



Five Finger Story

Integrated Marketing Communication & Marketing Promotion

Dr. Sunmeet Banerjee

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SELF-WINDING MECHANICAL MONTBLANC MOVEMENT 4810-502

43 MM CASE


SCRATCH-RESISTANT BOMBÉE SAPPHIRE CRYSTAL WITH ANTIREFLEX COATING

PURE STAINLESS STEEL NO. 1.4441

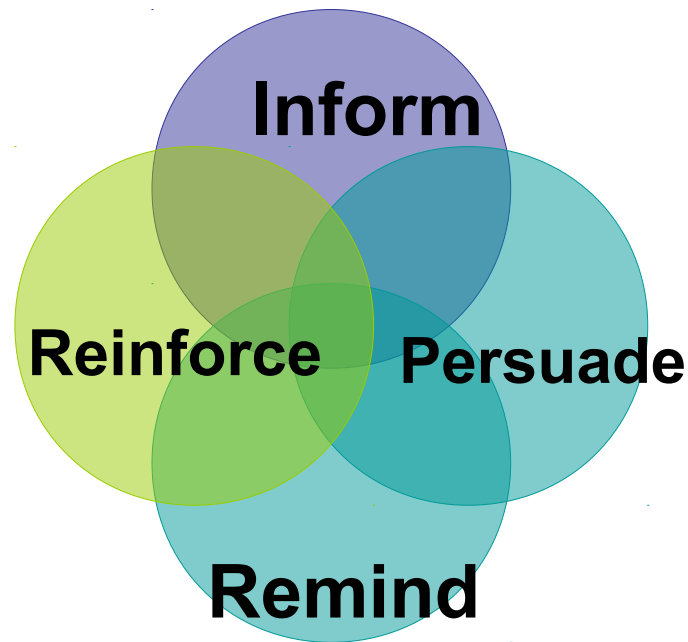
SWISS MADE BY MONTBLANC

IS THAT YOU?



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IMC's aim: PERSUADE WITH TARGETED AUDIENCES TO INFLUENCE ATTITUDES AND BEHAVIOR



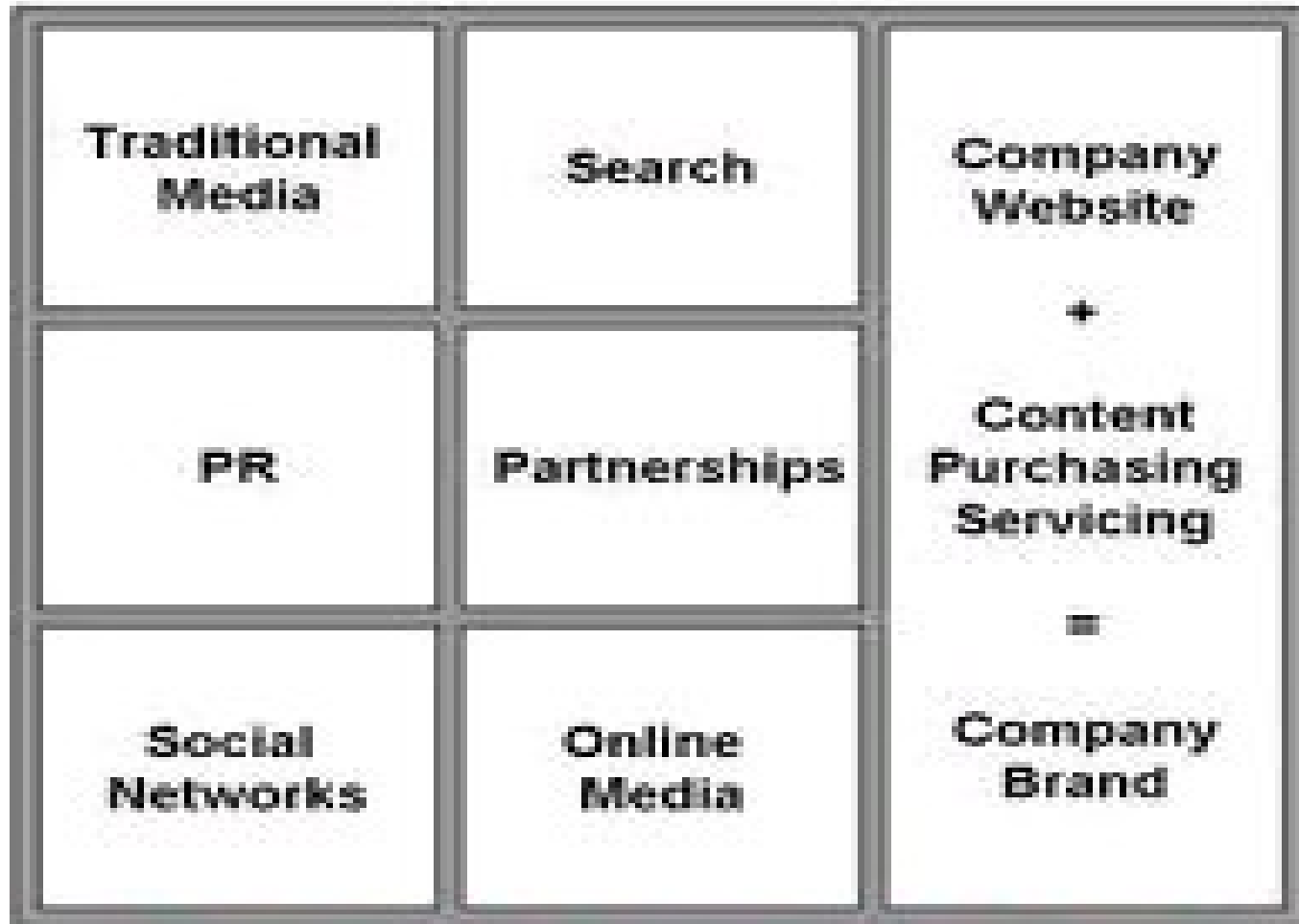
IMC is a management concept designed to make all aspects of marketing communications such as internal, external (advertising, sales promotion, online media, social network, public relations, and direct marketing), horizontal and vertical work together as a unified force, rather than permitting each to work in isolation.

MARKETING COMMUNICATIONS OBJECTIVES

- **Increase Market Penetration**
- **Develop Repeat Purchase Behavior**
- **Establish Customer Relationships**
- **Increase Rate of Consumption**
- **Encourage Product Trial**
- **Stimulate Impulse Buying**
- **Stimulate Demand**
- **Differentiate the Product**
- **Establish a Product Image**
- **Influence Sales Volume**
- **Establish, Modify, or Reinforce Attitudes**
- **Develop Sales Leads**
- **Stimulate Interest**
- **Establish Understanding**
- **Build Support & Acceptance**



Integrated Marketing Model



Trigger → **Access** → **Engage**

The levels of integration such as Horizontal, Vertical, Internal, External and Data integration help to strengthen Integrated Communications.

Horizontal Integration occurs across the marketing mix and across business functions - for example, production, finance, distribution and communications should work together and be conscious that their decisions and actions send messages to customers.

While different departments such as sales, direct mail and advertising can help each other through **Data Integration**. This requires a marketing information system which collects and shares relevant data across different departments

.

Vertical Integration means marketing and communications objectives must support the higher level corporate objectives and corporate missions.

Internal Integration requires internal marketing - keeping all staff informed and motivated about any new developments from new advertisements, to new corporate identities, new service standards, new strategic partners and so on.

External partners such as advertising and PR agencies, channel to work closely together to deliver a single seamless solution - a cohesive message - an integrated message.

Effective Marketing Communications

- *Step 1: Identifying the target audience*
 - Includes assessing the audience's perceptions of the company, product, and competitors' company/product image.
- *Step 2: Cognitive, affective, and behavioral objectives may be set.*
- *Step 3: AIDA model guides message design.*

Communication theory

According to *Source Credibility Theory*, acceptance of the message depends on:

'Expertness' and Trustworthiness' of the source.

Expertness is defined as the perceived ability of the source to make valid assertions.

Trustworthiness is defined as the perceived willingness of the source to make valid assertions.

Target Audience acceptance increases with the expertness of the source and the ability of the audience to evaluate the product.

According to *Source Attractiveness Theory*, which is based on social psychological research, the acceptance of the message depends on:

Familiarity, Likeability & Similarity:

1. Familiarity is the audience's knowledge of the source through exposure.
2. Likeability is the affection for the source's physical appearance and behavior .
3. Similarity is the resemblance between source and receiver.

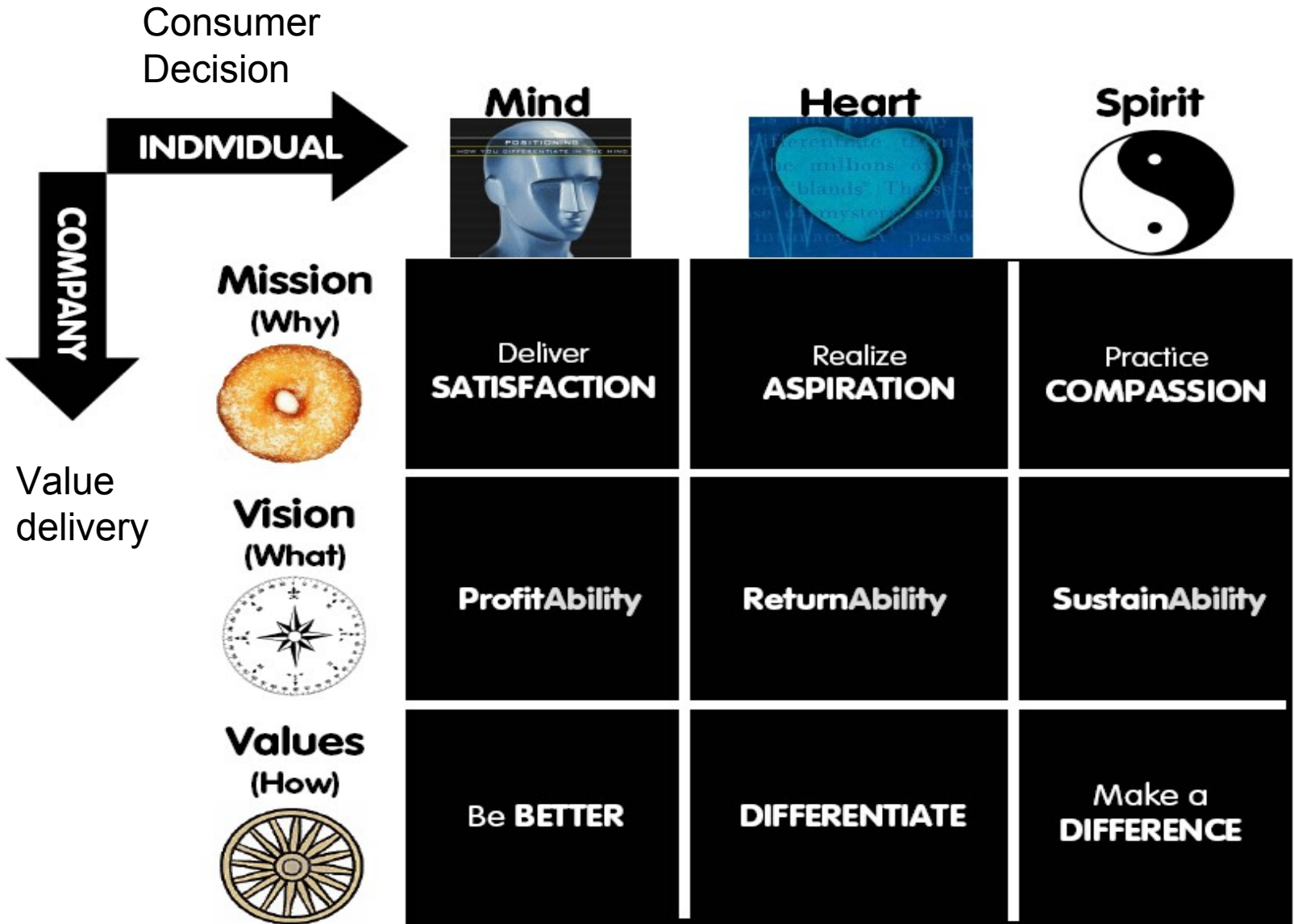
This theory explains the message acceptance in two ways:
Identification and Conditioning.

Identification is when the target audience begins to identify with the source's attractiveness, and hence tends to accept his opinions, beliefs, habits, attitudes etc.

Conditioning is when the attractiveness of the source is supposed to pass on to the brand after regular association of the source with the brand.

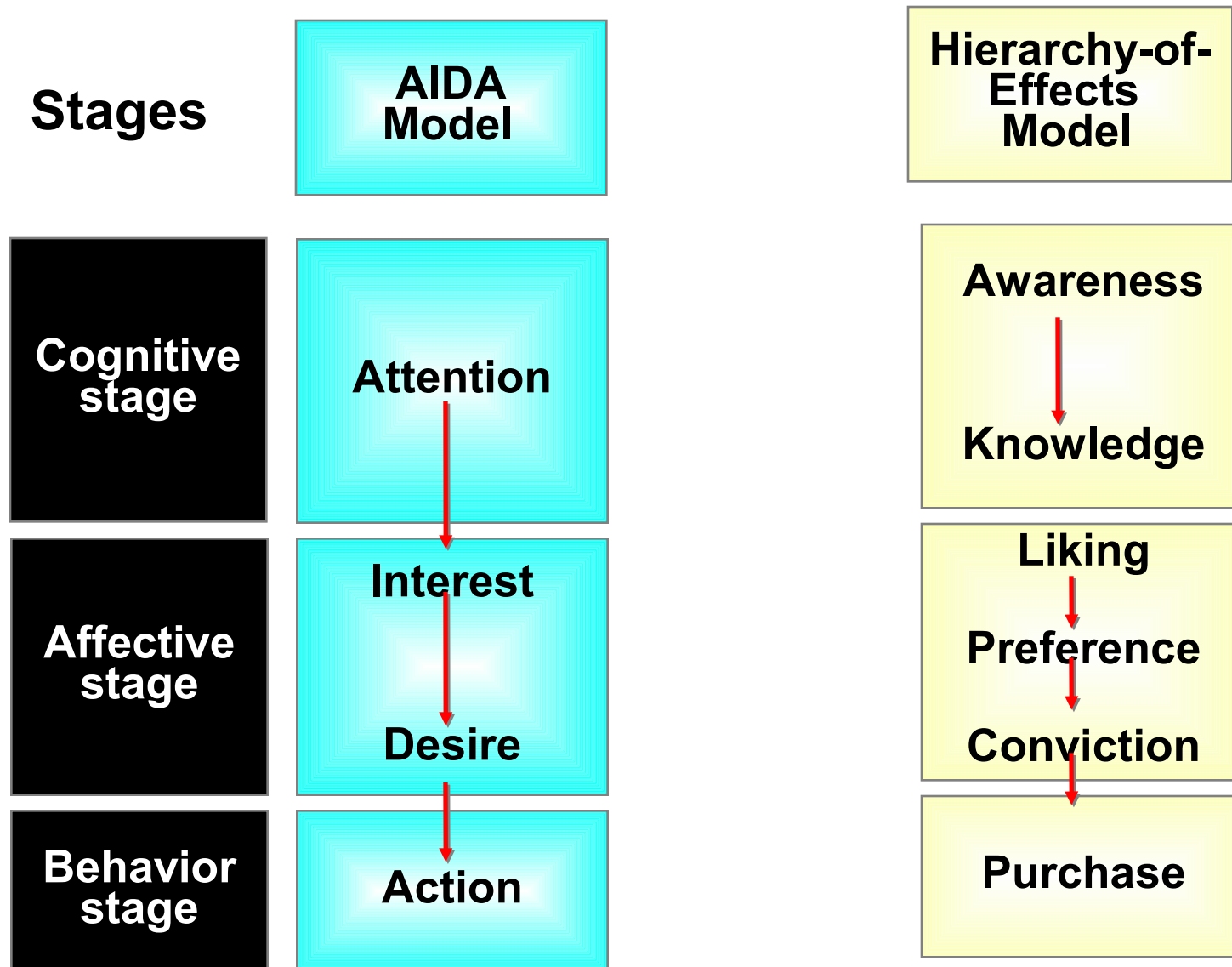
Brand communication strategy
without
having Consumer insight is
Like
winking at a pretty girl in dark.

**“Ogilvy & Mather India” (O&M), India’s
largest advertising agency**

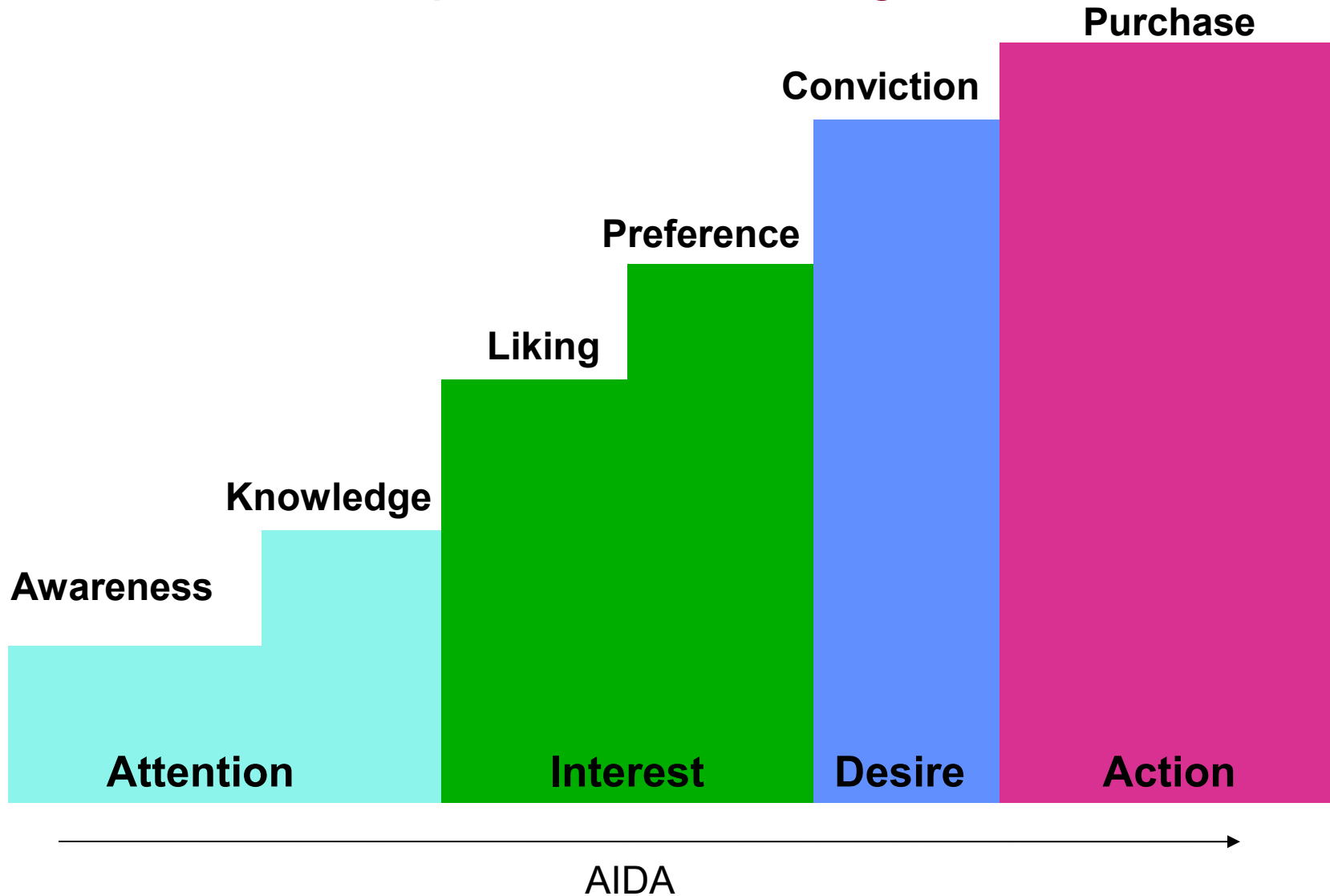


Values-based Matrix

Persuasive communication models to shift the attitude



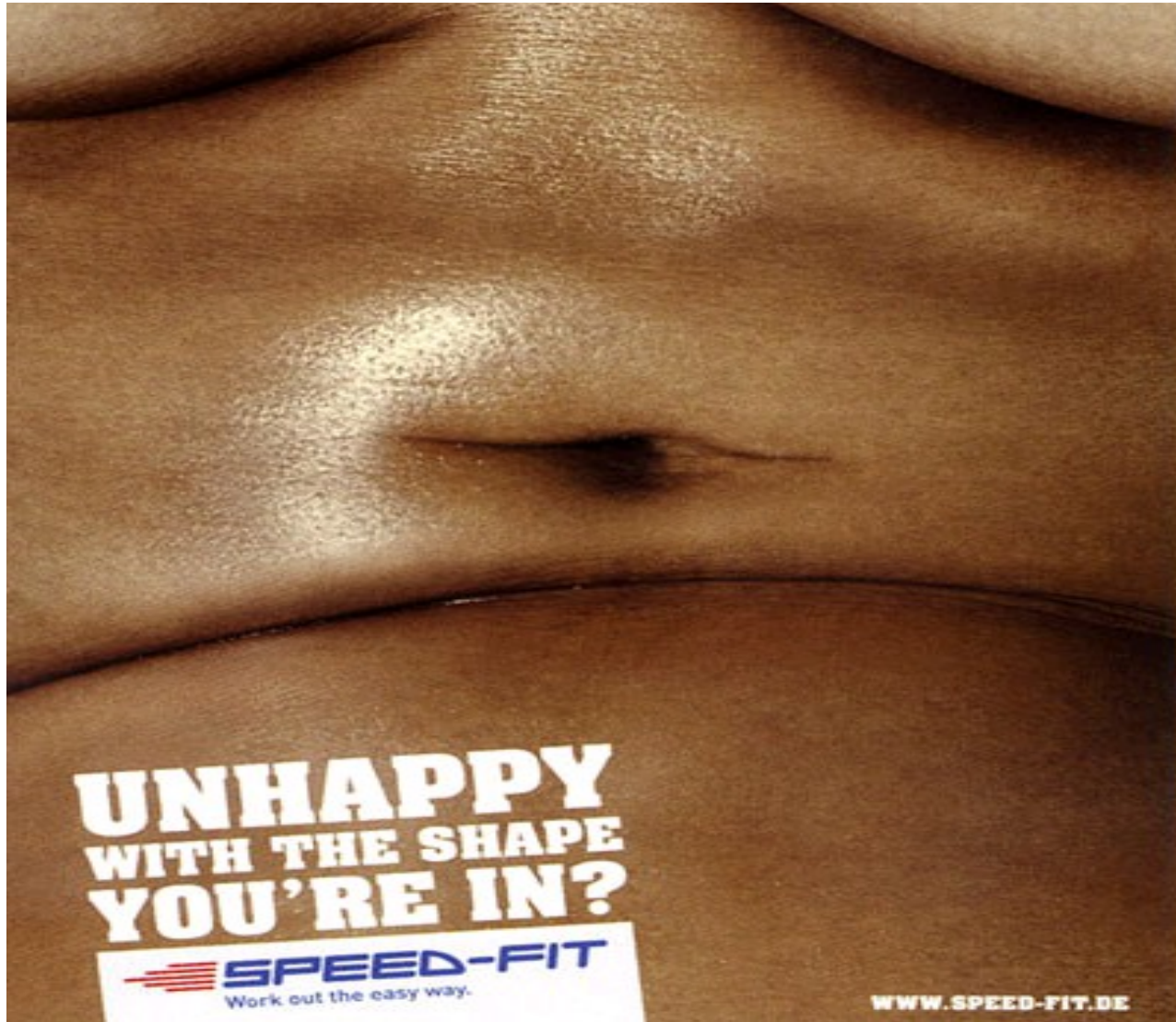
AIDA and Hierarchy of Effects to persuade the target audience

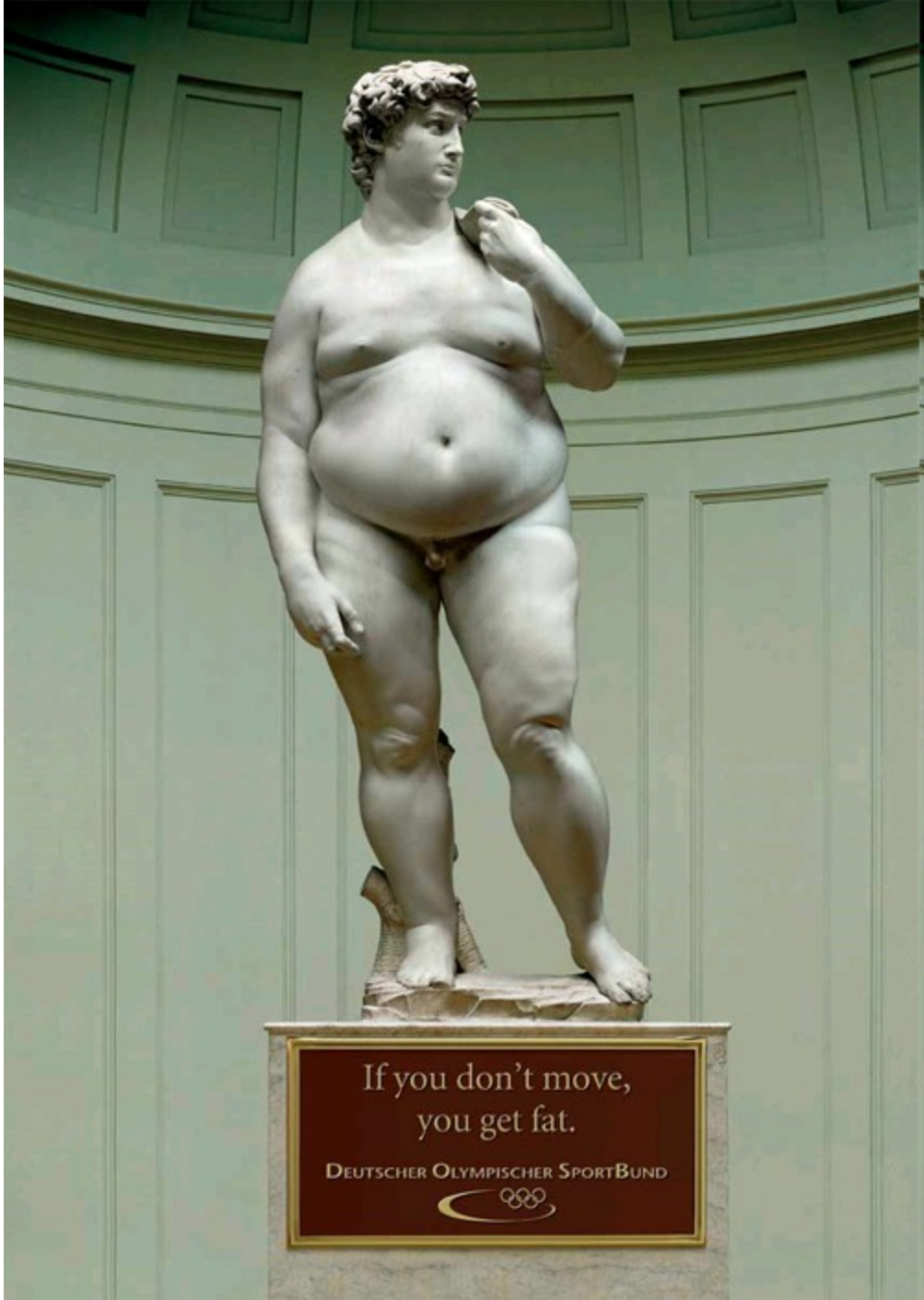


Foote, Cone & Belding Grid for effective communication strategy

	Thinking	Feeling
High Involvement	1 Informative <i>Strategy</i>	2 Affective <i>Emotional</i> <i>appeal</i>
Low Involvement	3 Habit Formation <i>Consumer</i> <i>Conditioning</i>	4 Self- ego Satisfaction

Best Print Ads January 2012





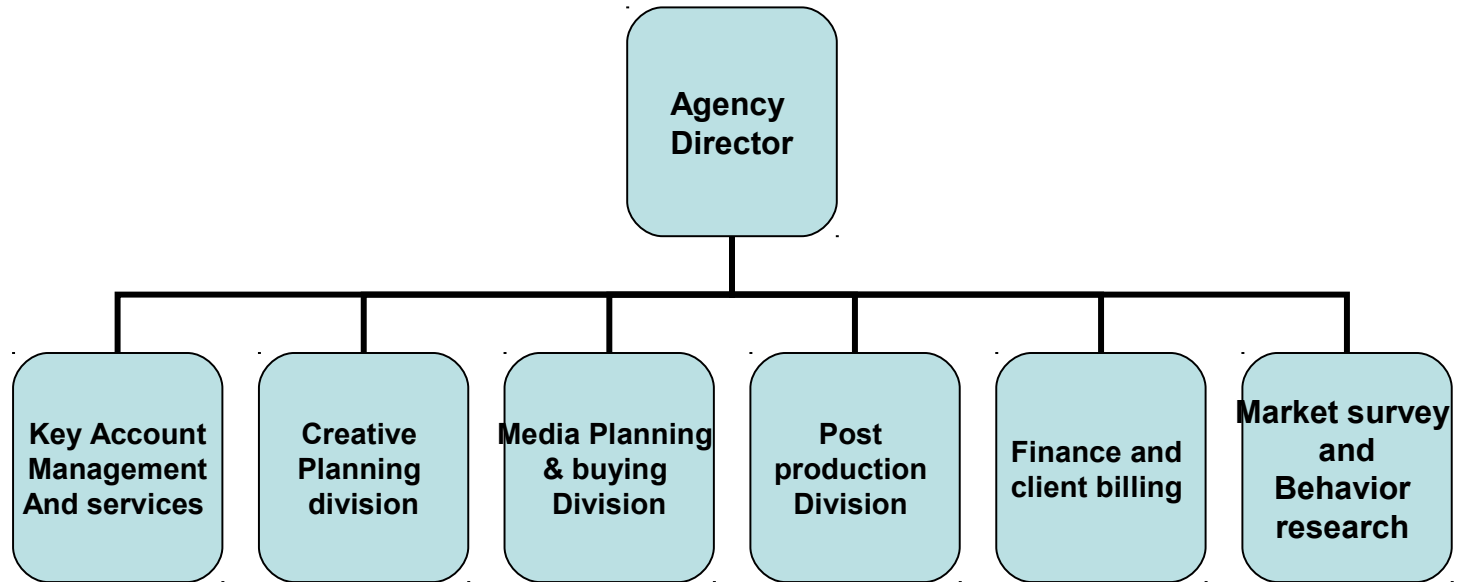
If you don't move,
you get fat.

DEUTSCHER OLYMPISCHER SPORTBUND





Media Agency's organization structure



IMC Plan

- An IMC plan outlines all the advertising or marketing communication activities.
- Usually done on an annual basis
- Companies may develop a campaign plan, which is more tightly focused on solving a particular marketing communication problem.
- A campaign plan typically includes a variety of messages carried in different media and sometimes targeted to different audiences.

Regulation of Promotion

Self-Regulation

- Association of Advertising Council

Central Regulation

- Ministry of IB

Steps of IMC Plan

- Situation analysis
- Marketing objectives
- Marketing budget
- Marketing strategies
- Marketing tactics
- Evaluation of performance

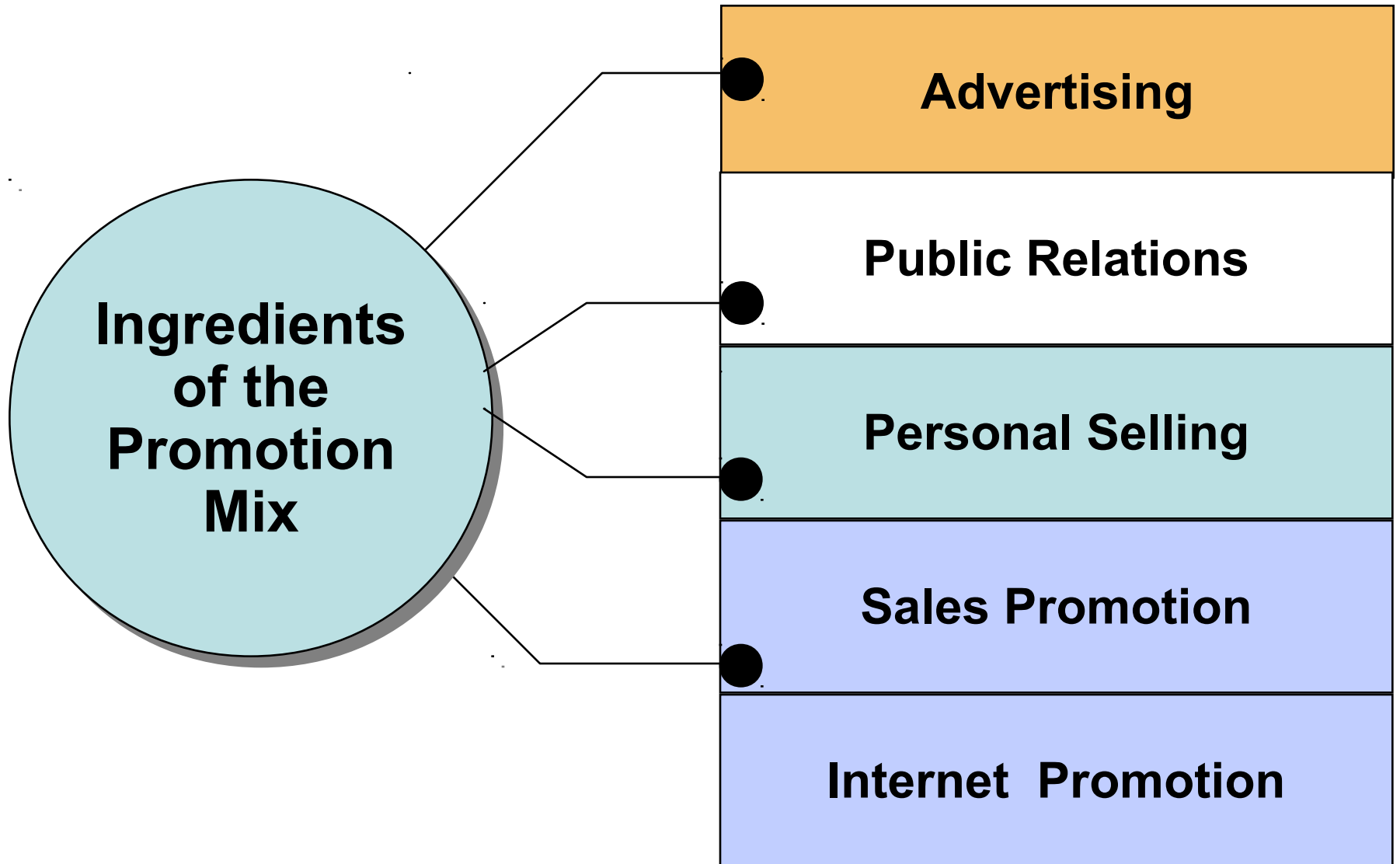
Niche Agencies

- Media shops – Mindshare, Madison, Starcom
- Creative boutiques – Ray and Kesavan
- Event management agencies- Wizcraft
- Sales Promotion agencies
- Direct marketing outfits – Lintas Direct
- PR houses – Genesis
- Research suppliers – MARG, IMRB, Nielsen

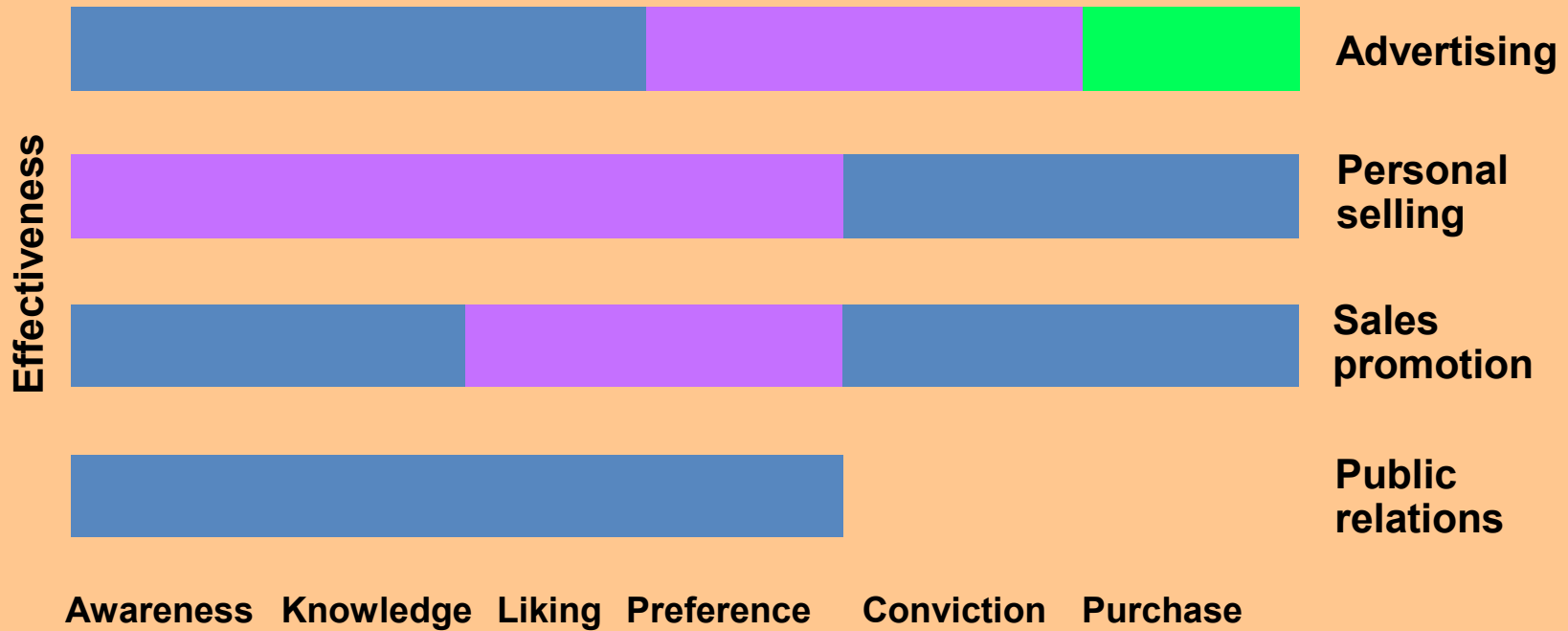
Techniques for Setting Promotion Budgets

- **All - You - Can - Afford**
- **Competitive Parity**
- **Percent of Sales**
- **Market Share**
- **Objective and Task**

Elements of the Promotion Mix

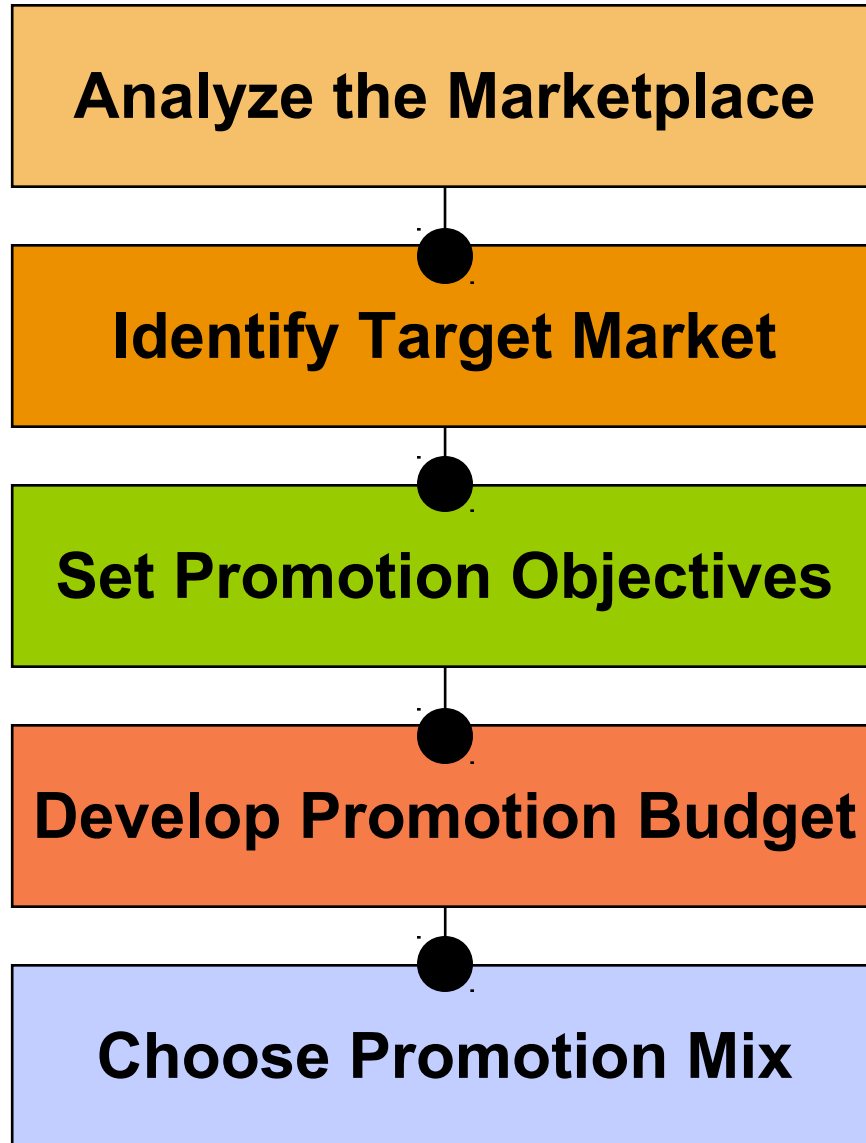


When Elements of Promotion Are Most Useful



- Very effective
- Somewhat effective
- Either not effective or inefficient

Creating a Promotion Plan



Criteria for Setting Promotion Objectives

Promotion objectives should:

be measurable, concrete

be based on sound research, with a well-defined target audience

be realistic

reinforce the overall marketing plan and relate to specific marketing objectives

Examples of Promotion Objectives



Objective: To Inform (Awareness)

To increase the top-of-mind awareness level for Peter Pan peanut butter from 16 percent to 24 percent

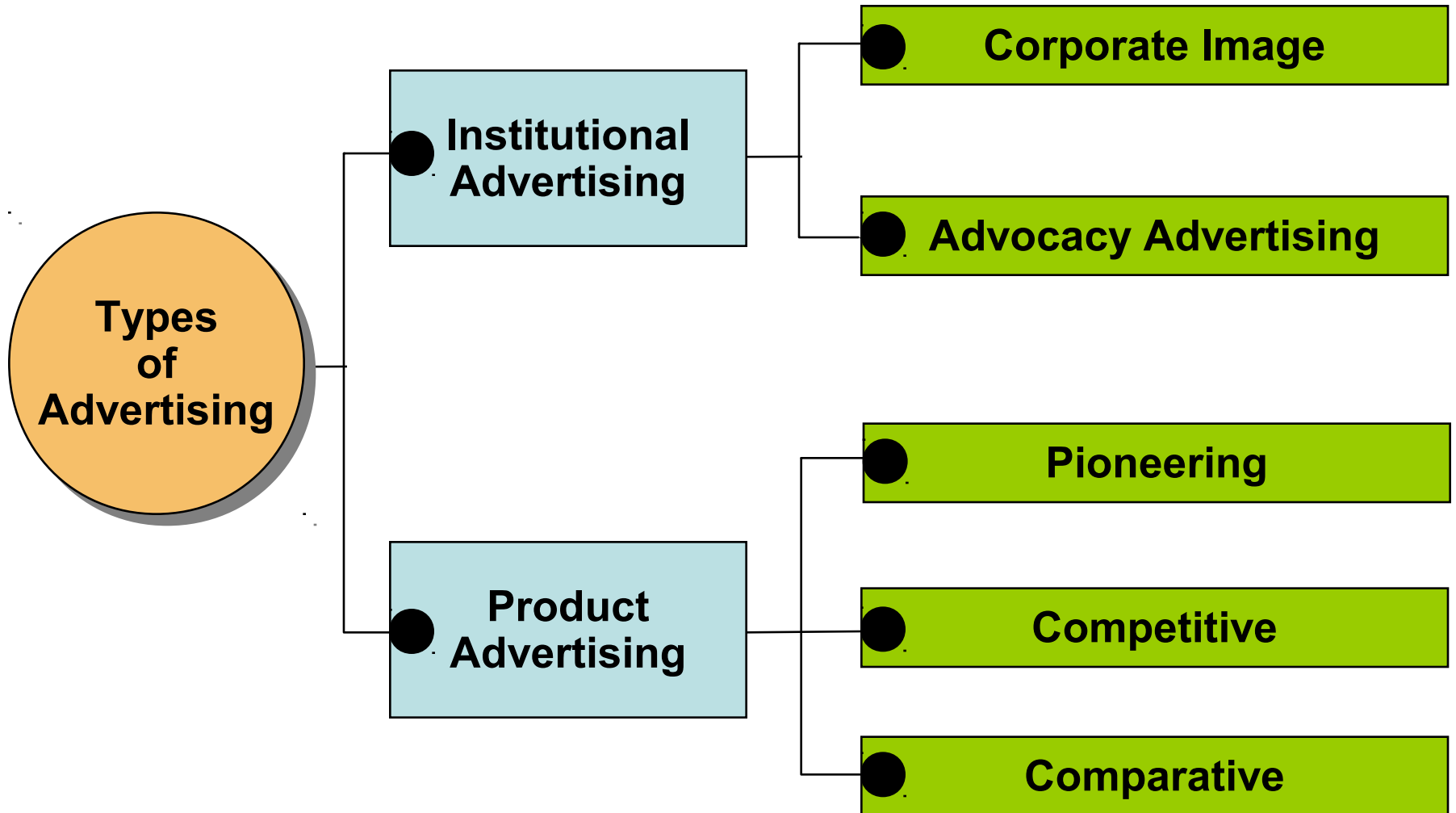
Objective: To Persuade (Attitudinal)

To increase the percentage of parents who feel that Peter Pan peanut butter is the best peanut butter for their children from 22 percent to 35 percent

Objective: To Remind

To remind consumers that Peter Pan peanut butter is the creamiest peanut butter and is available at their nearest grocery and convenience stores

Major Types of Advertising



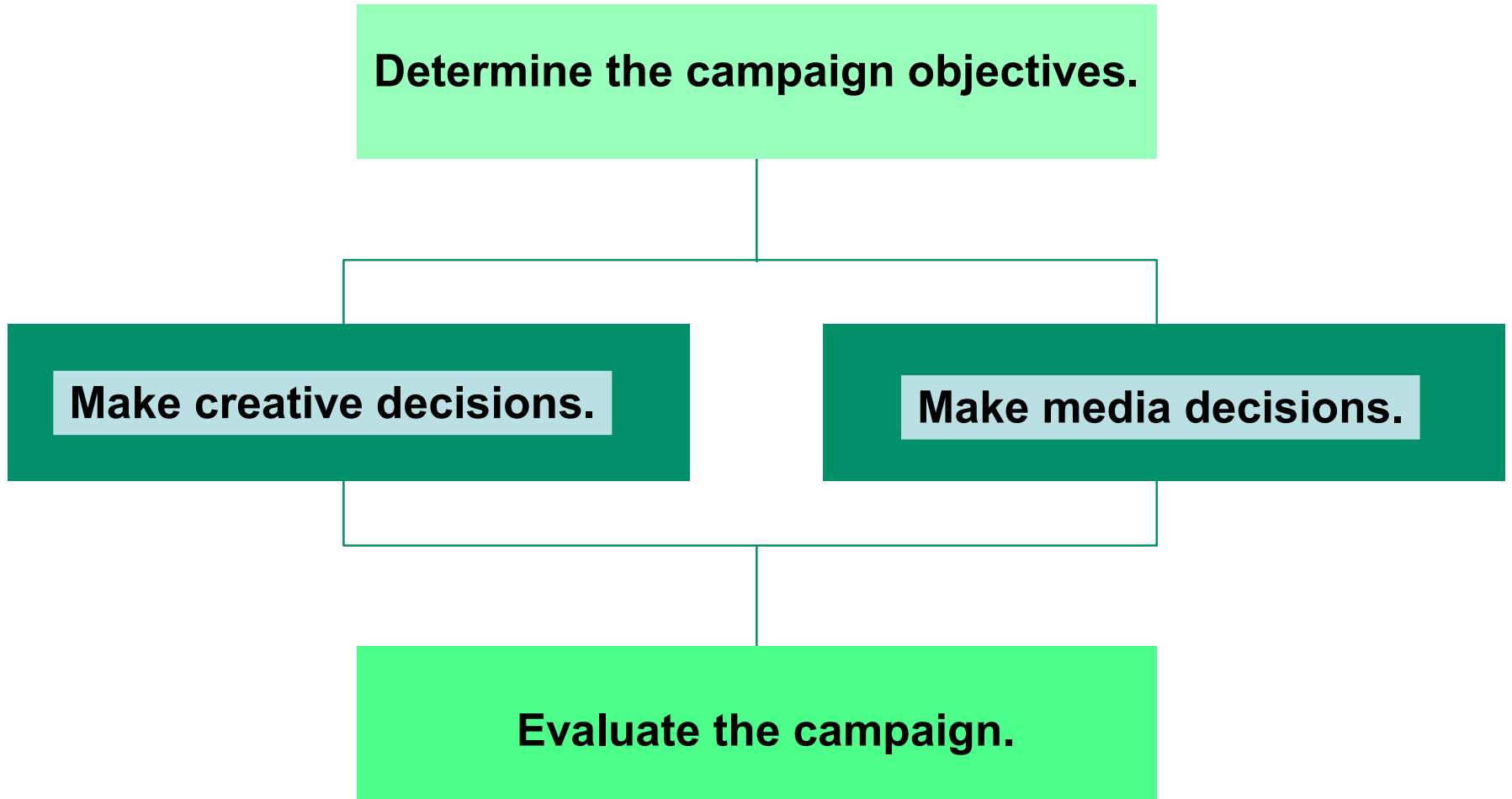
Advertising Campaign Decision Process

Determine the campaign objectives.

Make creative decisions.

Make media decisions.

Evaluate the campaign.



Common Advertising Appeals

Profit	Save money, keep from losing money
Health	Body-conscious, healthy
Love or Romance	Sell cosmetics and perfumes
Fear	Social embarrassment, growing old, losing health, power
Admiration	Celebrity endorsement effective
Convenience	Fast-food and microwave products
Fun and Pleasure	Vacations, beer, amusement parks
Vanity and Egotism	Expensive, conspicuous items

Methods Used to Evaluate Advertising Campaigns

Pretests

Examples:

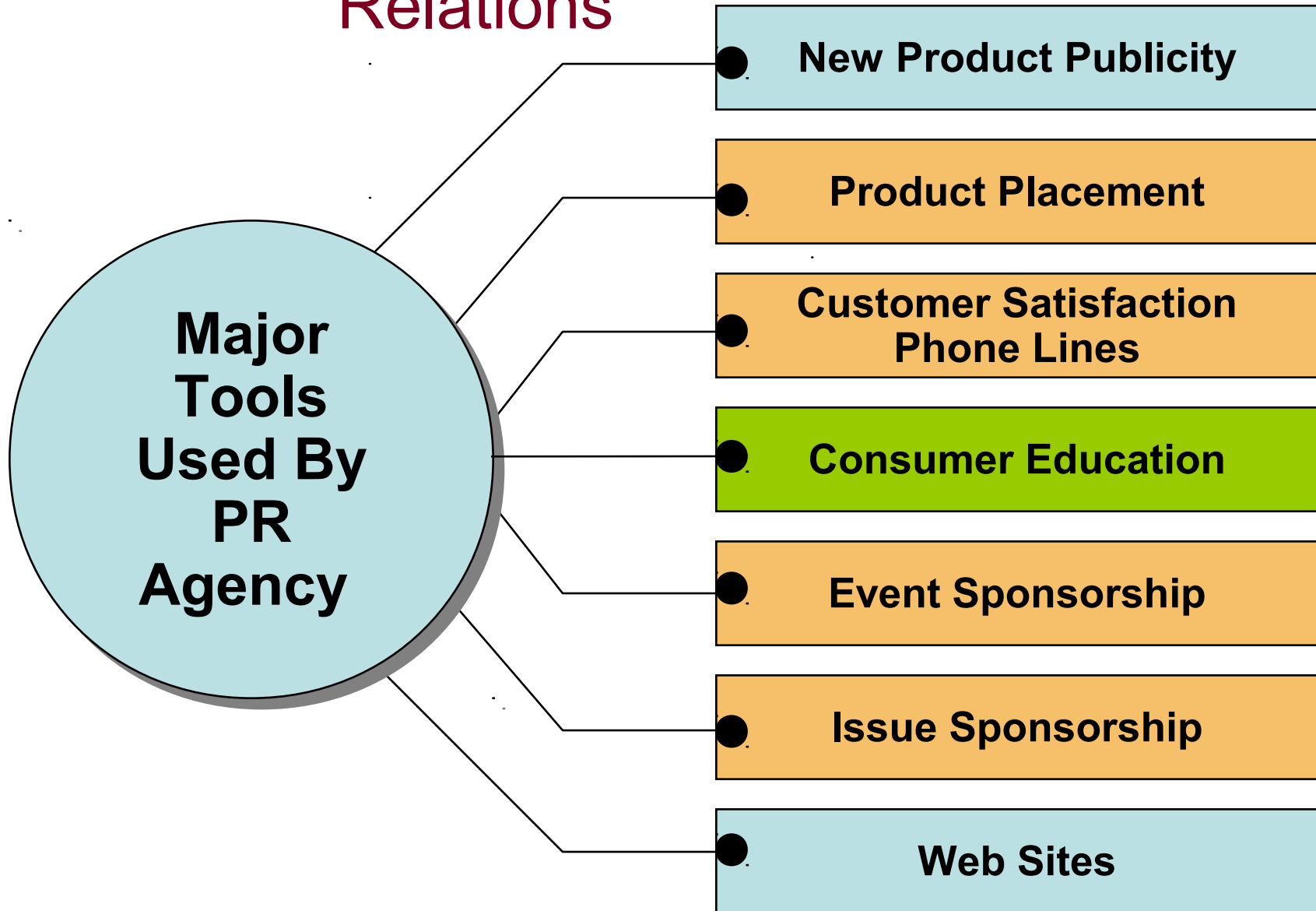
- **Consumer jury tests**
- **Portfolio or unfinished rough tests**
- **Physiological tests**

Post-tests

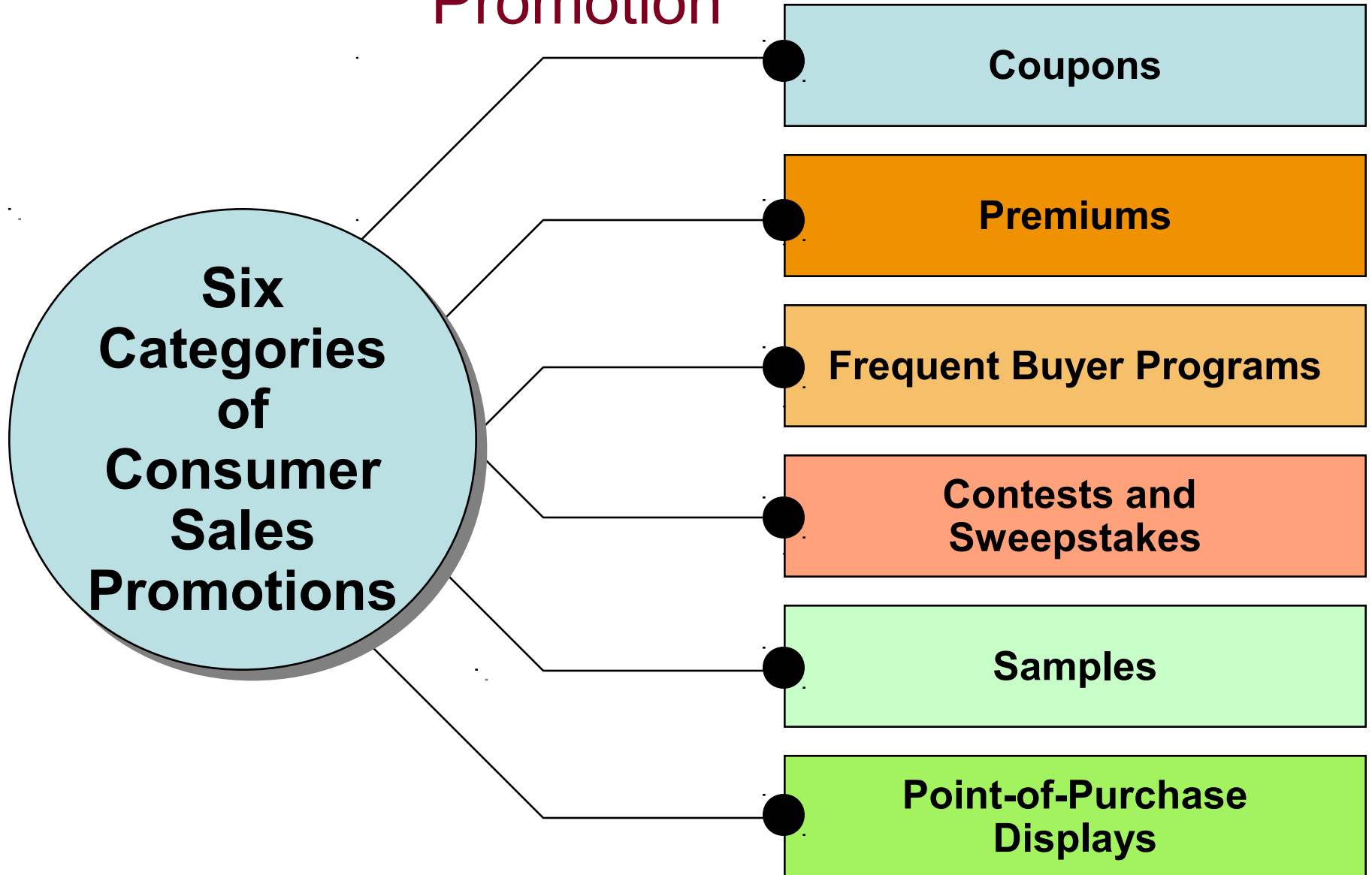
Examples:

- **Recognition tests**
- **Recall tests**
- **Attitude measures**
- **Audience size measurement**

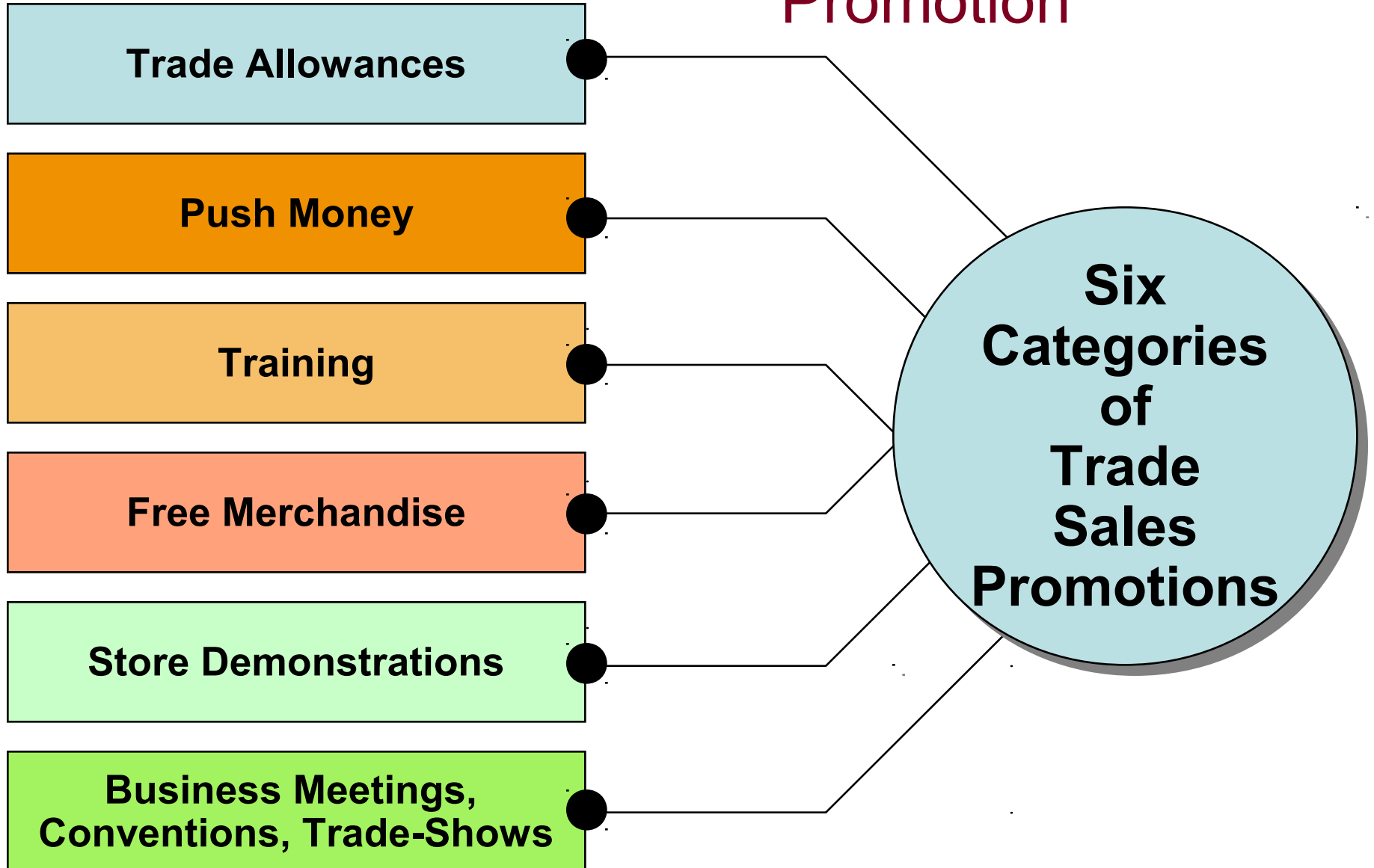
The Tools of Public Relations



Tools for Consumer Sales Promotion



Tools for Trade Sales Promotion



Advertising Versus Personal Selling

Personal Selling is more important if...

The product has a high value.

It is a custom-made product.

There are few customers.

The product is technically complex.

Customers are geographically concentrated.

Advertising/Sales Promotion is more important if...

The product has a low value.

It is a standardized product.

There are many customers.

The product is simple to understand.

Customers are geographically dispersed.