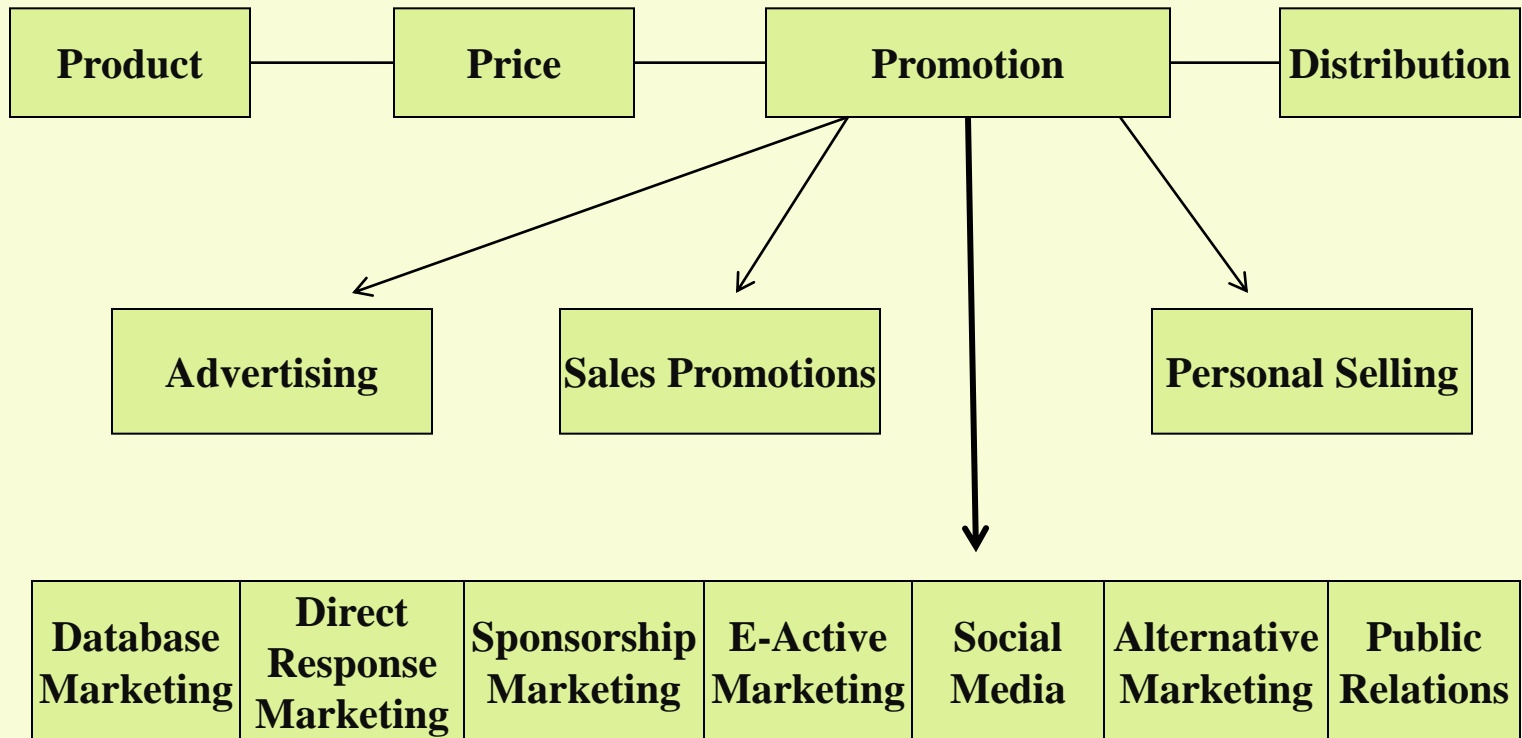
# **Integrated Marketing Communications**

is 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. The IMC includes all business-to-business, channel, customer, external communications and internal communications.



# FIGURE 1.3

## The Components of Promotion



# FIGURE 1.4

## Steps of a Marketing Plan

- Current situational analysis
- SWOT analysis
- Marketing objectives
- Target market
- Marketing strategies
- Marketing tactics
- Implementation
- Evaluation of performance

# Emerging Trends

## Marketing Communications

- Emphasis on accountability and measurable results
- Changes in tasks performed by key individuals
- Emergence of alternative media

# Accountability and Measurable Results

- Economic pressures
- Want results from marketing budgets
- Effort led by CEOs, CFOs, and CMOs
- Advertising agencies expected to deliver results
- Emerging social media changes communication
- Emerging alternative methods and media
- Less reliance on mass TV ads

# Changes in Tasks Performed

- **Account executive** – represents advertising agency and interface with clients
- **Brand or product manager** – oversees specific brands or line of products
- **Creatives** – design ads and promotional materials
- **Account planners** – voice of the consumer within the agency

**Partnership among individuals to achieve results.**

# Emergence of Alternative Media

- Emergence of
  - Interactive Web sites, blogs, and social networks
  - Smartphones
- Companies shifting expenditures from traditional to new, alternative media
- Younger consumers
  - Less likely to watch TV
  - Engaged in technology-based interactions
- Challenge
  - Finding ways to reach consumers

# FIGURE 1.7

## Reasons for Integrating Communications

- Advances in information technology
- Changes in channel power
- Increase in global competition
- Increase in brand parity
- Emphasis on customer engagement
- Increase in micro-marketing

# Advances in Information Technology



- Instant communications
- Consumers have access to unlimited information
- Consumer communication has increased



# Changes in Channel Power

- Retailers
  - Control channel
  - Control shelf space
  - Have purchase data
  - Determine products and brands on shelves
- Consumers
  - Internet shifts power to consumers
  - Multiple methods of making purchases

# Emergence of Online Purchasing

## BOOK A TRIP



## WITHOUT MAKING ONE

Too busy to book your hotel room, air travel, car rental?  
Book your next trip on-line with Visa.  
It's fast. It's safe. It's a four-star destination for travelers.



Worldwide. Webwide. Visa® It's everywhere you want to be®

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www.visa.com

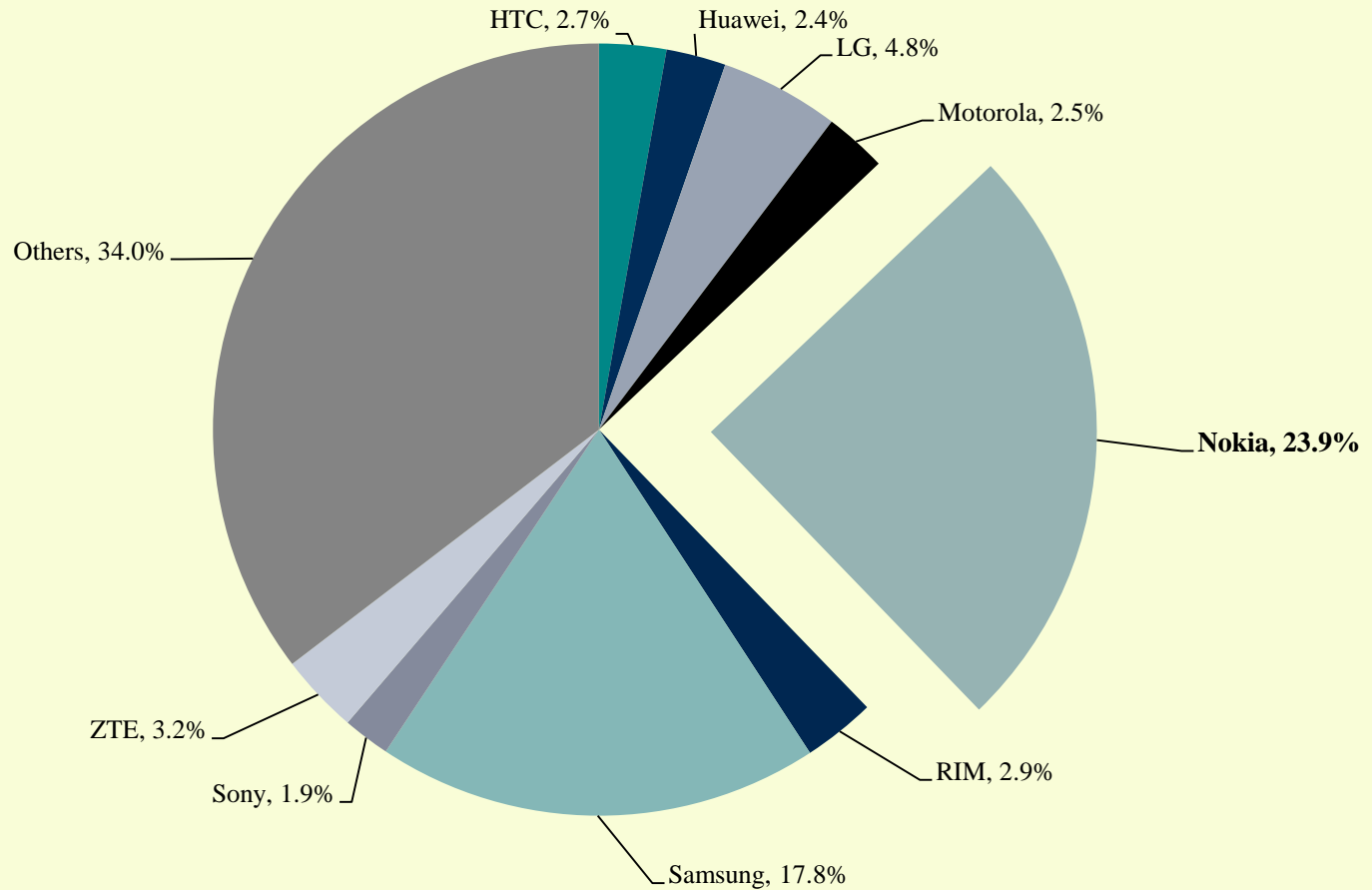
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# Increases in Global Competition

- Information technology and communication has changed marketplace
- Products can be purchased from multiple locations
- Customers want both low prices and high quality
- Manufacturers and retailers must work together

# FIGURE 1.8

## Global Market Share of Top Mobile Phone Brands



Source: "Wireless/Mobile Statistics," [www.mobileisgood.com/statistics.php](http://www.mobileisgood.com/statistics.php), accessed November 23, 2009.

# Increase in Brand Parity

- Brands viewed as being equivalent
- Consumers select from group of brands
- Quality and characteristics less important
- Price more important
- Decline in brand loyalty



# Emphasis

# Customer Engagement

- Marketers seek to engage customers
- Contact points important
- Digital media now part of IMC
- Two-way communication
- Strive to develop emotional commitment



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WITH ACTS OF GOD.

When catastrophe strikes, your generosity strikes back. Thanks to your help, The Salvation Army serves disaster survivors from the moment of impact until the healing is



complete. Proving that while disasters may be unpredictable, the good of people is not. Thank you for your continued giving at 1-800-SAL-ARMY or at [salvationarmyusa.org](http://salvationarmyusa.org)

DISASTER RELIEF EMERGENCY RESPONSE REHABILITATION

HUMAN TRAFFICKING ABOLITION YOUTH SERVICES EVANGELISM

DOING THE MOST GOOD

**Understanding customer engagement also applies to nonprofits**

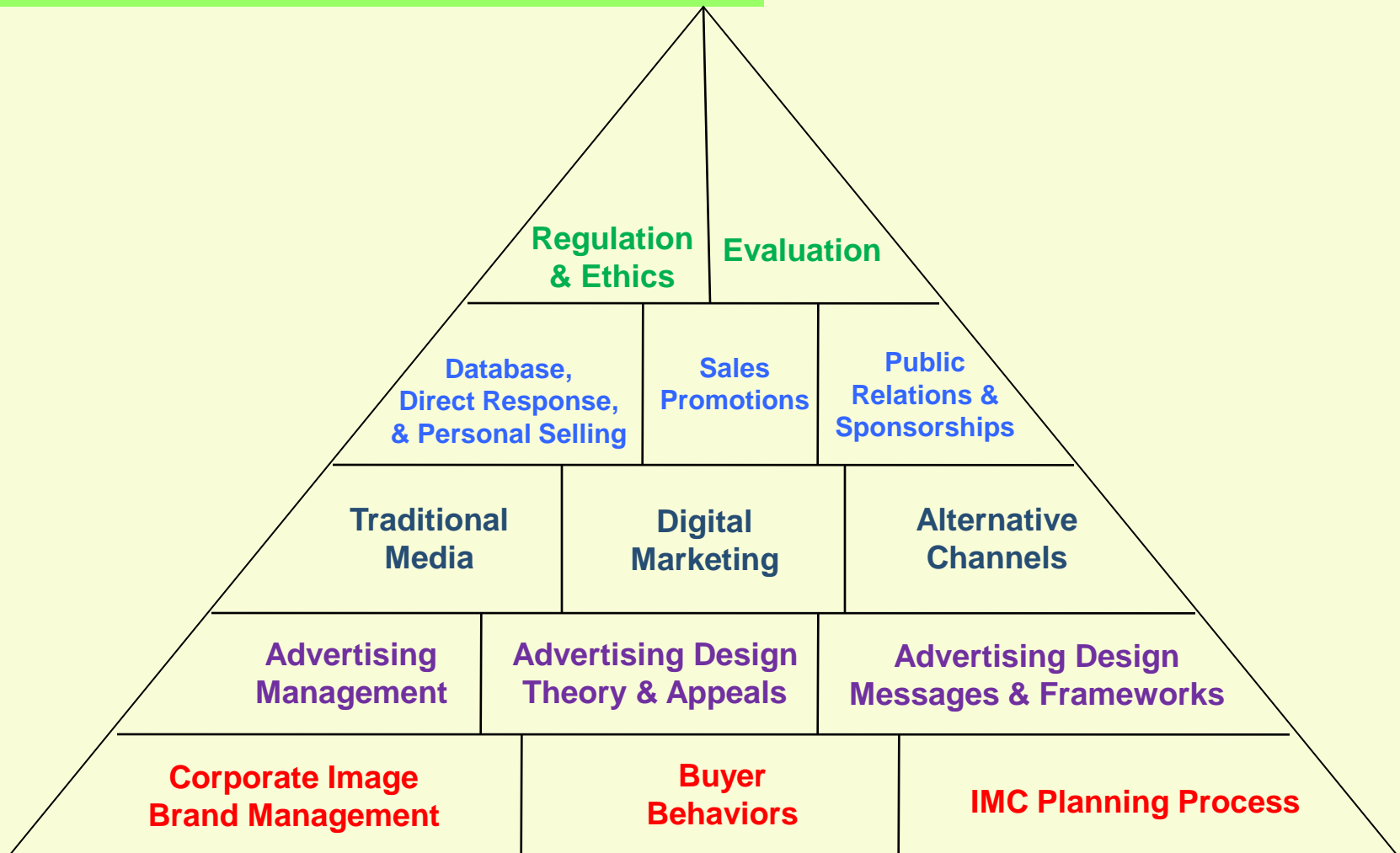
# Increase in Micro-Marketing

- Identify appropriate media
- Decrease in mass media advertising effectiveness
- VCR, TiVo, DVR impact
- Shift to micro-marketing
- Focus on individuals and micro-segments
- Agencies now assist with IMC efforts



# FIGURE 1.9

## Overview of IMC Text



# International Implications

- Goal – to coordinate marketing efforts
- Greater challenge due to national and cultural differences
- Standardization versus Adaptation
- “Think globally, but act locally”

# Integrated Campaigns in Action

- Actual campaigns created by
  - Agencies
  - Internal marketing departments of brands
- Highlights application of theories
- 14 different campaigns
- Ouachita Independent Bank
  - Continuous campaign

# Ouachita Independent Bank

## (Part 1)

- Theme of campaign
  - Local people, local trust
- Integrated components
  - Magazine
  - Newspaper
  - Television
  - Digital

# Ouachita Independent Bank



Newspaper print ad

Television ad



Campaign Theme - Local people, local trust