

Integrated Marketing Communications

How can you Communicate with Potential Customers?

The Promotional Mix:

- Advertising
- Direct Marketing
- Public Relations
- Publicity
- Sales Promotion
- Internet Marketing
- Event Marketing
- Personal Selling

Why Advertise?

- Create **Awareness** for a product/brand
- Create an **image and position** a product
- **Inform**
 - communicate information
- **Persuade**
 - get consumers to try a new product or brand
- **Remind**
- **Differentiate** a brand
 - build value, brand preference and loyalty
- Trade Advertising to **stimulate distribution**




HotJobs.com




FRIDGE-N-FREEZER FLO-THRU FRESHENER™
NEW! FROM ARM & HAMMER® BAKING SODA

Exposure there!  Baking Soda



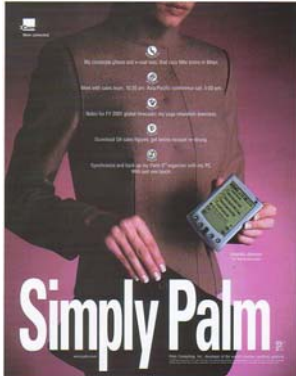
- ◆ The new Blue Box has perforated front and back panels that expose twice the baking soda for maximum deodorization.
- ◆ The unique patented design with Flo-thru vents absorbs and locks in odors to keep foods tasting fresh longer.
- ◆ The cloth filter keeps baking soda from spilling.



FEATURE AND DISPLAY THE NEW "FLO-THRU" BOX IN TIME FOR
"CHANGE THE BOX WITH THE CLOCKS" CAMPAIGN.

Source: Courtesy Church & Design Co., Inc.





Simply Palm

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1 We've been on a roll for 67 years.




2 So we've popped up with another big idea. It's an ingenious dispensing system that pops up strips of tape - pre-cut, one at a time, right into your hand. Scotch® Pop-up Tape Strips make gift wrapping easier, especially when you've got your hands full. We're making tape even more handy, because we make the leap from need to...




3M Innovation

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Apple iMac



Yum.



Think different.

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No Fear



dario chapiro 1999 world champion



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No Fear



Cadillac DeVille

The All-New DeVille DTJ



Who do Promotional Programs Target?

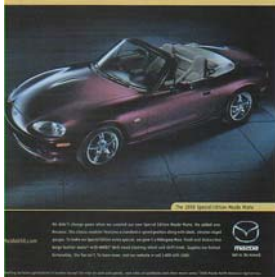
- Consumers
- Trade
- Employees
- Policy Makers

IMC – Integrated Marketing Communications

- Integrated series of ads and promotions that communicate a central theme or idea
 - Might include advertising, direct response, sales promotion, PR, internet advertising, etc.
- Your goal is a consistent and unified image
- Results in maximum impact

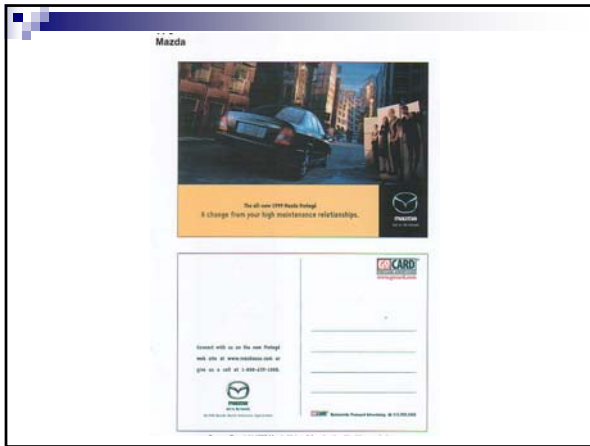
sda

The 8-speed transmission is manual.
The attraction is automatic.



Mazda





Why the move to IMC?

- Consumers are harder to reach
- Fragmented media
- Database marketing is growing
- Internet is growing
- Marketing spending is shifting from advertising to sales promotion
- Scanner data gives more info on effectiveness of media and sales promotion
- Marketers want accountability

IMC Planning Model

- **Review of the Marketing Plan**
- **Situational Analysis of Promotional Programs**
 - Analyze opportunities in the market
 - Competitive analysis (look at spending, creative strategies, and media strategies) to identify competitive advantage
 - Market Segmentation
 - Target Marketing
 - Positioning

IMC Planning (cont.)

- **Analyze the Communications Process**
 - Goals and objectives, audience response, source, message, and channel
- **Budgeting**
- **Develop IMC Program for each element of the Promotional Mix**
 - Set objectives, develop message and media strategy
- **Monitor, Evaluate, Control of IMC Program**
 - Evaluate results and effectiveness of strategies and adjust strategies