

**INTEGRATED  
MARKETING  
COMMUNICATIONS  
STRATEGY**

Marketing



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## **PRINCIPLES OF MARKETING GLOBAL EDITION**

**Kotler and Armstrong**

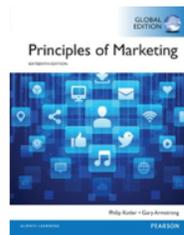
**Chapter 14:**

**Engaging Customers and  
Communicating Customer  
Value**

**&**

**Chapter 17:**

**Direct, Online, Social  
Media, and Mobile  
Marketing**









A company's total **promotion mix**—also called its **marketing communications mix**-- consists of the specific blend of advertising, public relations, personal selling, sales promotion, and direct marketing tools that the company uses to engage consumers, persuasively communicate customer value, and build customer relationships.



## THE PROMOTION MIX

Advertising is any paid form of nonpersonal presentation and promotion of ideas, goods, or services by an identified sponsor.

- Broadcast
- Print
- Online
- Mobile
- Outdoor



**Advertising** refers to any paid form of nonpersonal presentation and promotion of ideas, goods, or services by an identified sponsor. Advertising includes broadcast, print, online, mobile, outdoor, and other forms.

**Advertising** can be traced back to the very beginnings of recorded history. Archaeologists working in countries around the Mediterranean Sea have dug up signs announcing various events and offers. The Romans painted walls to announce gladiator fights and the Phoenicians painted pictures on large rocks to promote their wares along parade routes. During the golden age in Greece, town criers announced the sale of cattle, crafted items, and even cosmetics.

An early "singing commercial" went as follows: "For eyes that are shining, for cheeks like the dawn / For beauty that lasts after girlhood is gone / For prices in reason, the woman who knows / Will buy her cosmetics from Aesclyptos."







### HASHEESH CANDY.

A most wonderful Medicinal Agent for the cure of Nervousness, Weakness, Melancholy, Confusion of thoughts, etc. A pleasurable and harmless stimulant. Under its influence all classes seem to gather new inspiration and energy.

Price, 25c. and \$1 per box. Beware of imitations. Imported only by the Guojah-Wallah Company, 416 Broadway.  
On sale by druggists generally.

### BAYER Pharmaceutical Products

## HEROIN—HYDROCHLORIDE

is pre-eminently adapted for the manufacture of cough elixirs, cough balsams, cough drops, cough lozenges, and cough medicines of any kind. Price in 1 oz. packages, \$4.85 per ounce; less in larger quantities. The efficient dose being very small (1-48 to 1-24 gr.), it is

**FREEK**

These

feeling  
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othine  
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strength  
it might  
was the  
hile the  
seldom  
pletely  
pleasant.  
lity, see  
f it falls

There's no longer the dull  
feeling inherent of your teeth  
—aching, strengthless, grainy  
—more these honeyey spools.  
Simply get an ounce of Othine  
drip on Abnormal teeth and  
of bright and burning and so  
and back over the usual. Don't  
is dangerous, while the light  
resistant variety. It is with  
that an ounce is needed to see  
the above and again is needed.  
Be sure to ask for double as  
no time to wait under general  
back if it fails to remove you

OF 85 SAMPLES OF SEWING MACHINES OF ALL KINDS...  
The Celebrated Common Sense  
**Family Sewing Machine!**

Simple, Reliable, Compact, Easy to Operate!



**NESTLÉ'S**  
SWISS  
**MILK**



*Rich in Cream*

CURE FOR  
HEADACHES  
AND  
MIGRAINES

EFFERVESCENT  
**BRAIN**  
SALT

PREPARED BY  
**F. W. WRIGHT & SONS**  
LONDON



VICTORIAN TIMES



## LADIES

If you desire a transparent, CLEAR, FRESH complexion, free from blotch, blemish, roughness, coarseness, redness, freckles, or pimples, use

**DR. CAMPBELL'S**

**SAFE ARSENIC COMPLEXION WAFERS**

—AND—

**Fould's Medicated Arsenic Complexion Soap.**

The only real true beautifiers in the world. *Warranted to give satisfaction* in every case or money refunded. Wafers by mail, \$1; six large boxes, \$5. Soap, per cake, 50 cents.

Address, H. B. FOULD, 214 Sixth Avenue, New York.

**SOLD BY DRUGGISTS EVERYWHERE.**

**TWENTY YEARS' SUCCESS.**—The only really certain means of growing a beard hitherto discovered is the use of Professor Molevi's

## BEARD GENERATOR



Before use.

Success guaranteed after four to six weeks' use, even by young men not above seventeen years of age. Perfectly harmless for the skin. A 5s. bottle, or double-sized 8s. bottle, sent directly on receipt of P.O.O. or stamps for the amount. Only to be had genuine of GIOVANNI BORGHI, Manufacturer of Eau-de-Cologne and Perfumery, Cologne-on-the-Rhine, Ge



After

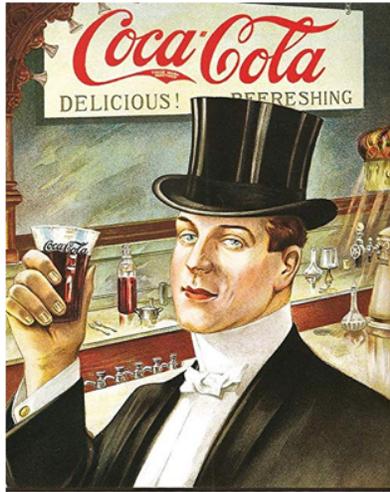
Cologne and Perfumery, Cologne-on-the-Rhine, Ge



1886 —  
COCA-COLA







**HERE'S HOW!**

To relieve fatigue, become refreshed either before or after the exhausting whirl of a social evening. The slightly tonic effect of Coca Cola relieves fatigue and calms overwrought nerves without undue stimulation. It is genuinely good to the taste and aids digestion.

5c SOLD EVERYWHERE 5c

Refresh yourself



Getting together with old friends is always a pleasure and there's no better way to exchange greetings than over a bottle of delicious, ice-cold Coke. Its life and sparkle add to any occasion—bring refreshment wherever you go.

*These Moments Savor Them*

THE BRAND STORYTELLING  
GENIUS OF THE COCA-  
COLA SANTA



**SPORTING GOODS**

**New Kodak Cameras.**  
*"You press the button, we do the rest."*  
THE YOU CAN DO IT YOURSELF.  
**Seven New Styles and Sizes**  
ALL LOADED WITH  
**Transparent Films.**

For Sale by all Photo, Stock Dealers.  
**THE EASTMAN COMPANY, Rochester, N. Y.** Send for





WORLD WAR I

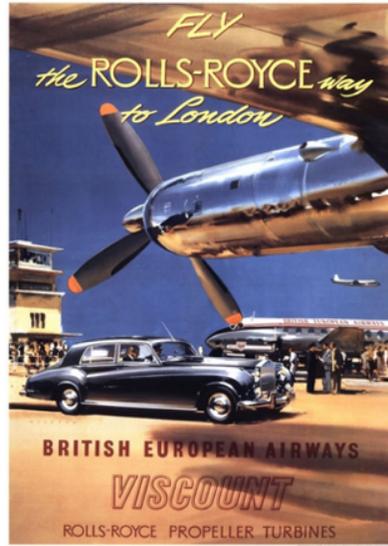


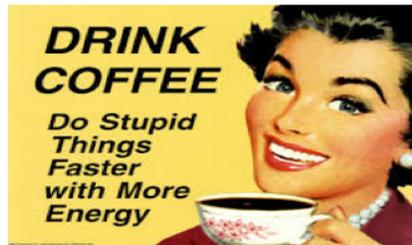
1920

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1950





*Has MILD been a cigarette to you?*

Not one single case of throat irritation due to smoking

**Camels**

My career depends on my voice. I smoke only mild Camels - the cigarettes that agree with my throat!

*Gene Markey*

MORE DOCTORS SAY MORE CAMELS than any other cigarette!

Make your own MILD choice!

**Viceroy**  
FILTER  
the Smoke!

As your Dentist I would recommend **VICEROYS**

show her it's a man's world

Wm. Heines

Welch's

for PURE enjoyment

"Yes, Mrs. America! Peter Pan peanut butter makes the eatingest box lunches!"

Peter Pan

**It's nice to have a girl around the house.**

Though she was a tiger lady, our hero didn't have to fire a shot to floor her. After one look at his Mr. Leggs slacks, she was ready to have him walk all over her. That noble styling sure soothes the savage heart! If you'd like your own doll-to-doll carpeting, hunt up a pair of these he-man Mr. Leggs slacks. Such as our new automatic wash-wear blend of 65% "Dacron"® and 35% rayon—incomparably wrinkle-resistant. About \$12.95 at plush-carpeted stores.

**Dacron** by DuPont

Get yourself a new pair of **Mr. Leggs**

This advert for Mr Leggs trousers reads, 'Though she was a tiger lady, our hero didn't have to fire a shot to floor her. After one look at his Mr Leggs slacks, she was ready to have him walk all over her. That noble styling sure soothes the savage heart! If you'd like your own doll-to-doll carpeting, hunt up a pair of these he-man Mr Leggs slacks such as our new automatic wash-wear blend of 65 per cent Dacron® and 35 per cent rayon incomparably wrinkle-resistant. About \$12.95 at plush-carpeted stores'

# If your husband ever finds out

*you're not "store-testing" for fresher coffee...*

*...if he discovers you've  
still taking chances  
on getting flat, stale coffee  
...we be unto you!*

*For today  
there's a sure  
and certain way  
to test for freshness  
before you buy*



© Chase & Sanborn Coffee



## Photographer Reverses Gender Roles In Sexist Vintage Ads, And Some Men Will Not Like The Result



MODERN

IT JUST TASTES BETTER 



**IT'LL BLOW YOUR MIND AWAY**



**\$6.25 MEAL**

**BK SUPER SEVEN INCHER**

To your taste is everything, but you can't disagree with the fact that BK'S SUPER SEVEN INCHER™, made to order with 100% beef, is the most satisfying burger you'll ever eat. With a double beef patty, topped with melted cheese, mayo, onion and pickles. It's Back to Back. Back Home.

**TRAORDIN**



**UNIVERSA**

**UNIVERSA**

**ALL BEDS**

**SUPREME DELUXE QUEEN ENSEMBLE**

**SAVE \$150**

~~WAS \$1099~~  
**NOW \$769**

**SUPREME QUEEN BED ENSEMBLE**

**SAVE \$134**

~~WAS \$449~~  
**NOW \$315**

**SUPREME SINGLE ENSEMBLE**

**SAVE \$200**

~~WAS \$549~~  
**NOW \$380**

**SUPER STIMULUS PACKAGE SALE**

**SHIPPED & LIMITED TIME ONLY!**



**HEINZ TOMATO KETCHUP**

**No one grows Ketchup like Heinz**





<https://youtu.be/ITyeI3YyYw8>

## The Promotion Mix

**Sales promotion** is a short-term incentive to encourage the purchase or sale of a product or service.

- Discounts
- Coupons
- Displays
- Demonstrations



*What sales promotions  
have you seen in the  
last two months?*

### Discussion Question

*What sales promotions have you seen in the last two months?*

Students will often mention similar coupon books, fast food contests, and demonstrations in stores.

McDonald's Canada

October 15, 2010

**FIND GAME STAMPS ON:**

**EAT TO PLAY. PLAY TO WIN\***

**MONOPOLY**

**1 in 6 CHANCES TO WIN\***

HERE'S A FREE GAME™ TO GET YOU GOING

VISIT [PlayWith.us](http://PlayWith.us) TO ENTER

\*See website for details. Offer valid in participating territories. Offer ends 10/31/10. © 2010 McDonald's. All rights reserved.

**sale**

**TUESDAY 27th DECEMBER**

**5.00AM to 9.00PM**

**MANY ITEMS**

**mid season madness**  
today only:

**15%**  
**off everything**

**Dabur Glucose-D**

**33% FREE**

**DISCOUNTS  
COUPONS**

**SHOES.  
BUY ONE  
GET ONE  
FREE!**

search: 0: ghd005

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**DISPLAYS**



## DEMONSTRATIONS



SOCIALLY RESPONSIBLE MARKETING COMMUNICATION

Advertising and Sales Promotion

- Communicate openly and honestly with consumers and resellers
- Avoid deceptive or false advertising
- Avoid bait-and-switch advertising
- Conform to all federal, state, and local regulations



### **Socially Responsible Marketing Communication**

In shaping its promotion mix, a company must be aware of the many legal and ethical issues surrounding marketing communications. Abuses may occur, so public policy makers have developed a substantial body of laws and regulations to govern advertising, sales promotion, personal selling, and direct marketing. We will discuss unethical and illegal issues regarding advertising and sales promotion on this slide and personal selling on the next.

#### **Advertising and Sales Promotion**

By law, companies must avoid false or deceptive advertising. Advertisers must not make false claims, such as suggesting that a product cures something when it does not. They must avoid ads that have the capacity to deceive, even though no one actually may be deceived.

Sellers must avoid bait-and-switch advertising that attracts buyers under false pretenses. For example, a large retailer advertised a sewing machine at \$179. However, when consumers tried to buy the advertised machine, the seller downplayed its features, placed faulty machines on showroom floors, understated the machine's performance, and took other actions in an attempt to switch buyers to a more expensive machine.

A company's trade promotion activities also are closely regulated. For example, under the Robinson-Patman Act, sellers cannot favor certain customers through their use of trade promotions. They must make promotional allowances and services available to all resellers on proportionately equal terms.

## THE PROMOTION MIX

**Personal selling** is the personal interaction by the firm's sales force for the purpose of engaging customers, making sales, and building customer relationships.



**Personal selling includes:**

Sales presentations  
Trade shows  
Incentive programs

## Personal selling includes:

Sales presentations

Trade shows

Incentive programs

## Personal selling + / -

### Advantages

High customer attention  
Message is customised  
Interactivity  
Persuasive impact  
Potential for development of relationship  
Adaptable  
Opportunity to close the sale

### Disadvantages

High cost  
Labour intensive  
Expensive  
Can only reach a limited number of customers

tutor2u

The slide features a blue vertical bar on the left with the text 'SOCIALLY RESPONSIBLE MARKETING COMMUNICATION'. To the right, a blue rounded rectangle contains the title 'Personal Selling'. Below this, a bulleted list of four ethical guidelines is presented. A small number '14-41' is located in the bottom right corner of the slide's border.

**SOCIALLY RESPONSIBLE MARKETING COMMUNICATION**

**Personal Selling**

- Follow rules of “fair competition”
- Do not offer bribes
- Do not attempt to obtain competitors’ trade secrets
- Do not disparage competitors or their products

14-41

### Personal Selling

Most states have enacted deceptive sales acts that spell out what is not allowed. For example, salespeople may not lie to consumers or mislead them about the advantages of buying a particular product. To avoid bait-and-switch practices, salespeople’s statements must match advertising claims.

Different rules apply to consumers who are called on at home or who buy at a location that is not the seller’s permanent place of business versus those who go to a store in search of a product. Because people who are called on may be taken by surprise and may be especially vulnerable to high-pressure selling techniques, the Federal Trade Commission (FTC) has adopted a **three-day cooling-off rule** to give special protection to customers who are not seeking products.

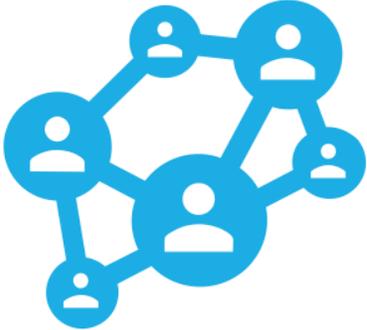
Under this rule, customers who agree in their own homes, workplace, dormitory, or facilities rented by the seller on a temporary basis—such as hotel rooms, convention centers, and restaurants—to buy something costing more than \$25 have 72 hours in which to cancel a contract or return merchandise and get their money back—no questions asked.

Much personal selling involves business-to-business trade. In selling to businesses, salespeople may not offer bribes to purchasing agents or others who can influence a sale. They may not obtain or use technical or trade secrets of competitors through bribery or industrial espionage. Finally, salespeople must not disparage competitors or competing products by suggesting things that are not true.

**THE PROMOTION MIX**

**Public relations** involves building good relations with the company's various publics by obtaining favorable publicity, building up a good corporate image, and handling or heading off unfavorable rumors, stories, and events.

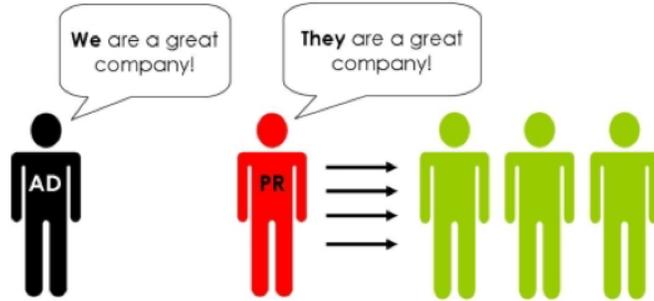
Examples of **public relations** include press releases, sponsorships, events and Web pages.



<https://www.youtube.com/watch?v=UCiK5-R2c0I>  
<https://www.youtube.com/watch?v=IEw9MT0Y50s>

Examples of **public relations** include press releases, sponsorships, events and Web pages.

## Advertising vs. Public Relations



Source: John Moore, Brand Autopsy

© Mark Smiciklas [IntersectionConsulting.com/Blog](http://IntersectionConsulting.com/Blog)

## The Promotion Mix

**Direct and digital marketing** involves engaging directly with carefully targeted individual consumers and customer communities to both obtain an immediate response and build lasting customer relationships.

Direct and digital marketing includes:

Direct mail  
Catalogs  
Online and social media  
Mobile marketing



Direct and digital marketing includes:

Direct mail  
Catalogs  
Online and social media  
Mobile marketing

## RAPID GROWTH OF DIRECT AND DIGITAL MARKETING

Direct and digital marketing have become **the fastest-growing form** of marketing.

Direct marketing continues to become more Internet-based, and digital direct marketing is claiming a surging share of marketing spending and sales.



**CNN** @CNN



38% of Americans wouldn't buy Corona beer "under any circumstances" because of the coronavirus, according to a recent survey.

Just to be abundantly clear: There is no link between the virus and the beer.  
[cnn.it/398M5A9](http://cnn.it/398M5A9)



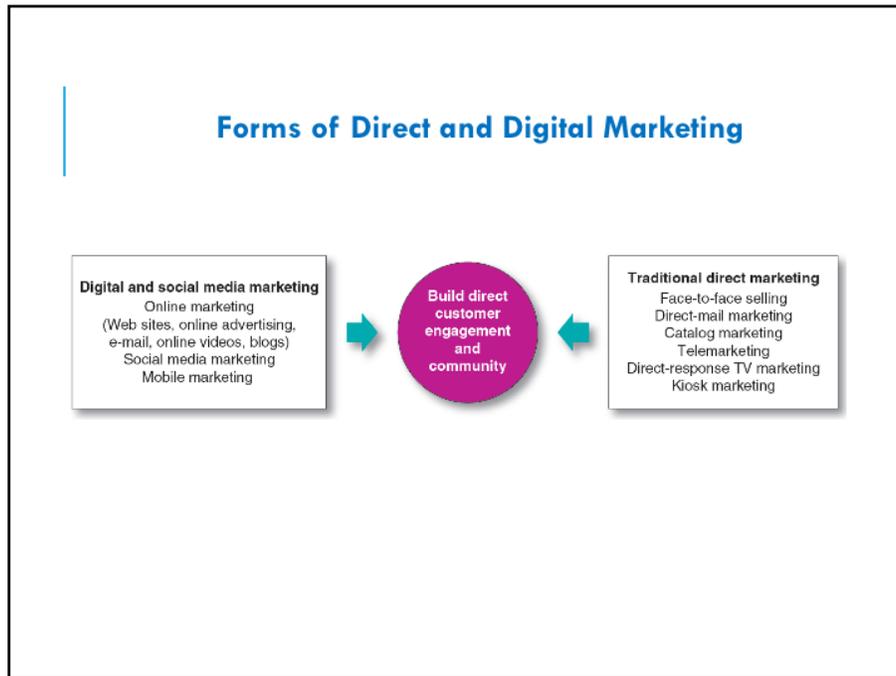
**Corona beer sounds like coronavirus, bu...**  
Corona beer isn't making any changes to its...  
[cnn.com](http://cnn.com)

♡ 73K
2:00 AM - Feb 29, 2020
ⓘ

💬 29.2K people are talking about this
>

According to the Direct Marketing Association (DMA), U.S. companies spent almost \$133 billion on direct and digital marketing last year. As a result, direct-marketing-driven sales now amount to more than \$2 trillion, accounting for 13 percent of the U.S. economy. The DMA estimates that direct marketing sales will grow 4.9 percent annually through 2016, compared with a projected 4.1 percent annual growth for total U.S. sales.

U.S. marketers spent an estimated \$43 billion on digital advertising alone last year, an amount expected to increase more than 14 percent this year. These efforts generated more than \$260 billion in online consumer spending. Total digital advertising spending—including online display and search advertising, video, social media, mobile, e-mail, and other—now accounts for the second-largest share of media spending, behind only television. Over the next four years, digital marketing expenditures and digitally driven sales are expected to grow at a blistering 9 percent a year.



The major forms of direct marketing—as shown in Figure 17.1 above —are digital and social media marketing, and traditional direct marketing.

Traditional direct marketing tools include face-to-face selling, direct-mail marketing, catalog marketing, telemarketing, direct-response television marketing, and kiosk marketing.

In recent years, however, a dazzling new set of digital direct marketing tools has burst onto the marketing scene, including online marketing (Web sites, online ads and promotions, e-mail, online videos, and blogs), social media marketing, and mobile marketing.





The solution is  
in the IKEA Catalogue.



In 2015, 198 million copies of the catalogue were printed in 56 editions and 27 languages.

In 2014, 212 million copies of Ikea catalogue have been printed, in 29 different languages.

It is twice as widely distributed as the Bible (there are an estimated 100 million bibles either sold or given out each year).

<https://www.youtube.com/watch?v=MOXQo7nUJr0>

## Digital and Social Media Marketing

### Marketing, the Internet, and the Digital Age

#### **Multichannel marketing**

involves marketing both through stores and other traditional offline channels and through digital, online, social media, and mobile channels.



Multichannel marketing: More than 43 percent of Staples' sales come from its online marketing operations, including its Web site and mobile app, its presence on social media, and its own Staples.com community.

The digital age has fundamentally changed customers' notions of convenience, speed, price, product information, service, and brand interactions. As a result, it has given marketers a whole new way to create customer value, engage customers, and build customer relationships.

More than half of all U.S. households now regularly shop online, and digital buying continues to grow at a healthy double-digit rate. It's estimated that nearly half of all U.S. retail sales were either transacted directly online or influenced by Internet research.

To reach this burgeoning market, most companies now market online. Some companies operate *only* online. Today, however, it's hard to find a company that doesn't have a substantial online presence.

Even companies that have traditionally operated offline have now created their own online sales, marketing, and brand community channels. In fact, **multichannel marketing** companies are having more online success than their online-only competitors

## ONLINE MARKETING CHANNELS

New media marketing (social media)  
Cross-media marketing  
Retail media  
Affiliate marketing  
Display advertising  
Internet branding  
Email marketing  
Search marketing  
Social Media  
Social Networking  
Online PR  
Game advertising  
Video advertising  
SMS Marketing



## SOCIAL MEDIA MARKETING

**Social media marketing** is the use of social media platforms and websites to promote a product or service.



Instagram



Facebook

Instagram

Kevin Systrom  
Founder of Instagram

YouTube **FOUNDERS**

Chad Hurley Steve Chen Jawed Karim

<https://www.youtube.com/watch?v=jNQXAC9IVRw>

## Engagement Adds

Waze

sponsored · 🌐

Like Page

Run your business on the Waze map? Join Waze Ads today to reach users approaching your location.



Local Advertising - Waze  
Navigating to your business!

Sign Up

COM/ADS

You and 35 others

7 Comments

Comment Share

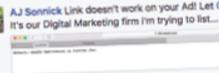
Top Comments

Write a comment...



Brian Young Hey! Are you guys going to add a cert track to google AdSense? Can I manage ads from adSense?  
Like · Reply · May 11 at 6:04pm

Trailsta Don't drive and look for places to shop. Use the Trailsta App.  
  
Like · Reply · May 12 at 9:49pm

AJ Sennick Link doesn't work on your Ad! Let ONE18MEDIA help you out 😊  
It's our Digital Marketing firm I'm trying to list...  
  
Like · Reply · April 14 at 6:22pm

Twisted420Glass  
  
Like · Reply · April 19 at 11:35am

Anthony Angrisani They denied my ad because I'm a liquor store  
Like · Reply · May 2 at 11:04am

Maged Albert Happy Birthday for my best friend and my really Brother from another mother  
Like · Reply · May 3 at 8:31am



Most social media platforms have **built-in data analytics** tools, which enable companies to track the progress, success, and engagement of ad campaigns.

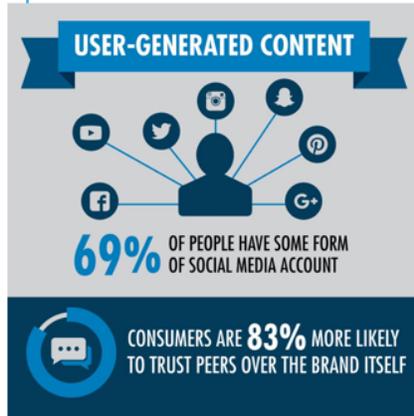


Companies address a **range of stakeholders** through social media marketing, including current and potential customers, current and potential employees, **journalists**, **bloggers**, and the general public.



On a strategic level, social media marketing includes the management of a marketing campaign, **governance**, setting the scope (e.g. more active or passive use) and the establishment of a firm's desired social media **"culture"** and **"tone."**

## SOCIAL MEDIA CHARACTERISTICS



## USER-GENERATED CONTENT (UGC)

When using social media marketing, firms can allow customers and Internet users to post [user-generated content](#) (e.g., online comments, product reviews, etc.), also known as "[earned media](#)," rather than use marketer-prepared [advertising](#) copy.

## SOCIAL MEDIA FAIL

This fast-changing environment and the slow pace of businesses to adapt to it is leading the social media disaster stories that we see on a daily basis on the internet.

Most social media disasters demonstrate a lack of knowledge of how to practically use a particular social media channel, or show a belief that the brand can manipulate the channel in some way and get away from this need for authenticity and transparency.

The other common theme is that of failing to understand the changed role of the brand in this two-way conversation.

### CORONA BEER CHANGES THEIR NAME TO AVOID ASSOCIATION WITH THE CORONA VIRUS OUTBREAK



**Total Beauty**  
@TotalBeauty

We had no idea @Oprah was #tatted, and we love it. #Oscars 🏆



RETWEETS 422 LINKS 213

6:48 PM · 28 Feb 2016

## SOCIAL MEDIA DISEASTER

In 2016, The Oscars faced a backlash after announcing an all white nomination line-up for the second year in a row, despite a host of awesome performances from black actors and directors that year.

So when Total Beauty posted a tweet showing admiration for Oprah Winfrey at the awards, it seemed like a powerful way for the brand to show support for women of colour in Hollywood.

## Social Media Marketing

- Targeted and personal
  - Interactive
- Immediate and timely
- Real-time marketing
  - Cost effective
- Engagement and social sharing capabilities



### Social Media Marketing

There exists a dazzling array of online **social media** and digital communities. Countless independent and commercial social networks have arisen that give consumers online places to congregate, socialize, and exchange views and information. Wherever consumers congregate, marketers will surely follow. According to one survey, nearly 90 percent of U.S. companies now use social media networks as part of their marketing mixes.

### Using Social Media

Marketers can use existing social media or they can set up their own. Using existing social media seems the easiest. Thus, most brands have set up shop on a host of social media sites with links to each brand's Facebook, Google+, Twitter, YouTube, Flickr, Instagram, or other social media pages.

### Social Media Marketing Advantages and Challenges

Using social media presents both advantages and challenges.

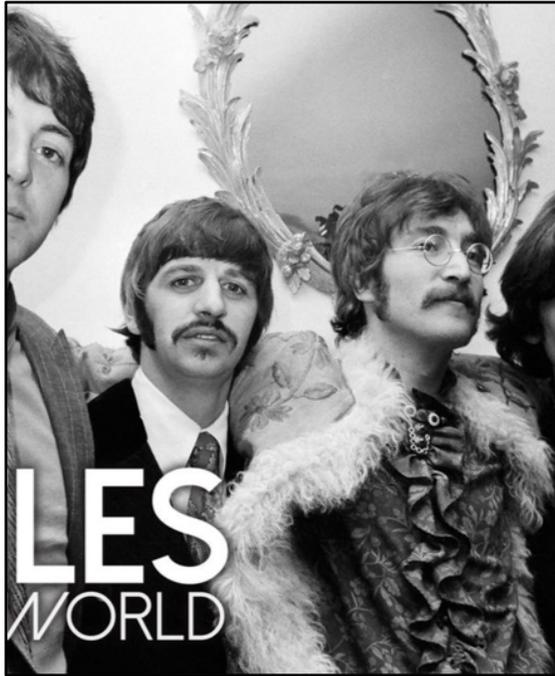
- *Targeted and personal*
- *Interactive*
- *Immediate and timely*
- *Real-time marketing*
- *Cost effective*
- *Engagement and social sharing capabilities*

Because consumers have so much control over social media content, even the seemingly most harmless social media campaign can backfire.

million." With social media, "you're going into the consumer's backyard. This is their place," warns one social marketer. "Social media is a pressure cooker," says another. "The hundreds of thousands, or millions, of people out there are going to take your idea, and they're going to try to shred it or tear apart and find what's weak or stupid in it."

### Integrated Social Media Marketing

Most large companies are now designing full-scale social media efforts that blend with and support other elements of a brand's marketing strategy and tactics. Using social media successfully involves integrating a broad range of diverse media to create brand-related social sharing, engagement, and customer community.



## CROSS-MEDIA MARKETING

**Cross-media marketing** is a form of [cross-promotion](#) in which promotional companies commit to surpassing traditional advertisement techniques and decide to include extra appeals to the products they offer.

The material can be communicated by any [mass media](#) such as e-mails, letters, web pages, social media or other recruiting sources.

This method can be extremely successful for publishers because the marketing increases the ad's profit from a single advertiser. Furthermore, this tactic generates a good liaison between the advertiser and the publisher, which also boosts the profits



## HOW TO USE CROSS-MEDIA?

Give users **access to exclusive content not seen on television**. During a TV or movie production usually more material is shot than can be shown. Users like this unused content exclusively, for example on the Internet, through a club.

**Interact** with the show- give the power to the audience. **Involve** the audience by having them vote, ask questions and by polling them

Make the show even more known. **Use besides television the other media** to keep the users in touch with the show.

**Increase users' loyalty**. Loyalty of fans can be stimulated by a fan club and viral games.

**Recreate the atmosphere**. Levy the atmosphere of the TV show to another medium.

**Continue the show on the web**. Use the TV show to drive the other devices

**Enhance the watching experience**. Stimulate simultaneous use of media (browse the Internet when watching TV for example).

**Use multiple devices**. A multi-device system built around a TV show allows channel to increase the number of revenue streams.







# CROSS-MEDIA

## RETAIL MEDIA

**Retail media** is marketing to consumers at or near their point of purchase, or point of choice between competing brands or products. Common techniques include in-store advertising, online advertising, sampling, loyalty cards and coupons or vouchers.

The planning and use of retail media is a key component in the delivery of shopper marketing campaigns.

Retail media channels have become established as important for promoting goods and services at or near or even further beyond the points of purchase and consumption. Retail media is now being taken more seriously by most traditional media agencies.

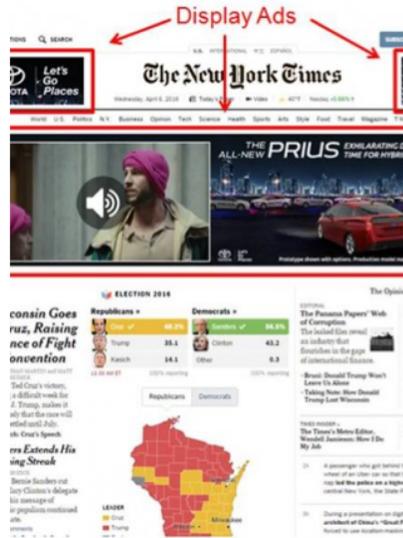


# DISPLAY ADVERTISING

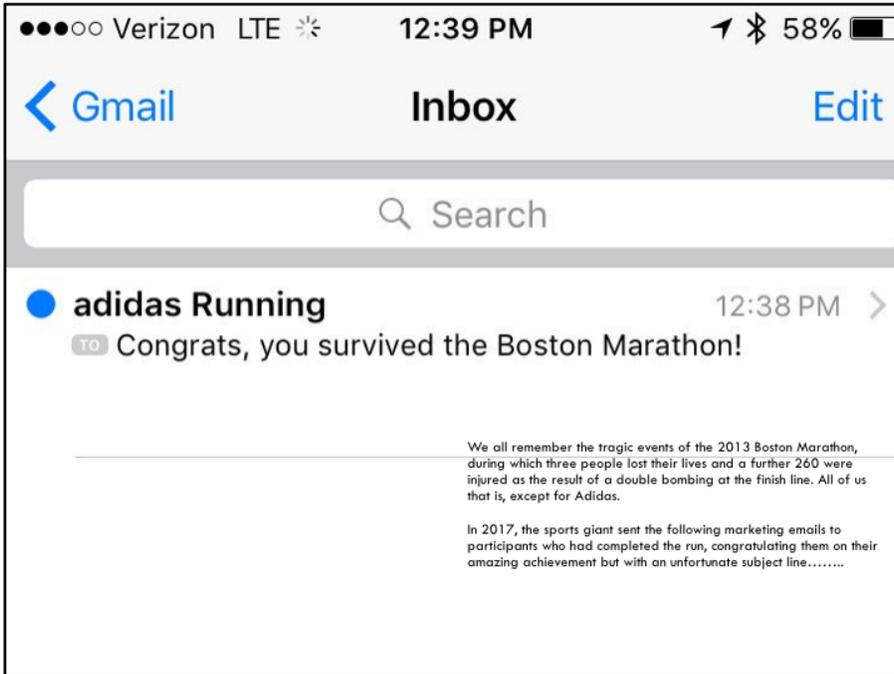
Display advertising is advertising on websites or apps or social media through banners or other ad formats made of text, images, flash, video, and audio.

Display advertising is an online form of advertising in which the **company's promotional messages appear on third-party sites or search engine results pages** such as publishers or social networks.

**The main purpose of display advertising is to deliver general advertisements and brand messages to site visitors.**







## SEARCH ENGINE MARKETING (SEM)

**Search engine marketing (SEM)** is a form of Internet marketing that involves the promotion of websites by increasing their visibility in search engine results pages (SERPs) primarily through paid advertising.

SEM may incorporate search engine optimization (SEO), which adjusts or rewrites website content and site architecture to achieve a higher ranking in search engine results pages to enhance pay per click (PPC) listings.



## WEBSITE DESIGN



**Who is Penny Juice?**

**People have said to say about Penny Juice!**

**THE CHILDREN AT OUR NURSERY LOVE THE TASTE OF PENNY JUICE AND DRINK IT WITHOUT EVEN REMEMBERING IT'S THERE! I LOVE THE FLAVOR AND BECAUSE IT IS 100% JUICE (NO FRUIT CONCENTRATES) AND DOESN'T HAVE SUGAR ADDED (NO HONEY) THE BABIES NEVER GET THE COLIC WORK OUT OF PREPARATION.**

**GABRIE PENNY, ANDERSON BELLINGHAM, WA**  
 "THANK YOU FOR THE OPPORTUNITY TO LET EVERYONE KNOW ABOUT YOUR TERRIFIC COMPANY! IT'S EASY TO STORE AND MIX AND WE RECEIVE GREAT SERVICE!"

**MARY CELIA - BELLS ACADEMY EARLY LEARNING CENTER GREENSBORO VILLAGE, CO**  
 "I LOVE THE PROMPTNESS OF SERVICE - EASY TO ORDER!"

**KID'S WORLD LEARNING CENTER - BRIMMING, IN**  
 "I HAVE BEEN USING PENNY JUICE AT MY CHILD CARE CENTER FOR 11 YEARS. THE CHILDREN LOVE ALL THE FUN COLORS. I HAVE RECOMMENDED PENNY JUICE TO OTHER CHILD CARE DIRECTORS IN THE AREA."

**DANA ROENENSCHEIDT - KISH COUNTRY CHILD CARE ST. FRANCIS, MO**  
 "THEY OFFER A GREAT PRODUCT AT A REASONABLE PRICE. THEIR CUSTOMER SERVICE IS EXCEPTIONAL. WE HAVE ENJOYED OUR EXPERIENCE WITH PENNY JUICE AND LOOK FORWARD TO MANY MORE YEARS OF DOING BUSINESS TOGETHER."

**LISA E. DORAM - ANSEL FOSTER, INC. COLORADO SPRINGS, CO**  
 "I THANK YOU! WE ARE SO GRATEFUL TO HAVE FOUND PENNY JUICE. I AM 100% PLEASED WITH PENNY JUICE. KEEP UP THE GOOD WORK."

**ROSEMARY - LARAMIE COUNTY HEAD START CHEYENNE, WY**  
 "I LOVE THE VARIETY OF THE FLAVORS AND THE FACT THAT OUR AUTOMATIC DELIVERMENTS ARRIVE IN A TIMELY MANNER. THANKS SO MUCH! GOD BLESS!"

**DEBBIE MOORE, DIRECTOR - CHILDREN'S LEARNING CENTER BOSSIER CITY, LA**  
 "AS DIRECTOR OF A COMMUNITY AFFILIATED, BUT PROBABLY OTHER CHILD CARE FACILITIES, THE QUALITY PRODUCTS THAT YOU PROVIDE ARE EXCELLENT. ESPECIALLY IN THE LINE OF UNUSUAL OR UNUSUAL FRUIT, KNOWING THAT THE JUICE WILL BE PROMPTLY DELIVERED DIRECTLY TO THE CENTER, NO MORE WAITING SHIPPING CARTS FULL OF FRIGID JUICE CONCENTRATES FROM THE UNUSUAL STORE!"

**ROSEMARY - PENNY JUICE FOR KID'S AS THE HIGHEST!**

**ALICE DAVID, DIRECTOR/OWNER, UNIVERSITY CHILDREN'S CENTER IN PHOENIX, AZ**  
 "PENNY JUICE HAS CERTAINLY BEEN AN ASSET TO OUR FOOD PROGRAM. I AM VERY HAPPY WITH SWITCHING TO PENNY JUICE AND WOULD HIGHLY RECOMMEND YOU AS A PROVIDER. AN EXCELLENT PRODUCT, SIMPLE PRICE. IT DOESN'T GET ANY BETTER THAN THAT!"

**DAVE WALTON - CHILDREN'S EDUCATION CENTER, LITTLE ROCK, AR**  
 "AS GENERAL BUSINESS MANAGER OF TWO CHILDREN'S EDUCATION CENTERS, I HAVE PERSONALLY EXPERIENCED THE QUALITY OF YOUR PRODUCTS. YOUR PRODUCTS ARE ALWAYS AVAILABLE. THANKS TO YOUR CHILDREN, ONE OF THE BEST DECISIONS I HAVE MADE WAS TO SWITCH TO YOUR JUICE PROGRAM FOR PICK-UP AFTERNOON SNACK. THE PRODUCT COST, LABOR COST, AND EASE OF STORAGE AND INVENTORY MANAGEMENT MAKE THIS PRODUCT EVEN MORE ECONOMICAL THAN MILK."

**WALTON WILSON - ABC CHILDREN'S EDUCATION CENTER GLENNVILLE, GA**  
 "EASY, CONVENIENT, ECONOMICAL, AND THE CHILDREN LOVE IT! WHAT ELSE IS THERE TO SAY? WE LOVE IT!"

**ELIAS DODDIE - PINE OAKS CHILD DEVELOPMENT CENTER GULF PORT, MS**  
 "The children, teachers, and parents all love PENNY JUICE. There is no more buying 100 bottles of juice around the grocery store, to the car, and back to the preschool. We have also found it to be less expensive than most other prices at the grocery store."  
 - Mrs. Elizabeth Doddie, Director, Pine Oaks

**"We absolutely love the prompt service, personal touch, and personal quality of the juice. We will use PENNY JUICE as long as we are a provider!"**  
 - Mrs. Wendy D. Anderson, MS

**"It's an excellent product! The best part of it is with all the flavors the kids never get bored!"**  
 - Mrs. Tracy Lee Lee, Mississippi, MS

**"We've sampled and loved the taste, health, and quality of the juice!"**  
 - Mrs. Linda Doddie, Director, Pine Oaks

**"All of the flavors are wonderful. There's a huge variety of what the kids absolutely love. The service provided is excellent and meets our needs."**  
 - Mrs. Tracy Lee Lee, Mississippi, MS

**"The juice is great, the delivery prompt and fast, and the kids love it. Because of all the kids love it!"**  
 - Mrs. Tracy Lee Lee, Mississippi, MS

**"We will continue to order and receive PENNY JUICE for its quality, flavor and convenience. Thank you for introducing the product to us. We love it!"**  
 - Mrs. Tracy Lee Lee, Mississippi, MS

**"The kids really love all the bright colors, and I really love it when the kids are happy!"**  
 - Mrs. Tracy Lee Lee, Mississippi, MS

**"I really do love all the kids will drink, and a money saver of course. Not to mention great delivery times!"**  
 - Mrs. Tracy Lee Lee, Mississippi, MS

**ABC, Inc. and Peoples Churchhead Business and Social Learning Center, MS**  
 "Thank you so much for the great service. The staff and children love it!"

## Mobile Marketing

**Mobile marketing** delivers messages, promotions, and other content to on-the-go consumers through mobile phones, smartphones, tablets, and other mobile devices.



[http://youtu.be/l\\_Ei7CxXwuo](http://youtu.be/l_Ei7CxXwuo)

17-24

**Mobile marketing** engages customers anywhere, anytime during the buying and relationship building processes. The widespread adoption of mobile devices and the surge in mobile Web traffic have made mobile marketing a must for most brands.

With the recent proliferation of mobile phones, smartphones, and tablets, mobile device penetration is now greater than 100 percent in the United States.. The mobile apps market has exploded globally: There are more than 2 million apps available and the average smartphone has 25 apps installed on it.

## 10+ Epic Clothing Disasters



Unless you keep your finger on the fashion pulse constantly, it's difficult to know just what is and what isn't considered to be "in" at any given time.

 Bored Panda's post    3,6K  139

 Like

 Comment

 Share

## Shaping the Overall Promotion Mix

The concept of **integrated marketing communications** suggests that the company must blend the promotion tools carefully into a coordinated **promotion mix**.

How does a company determine what mix of promotion tools to use? Companies within the same industry differ greatly in the design of their promotion mixes. For example, cosmetics maker Mary Kay spends most of its promotion funds on personal selling and direct marketing, whereas competitor CoverGirl spends heavily on consumer advertising. We now look at factors that influence the marketer's choice of promotion tools.



## The Need for Integrated Marketing Communications

**Integrated marketing communications (IMC)** involves carefully integrating and coordinating the company's many communications channels to deliver a clear, consistent, and compelling message about the organization and its products.

14-15

The shift toward a richer mix of media and brand content approaches poses a problem for marketers. Consumers today are bombarded by brand content from a broad range of sources. But consumers don't distinguish between content sources the way marketers do. In the consumer's mind, brand content from different sources—whether it's a Super Bowl ad, in-store display, mobile app, or a friend's social media post—all become part of a single message about the brand or company. Conflicting content from these different sources can result in confused company images, brand positions, and customer relationships.

All too often, companies fail to integrate their various communication channels. The result is a hodgepodge of brand content to consumers. The new world of online, mobile, and social media marketing presents tremendous opportunities but also big challenges.

Marketers benefit from increased access to their customers and fresh insights into their preferences. However, marketers must manage the complexity, fragmentation choices available so it comes together in an organized way.

## Shaping the Overall Promotion Mix

### The Nature of Each Promotion Tool

**Advertising** can reach masses of geographically dispersed buyers at a low cost per exposure, and it enables the seller to repeat a message many times.

**Personal selling** is the most effective method at certain stages of the buying process, particularly in building buyers' preferences, convictions, actions, and developing customer relationships.

14-36

Television **advertising** can reach huge audiences. Nearly 112 million Americans watched the most recent Super Bowl. What's more, a popular TV ad's reach can be extended through online and social media.

**Personal selling** involves personal interaction between two or more people, so each person can observe the other's needs and characteristics and make quick adjustments. Personal selling also allows all kinds of customer relationships to spring up, ranging from matter-of-fact selling relationships to personal friendships. These unique qualities come at a cost, however. Personal selling is the company's most expensive promotion tool, costing companies on average \$600 or more per sales call, depending on the industry. U.S. firms spend up to three times as much on personal selling as they do on advertising.

## Shaping the Overall Promotion Mix

### The Nature of Each Promotion Tool

**Sales promotion** includes coupons, contests, cents-off deals, and premiums that attract consumer attention and offer strong incentives to purchase.

**Public relations** is a very believable form of promotion that includes news stories, features, sponsorships, and events.

**Direct and digital marketing** is an immediate, customized, and interactive promotional tool that includes direct mail, catalogs, telephone marketing, online, mobile, and social media.

14-37

**Sales promotion** can be used to dramatize product offers and boost sagging sales. Sales promotions invite and reward quick response. Whereas advertising says, “Buy our product,” sales promotion says, “Buy it now.” Sales promotion effects can be short lived, however, and often are not as effective as advertising or personal selling in building long-run brand preference and customer relationships.

**Public relations** seem more real and believable to readers than ads do. PR can also reach many prospects who avoid salespeople and advertisements—the message gets to buyers as “news and events” rather than as a sales-directed communication. A well-thought-out public relations campaign used with other promotion mix elements can be very effective and economical.

**Direct and digital marketing** is more targeted: It’s usually directed to a specific customer or customer community. Direct marketing is immediate and personalized: Messages can be prepared quickly—even in real time—and tailored to appeal to specific consumers or brand groups. Finally, direct marketing is interactive: It allows a dialogue between the marketing team and the consumer, and messages can be altered depending on the consumer’s response. Thus, direct and digital marketing are well suited to highly targeted marketing efforts, creating customer engagement, and

building one-to-one customer relationships.

## Shaping the Overall Promotion Mix

### Integrating the Promotion Mix

The company must take steps to see that each promotion mix element is smoothly integrated.

The various promotion elements should work together to carry the firm's unique brand messages and selling points.

**Integrating the promotion mix** starts with customers. Whether it's advertising, personal selling, sales promotion, public relations, or digital and direct marketing, communications at each customer touch point must deliver consistent marketing content and positioning. An integrated promotion mix ensures that communications efforts occur when, where, and how *customers* need them.

14-39

**Integrating the promotion mix** starts with customers. Whether it's advertising, personal selling, sales promotion, public relations, or digital and direct marketing, communications at each customer touch point must deliver consistent marketing content and positioning. An integrated promotion mix ensures that communications efforts occur when, where, and how *customers* need them.

To achieve an integrated promotion mix, all of the firm's functions must cooperate to jointly plan communications efforts. Many companies even include customers, suppliers, and other stakeholders at various stages of communications planning. Scattered or disjointed promotional activities across the company can result in diluted marketing communications impact and confused positioning. By contrast, an integrated promotion mix maximizes the combined effects of all a firm's promotional efforts.

## Engaging Customers and Communicating Customer Value

### Learning Objective 1

Define the five promotion mix tools for communicating customer value.

- Advertising
- Sales promotion
- Personal selling
- Public relations
- Direct and digital marketing

14-12

### Discussion Question

List and briefly describe the five major promotion mix tools.

### Learning Objective 1 Summary

A company's total *promotion mix*—also called its *marketing communications mix*—consists of the specific blend of *advertising*, *personal selling*, *sales promotion*, *public relations*, and *direct and digital marketing* tools that the company uses to engage consumers, persuasively communicate customer value, and build customer relationships. *Advertising* includes any paid form of nonpersonal presentation and promotion of ideas, goods, or services by an identified sponsor. In contrast, *public relations* focuses on building good relations with the company's various publics. *Personal selling* is personal presentation by the firm's sales force for the purpose of making sales and building customer relationships. Firms use *sales promotion* to provide short-term incentives to encourage the purchase or sale of a product or service. Finally, firms seeking immediate response from targeted individual customers use *direct and digital marketing* tools to engage directly with customers and cultivate relationships with them.

## INTEGRATED MARKETING COMMUNICATIONS

The New Marketing Communications Model

Consumers are changing.

In this digital, wireless age, consumers are **better informed** and more communications empowered. Rather than relying on marketer-supplied information, they can use the Internet, social media, and other technologies to find information on their own.

Marketing strategies are changing.

As mass markets have **fragmented**, marketers are shifting away from mass marketing. More and more, they are **developing focused marketing programs** designed to build closer relationships with customers in more narrowly defined micromarkets.

Advances in digital technology

The digital age has brought about **remarkable changes** in the ways companies and customers communicate with each other. There are a host of new information and communication tools.

14-14

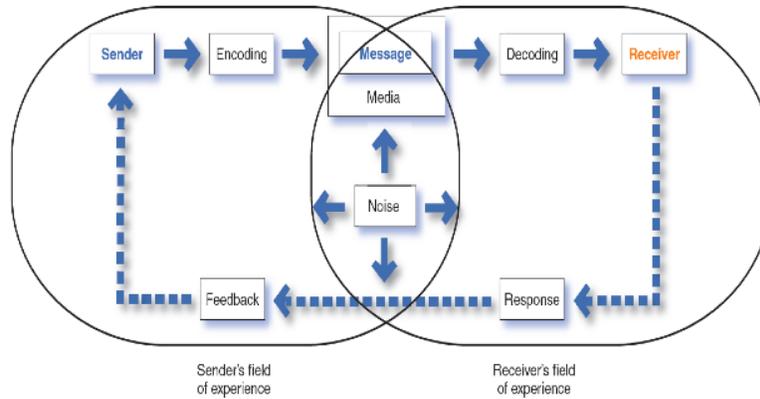
Several major factors are changing the face of today's marketing communications.

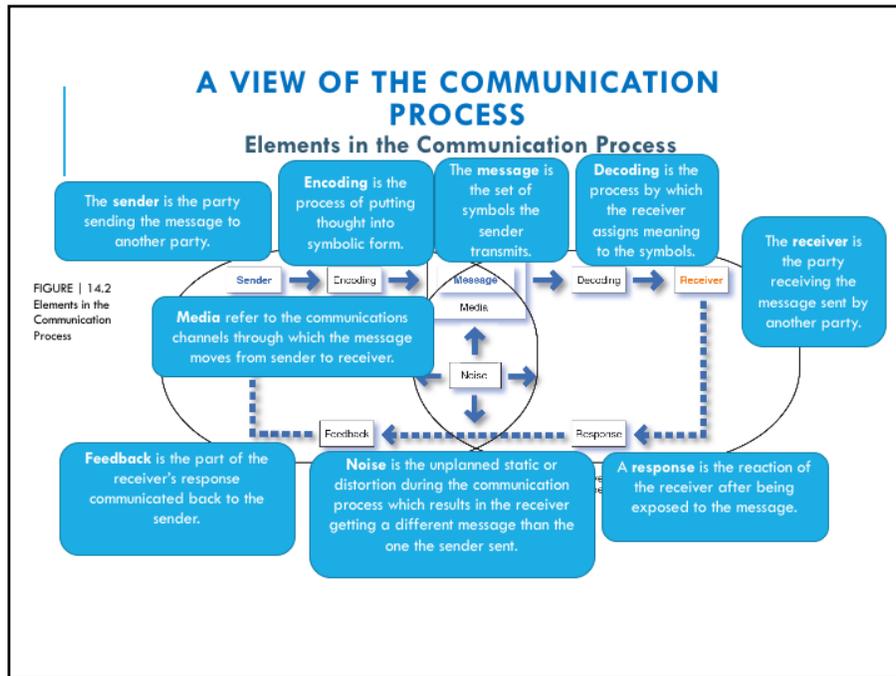
In this digital, wireless age, consumers are better informed and more communications empowered. Rather than relying on marketer-supplied information, they can use the Internet, social media, and other technologies to find information on their own.

As mass markets have fragmented, marketers are shifting away from mass marketing. More and more, they are developing focused marketing programs designed to build closer relationships with customers in more narrowly defined micromarkets.

The digital age has brought about remarkable changes in the ways companies and customers communicate with each other. There are a host of new information and communication tools—from smartphones and tablets to satellite and cable television systems to the many faces of the Internet like brand web sites, e-mail, blogs, social media and online communities, the mobile Web, and so much more.

The communication process involves nine elements: **two major parties** (sender, receiver), **two communication tools** (message, media), **four communication functions** (encoding, decoding, response, and feedback), and **noise**. To communicate effectively, marketers must understand how these elements combine to communicate value to target customers.





The **sender** is the party sending the message to another party.

**Encoding** is the process of putting thought into symbolic form.

The **message** is the set of symbols the sender transmits.

**Media** refer to the communications channels through which the message moves from sender to receiver.

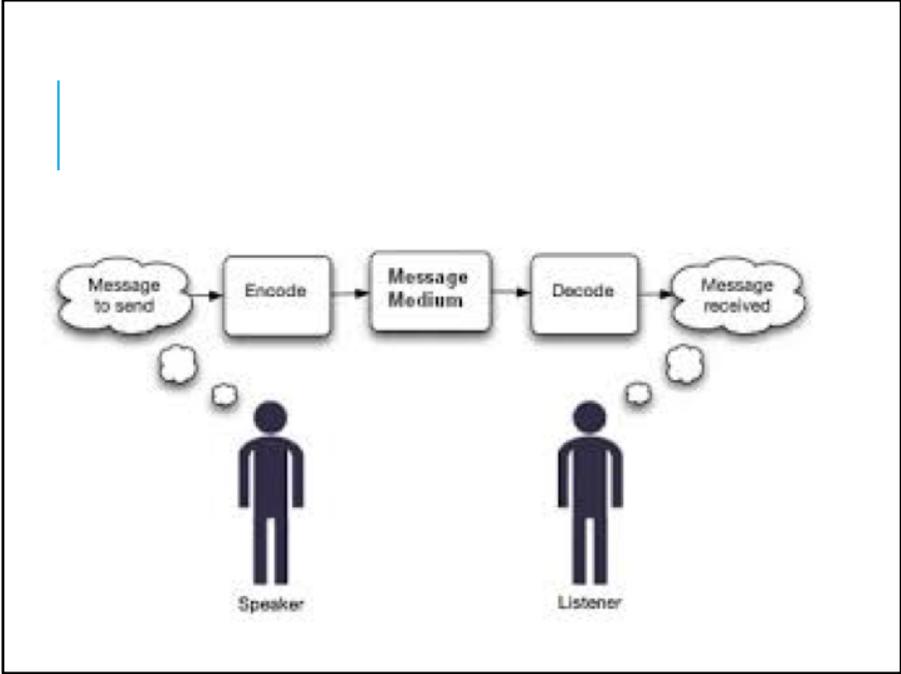
**Decoding** is the process by which the receiver assigns meaning to the symbols.

The **receiver** is the party receiving the message sent by another party.

A **response** is the reaction of the receiver after being exposed to the message.

**Feedback** is the part of the receiver's response communicated back to the sender.

**Noise** is the unplanned static or distortion during the communication process which results in the receiver getting a different message than the one the sender sent.





Benvinda...  
a pausa  
que refresca

Todo mundo vê chegar com prazer o momento e o lugar do repouso. A sede nos diz *quando* e o conhecido cartaz vermelho que lê "Tome Coca-Cola", indica *onde*... gozar a pausa que refresca.

Tome  
**Coca-Cola**  
Beva feliz

QUALIDADE DIGNA  
DE CONFIANÇA

UNIDOS HOJE UNIDOS SEMPRE

COPYRIGHT 1943 BY THE COCA-COLA COMPANY  
PROPRIEDADES LITERÁRIAS & ARTÍSTICAS RESERVADAS

For people on the go

DRINK  
**Coca-Cola**



November 17, 1966



*Pure  
pleasure!*

Seven-Up is so pure...so wholesome!

For a fact, you can even give this sparkling drink to babies—and without any dyes. Lots of mothers do just that! Just read the ingredients on the 7-Up bottle and you'll see why. We're proud to list them for your inspection, even though regulations don't require this on soft drinks.

Seven-Up has a special fresh, clean taste that appeals to everyone at your house—he be nine months, nine years or ninety. It's the All-Family Drink! Watch "Soldiers of Fortune" on TV every week. Exciting 7-Up adventure series.

**Nothing does it like Seven-Up!**

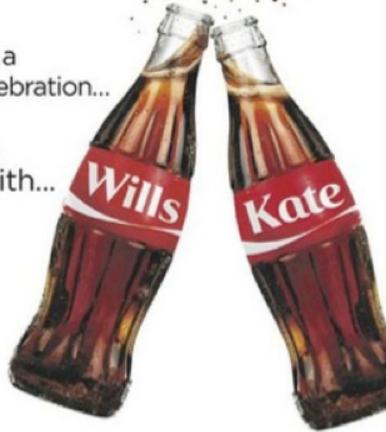
Enjoy watching the  
**World Cup Final**  
in London!

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Time for a  
royal celebration...

Share a  
**Coke.** with...



#ShareaCoke.

open happiness™

©2012 The Coca-Cola Company. Coca-Cola, Coke, Open Happiness, the Dynamic Ribbon System, the Dynamic Ribbon Device and the Dynamic Ribbon Device are registered trademarks of The Coca-Cola Company.

## REAL-TIME MARKETING



- Near the end of a World Cup game between Uruguay and Italy, Uruguay's Luis Suarez bit his Italian opponent, Giorgio Chiellini. It was the third time that Suarez bit an opponent.





- The 2013 Superbowl didn't run as smoothly as usual. Indeed there was a blackout towards the end of the game. The lights stayed off for 35 minutes, as technicians and electricians frantically raced to fix the problem. Oreo had previously played a relatively traditional Superbowl ad earlier in the evening.

Power out? No problem.



**Tide** @Tide Follow

Looks like a problem when you don't use Tide Plus ColorGuard. [#TheDress](#) [#DressGate](#)



RETWEETS: 10,696    FAVORITES: 13,576



**ORIGINAL**  
 Original was black  
 +20% brightness, +20% contrast

**BRIGHTER**  
 Original was black  
 +40% brightness, +40% contrast

**DARKER**  
 Original was black  
 -20% brightness, -40% contrast



**Mikael Pawlo** ✓  
@mpawlo

[Follow](#)



Who wore it better? Balenciaga or IKEA?



How to identify an original  
**IKEA FRAKTA** bag.



**1) SHAKE IT** If it rustles, it's the real deal. **2) MULTIFUNCTIONAL.** It can carry hockey gear, bricks and even water. **3) THROW IT IN THE DIRT.** A true FRAKTA is simply rinsed off with a garden hose when dirty. **4) PRICE TAG** Only \$0.99









May 3

Malaysian **shampoo ad**. This is ridiculous 😂



**SOOOOOO  
SMOOTH**  
SINGAPORE'S NO. 1 SMOOTHENING RANGE\*



**sunsilk**  
LIVELY CLEAN & FRESH  
UNTUK RAMBUT SEGAR SEPANJANG HARI

**HIJABKU  
GAYAKU**

OPTIMAN  
DE FRANGENCIA FLEGGI  
UNTUK SINGKEL

Vitamin  
Citrus  
Complex





We now examine the steps in developing an effective integrated communications and promotion program. Marketers must identify the target audience, determine the communication objectives, design a message, choose the media through which to send the message, select the message source, and collect feedback.

## The Communication Matrix

The communication matrix shows how we plan to communicate information to the project audiences. The matrix also includes the frequency of communication for different types of information and the method of communication.

Given the small size of the team on this project, communication is relatively simple. Team members will copy all e-mail to the entire team. The project manager will document telephone calls and meetings and post notes to a shared workspace. The project manager will maintain a folder in Microsoft Office Outlook® for all e-mail correspondence. In addition to the project deliverables, Contoso will distribute biweekly status reports to the project team. The status reports will cover the previous two weeks and include tasks completed, tasks in progress with percent completed, upcoming tasks, and copies of the current issues list, assignment list, defect list, and report of earned value against the project baseline.

<b>Audience</b>	<b>Information</b>	<b>Method</b>	<b>Frequency</b>	<b>Who Is Responsible</b>
Project team	Detailed project status	Email	Weekly	Team leads
Project team	Collaboration	Email	As required	Team leads
Project team	Collaboration	Meeting	Every other week	Project manager
Fabrikam, Inc. stakeholders	Approval	Email/voice mail	As required	Project manager
Fabrikam, Inc. stakeholders	Stakeholder project status	Meeting	Monthly	Project manager
Vendors	Detailed project status	Email	Weekly	Project manager
Vendors	Collaboration	Email	As required	Project manager

**STEPS TO EFFECTIVE COMMUNICATION**  
Programs from The Learning Key®

Skill/Topic Areas	Program Titles										
	1	2	3	4	5	6	7	8	9	10	11
1. Communicating in Technical Organizations											
2. Assertive Communication											
3. Effective Interpersonal Communication											
4. Effective Business Communication											
5. Virtual Communication Today											
6. Enhancing Communication with Better Questions											
7. Train-the-Trainer											
8. Enhancing Technical Presentations											
9. Networking Mastery											
10. Consultative Selling											
11. Interactive Techniques for Technical Training											
Communication in Technology-Focused Groups											
Communication in Large Organizations											
Communication in Work Groups											
Communication and Conflict Resolution											
Personal Communication Strategies											
Listening											
Giving Feedback											
Personal Influence											
Assertiveness in Communication											
Building Rapport											
Business Writing											
Developing Powerful Questions											
Effective Question Asking											
Adult Learning Principles											
Motivated Learning											
Designing Technical Training											
Conducting Technical Training											
Analyzing Your Audience											
Practice Using Audio-visual Equipment											
Non-verbal Communication											
Networking Techniques											
Overcoming Networking Fears											
Networking Resources											
Choosing the Right Remote Communication Tool											
Communication Through Technology											
Consulting Skills											

## STEPS IN DEVELOPING EFFECTIVE MARKETING COMMUNICATION

### Identifying the Target Audience

A marketing communicator starts with a clear target audience in mind. The audience may be current users or potential buyers, those who make the buying decision or those who influence it. The audience may be individuals, groups, special publics, or the general public. The target audience will heavily affect the communicator's decisions on the questions shown on the slide - *what, how, when, where and who?*

**What will  
be said**

**How it will  
be said**

**When it will  
be said**

**Where it  
will be said**

**Who will  
say it**

14-21

A marketing communicator starts with a clear target audience in mind. The audience may be current users or potential buyers, those who make the buying decision or those who influence it. The audience may be individuals, groups, special publics, or the general public. The target audience will heavily affect the communicator's decisions on the questions shown on the slide - *what, how, when, where and who?*



The target audience may be in any of six **buyer-readiness stages**, the stages consumers normally pass through on their way to making a purchase. These stages are *awareness*, *knowledge*, *liking*, *preference*, *conviction*, and *purchase* (see **Figure 14.3**).

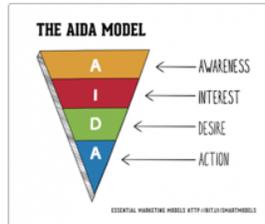
For example consider the introduction of Microsoft’s Surface tablet. The marketing communicator’s target market may be totally unaware of the Microsoft’s Surface tablet, know only its name, or know only a few things about it. Thus, the marketer must first build *awareness* and *knowledge*.

Assuming that target consumers *know* about a product, how do they *feel* about it? These stages include *liking* (feeling favorable about the Surface), *preference* (preferring the Surface to competing tablets), and *conviction* (believing that the Surface is the best tablet for them). A combination of promotion mix tools are used to create positive feelings and conviction

Finally, some members of the target market might be convinced about the product but not quite get around to making the *purchase*. To help reluctant consumers over such hurdles, Microsoft might offer buyers special promotional prices and upgrades, and support the product with comments and reviews from customers at its Web and social media sites and elsewhere.

## STEPS IN DEVELOPING EFFECTIVE MARKETING COMMUNICATION

### Designing a Message



### LO<sup>5</sup> REVIEW LEARNING OUTCOME

#### The AIDA Concept

	Attention	Interest	Desire	Action
Advertising	✓+	✓+	✓	✓-
Public Relations	✓+	✓	✓+	✓
Sales Promotion	✓	✓	✓+	✓
Personal Selling	✓	✓+	✓+	✓+

14-23

Having defined the desired audience response, the communicator then turns to developing an effective message. Ideally, the message should use the the *AIDA* model framework shown in the slide. In practice, few messages take the consumer all the way from awareness to purchase, but the AIDA framework suggests the desirable qualities of a good message.

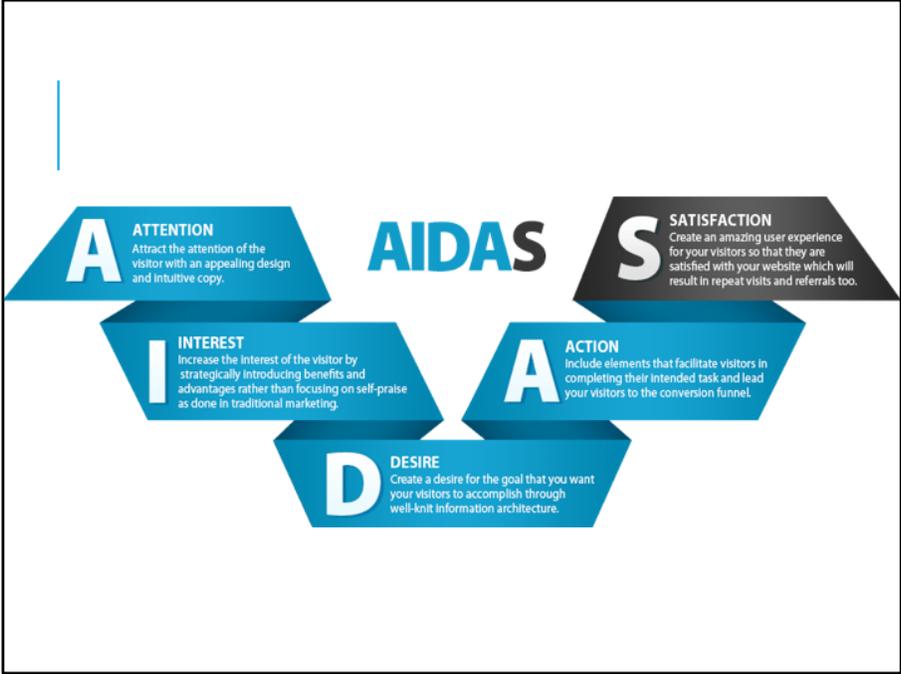


A promotional graphic for KFC's opening in Bulawayo. The graphic features a red background. On the left, there is an image of a KFC meal box containing a burger, fries, a drink, and a side. The KFC logo and the Colonel's head are visible on the box. To the right of the box, the text "New KFC" is written in a large, bold, white font, with "Coming Soon!" below it in a slightly smaller font. Further down and to the right, the text "BULAWAYO OPENING" and "AUGUST 2017" is displayed in a smaller white font. Next to this text is a small KFC logo and the slogan "It's finger lickin' good" in a stylized font.

**New KFC**  
**Coming Soon!**

BULAWAYO OPENING  
AUGUST 2017

 It's finger lickin' good





When putting a message together, the marketing communicator must decide what to say (*message content*) and how to say it (*message structure and format*).

**Message Content**

The marketer has to figure out an appeal or theme that will produce the desired response. There are three types of appeals: rational, emotional, and moral.

**Message Structure**

Marketers must also decide how to handle three message structure issues. The first is whether to draw a conclusion or leave it to the audience. Research suggests that, in many cases, rather than drawing a conclusion, the advertiser is better off asking questions and letting buyers come to their own conclusions.

**Message Format**

The marketing communicator also needs a strong *format* for the message. In a print ad, the communicator has to decide on the headline, copy, illustration, and colors. To attract attention, advertisers can use novelty and contrast; eye-catching pictures and headlines; distinctive formats; message size and position; and color, shape, and movement. For example, consider the striking Benjamin Moore paint ad shown in the

slide

## EXAMPLES OF BAD ADVERTS

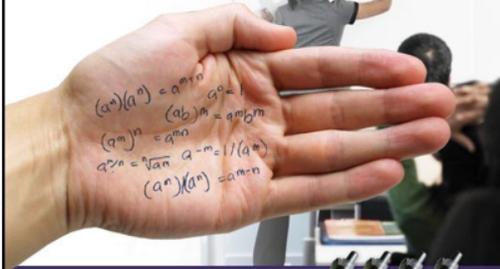








Helping Students Cheat Since 1945.



New Softgel pens make cheating even more comfortable!



In no way does BIC endorse what you do with your BIC pen. BIC is not responsible for the F in your *Wash* when you hit the football player with a spitball. For any clothes even in custody after open a BIC product, nor are we responsible for any prisoner *Wash* from the result of our products. Use at your own discretion.



## INFORMATIVE ADS



## STEPS IN DEVELOPING EFFECTIVE MARKETING COMMUNICATION

### Message Content

**Rational appeal** relates to the audience's self-interest.

**Emotional appeal** is an attempt to stir up positive or negative emotions to motivate a purchase.

**Moral appeal** is directed to an audience's sense of what is right and proper.



**Rational appeals** show that the product will produce the desired benefits. Examples are messages showing a product's quality, economy, value, or performance. Thus, an ad for Aleve makes this matter-of-fact claim: "More pills doesn't mean more pain relief. Aleve has the strength to keep back, body, and arthritis pain away all day with fewer pills than Tylenol."

Communicators may use **emotional appeals** ranging from love, joy, and humor to fear and guilt. Advocates of emotional messages claim that they attract more attention and create more belief in the sponsor and the brand.

**Moral appeals** are often used to urge people to support social causes, such as a cleaner environment or aid to the disadvantaged.

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**Moral appeal** is directed at the audience's sense of right and proper.

They are often used to urge people to support social causes and are directed to an audience's sense of what is "right" and "proper."

**Rational appeals** relate to the audience's self-interest. They show that the product will produce the desired benefits. Examples are messages showing a product's quality, economy, value, or performance. Thus, an ad for Aleve makes this matter-of-fact claim: "More pills doesn't mean more pain relief. Aleve has the strength to keep back, body, and arthritis pain away all day with fewer pills than Tylenol." And a Weight Watchers' ad states this simple fact: "The diet secret to end all diet secrets is that there is no diet secret."

**Emotional appeals** attempt to stir up either negative or positive emotions that can motivate purchase. Communicators may use emotional appeals ranging from love, joy, and humor to fear and guilt. Advocates of emotional messages claim that they attract more attention and create more belief in the sponsor and the brand. The idea is that consumers often feel before they think, and persuasion is emotional in nature. Good storytelling in a commercial often strikes an emotional chord. For example, to promote its Chrome browser, Google ran a heart-warming 90-second "Dear Sophie" commercial that shows a father using Google products to catalog his daughter Sophie's life events, from birth and important birthdays to loss of baby teeth and learning how to ski. He writes her notes using Gmail and posts videos of her on YouTube. The ad closes with "The web is what you make of it." To date, the ad has captured nearly 6 million YouTube views.

These days, it seems as if every company is using humor in its advertising, from consumer product firms such as Anheuser-Busch to old-line insurance companies such as Allstate. For example, nine of the top 10 most popular ads in *USA Today's* ad meter consumer rankings of last year's Super Bowl ads used humor. Properly used, humor can capture attention, make people feel good, and give a brand personality. However, advertisers must be careful when using humor. Used poorly, it can detract from comprehension, wear out its welcome fast, overshadow the product, and even irritate consumers.

**Moral appeals** are directed to an audience's sense of what is "right" and "proper." They are often used to urge people to support social causes, such as a cleaner environment or aid to the disadvantaged. For example, the United Way's Live United campaign urges people to give back to their communities—to "Live United. Make a difference. Help create opportunities for everyone in your community." An EarthShare ad urges environmental involvement by reminding people that "We live in the house we all build. Every decision we make has consequences. . . . We choose the world we live in, so make the right choices. . . ."

### 3. Rational Appeal

□ Example:

**Do you really need the alkalinity of a household cleaner to wash your face?**



Not your mom?  
Not your milk!



DeCalf Your Coffee!  
Choose coconut or soy milk.



d rather go naked than wear





**Not everyone who gets hit by a drunk driver dies.**



After the September 2002 crash, when the car driver was a 21-year-old, the victim's face was so badly injured that he had to wear a mask for several months. He is now recovering from his injuries.

**DON'T DRINK & DRIVE**



**Smoking Kills**  
...so why bother starting?



Smoking causes cancer, heart disease, lung disease, and many other serious health problems. It is the leading cause of preventable death in the United States. Smoking also causes blindness, emphysema, and chronic bronchitis. Smoking is also a major cause of infertility in men and women. Smoking is also a major cause of miscarriage and stillbirth. Smoking is also a major cause of low birth weight and sudden infant death syndrome (SIDS). Smoking is also a major cause of osteoporosis. Smoking is also a major cause of periodontal disease. Smoking is also a major cause of cataracts. Smoking is also a major cause of glaucoma. Smoking is also a major cause of macular degeneration. Smoking is also a major cause of stroke. Smoking is also a major cause of heart disease. Smoking is also a major cause of lung disease. Smoking is also a major cause of cancer. Smoking is also a major cause of death.

**ALL ANIMALS HAVE THE SAME PARTS**



People Believe PETA

**Dove's figures soar as 'real women' give beauty a new face**



Dove's sales have soared in the past few years, and the company is credited with helping to change the way women view their bodies. The company's "Real Women" campaign, which features women of various body types, has been a major success. The campaign has helped to increase Dove's sales and has also helped to change the way women view their bodies. The campaign has also helped to increase Dove's sales and has also helped to change the way women view their bodies.



Spare parts  
for humans  
are not  
as original as  
those for cars.

Don't Drink and Drive.

World of Public Interest





[https://www.youtube.com/watch?v=4\\_B6wQMd2el](https://www.youtube.com/watch?v=4_B6wQMd2el)

## STEPS IN DEVELOPING EFFECTIVE MARKETING COMMUNICATION

### Choosing Communication Channels and Media

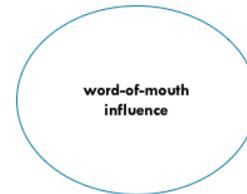
**Personal communication** involves two or more people communicating directly with each other.

Face to face

Phone

Mail or e-mail

Texting or Internet chat



**Personal communication channels** are effective because they allow for personal addressing and feedback.

Some personal communication channels are controlled directly by the company. For example, company salespeople contact business buyers.

But other personal communications about the product may reach buyers through channels not directly controlled by the company. These channels might include independent experts—consumer advocates, bloggers, and others—making statements to buyers. Or they might be neighbors, friends, family members, associates, or other consumers talking to target buyers, in person or via social media or other interactive media. This last channel, **word-of-mouth influence**, has considerable effect in many product areas.

## STEPS IN DEVELOPING EFFECTIVE MARKETING COMMUNICATION

### Choosing Communication Channels and Media

**Opinion leaders** are people whose opinions are sought by others.

**Buzz marketing** involves cultivating opinion leaders and getting them to spread information about a product or service to others in their communities.

14-27

Personal influence carries great weight, especially for products that are expensive, risky, or highly visible. Companies can take steps to put personal communication channels to work for them. They can create **opinion leaders** for their brands— people whose opinions are sought by others—by supplying influencers with the product on attractive terms or by educating them so that they can inform others.

An example of **buzz marketing** is Ford’s successful and long running Fiesta Movement campaign which hands out Fiestas to selected consumers, turning them into “Fiesta Agents.” These brand ambassadors then create buzz by sharing their experiences via blogs, tweets, Facebook updates, YouTube videos, and other social media interactions.

Social marketing firm BzzAgent takes a different approach to creating buzz. It creates customers for a client brand, then turns them into influential brand advocates.

## STEPS IN DEVELOPING EFFECTIVE MARKETING COMMUNICATION

### Choosing Communication Channels and Media

**Nonpersonal communication** channels are media that carry messages without personal contact or feedback, including major media, atmospheres, and events.

**Major media** include print media (newspapers, magazines, direct mail), broadcast media (television, radio), display media (billboards, signs, posters), and online media (e-mail and company web sites).

**Atmospheres** are designed environments that create or reinforce the buyer's leanings toward buying a product. Thus, lawyers' offices and banks are designed to communicate confidence and other qualities that might be valued by clients.

**Events** are staged occurrences that communicate messages to target audiences. For example, public relations departments arrange grand openings, shows and exhibits, public tours, and other events.

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Nonpersonal communication affects buyers directly. In addition, using mass media often affects buyers indirectly by causing more personal communication. For example, communications might first flow from television, magazines, and other mass media to opinion leaders and then from these opinion leaders to others.

Interestingly, marketers often use nonpersonal communication channels to replace or stimulate personal communications by embedding consumer endorsements or

word-of-mouth testimonials in their ads and other promotions.









## STEPS IN DEVELOPING EFFECTIVE MARKETING COMMUNICATION

### Selecting the Message Source

The message's impact depends on how the target audience views the communicator.

#### Celebrities

- Athletes
- Entertainers

#### Professionals

- Health care providers



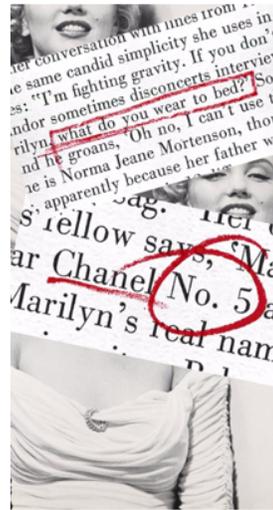
Messages delivered by highly credible sources are more persuasive. Thus, many food companies promote to doctors, dentists, and other health-care providers to motivate these professionals to recommend specific food products to their patients. And marketers hire celebrity endorsers—well-known athletes, actors, musicians, and even cartoon characters—to deliver their messages.

A host of NBA superstars lend their images to brands such as Nike, McDonald's, and Coca-Cola. Taylor Swift endorses Diet Coke, Keds, and CoverGirl, and Beyoncé endorses Pepsi and L'Oréal, among other brands.



<https://youtu.be/r6ANDQZBK28>

When History and Marketing collides, there is only one who wins. And it is not Marketing. For this Christmas Dior and Chanel are battling with one common weapon: Marilyn Monroe. The problem is that Dior features Marilyn Monroe perfuming herself with J'Adore during a Dior couture's fashion show. This is what we call an anachronism which is fine as it is an advertising. The problem is that Chanel just stroke back with a true Marilyn Monroe talking about Chanel N.5. And here, it is history! Sorry Dior but you loose.





## STEPS IN DEVELOPING EFFECTIVE MARKETING COMMUNICATION

### Collecting Feedback

**Collecting feedback** involves the communicator understanding the effect on the target audience by measuring behavior resulting from the content.

After sending the message, the communicator must research its effect on the target audience. This involves asking target audience members whether they remember the message, how many times they saw it, what points they recall, how they felt about the message, and their past and present attitudes toward the product and company.

The communicator would also like to measure behavior resulting from the message—how many people bought the product, talked to others about it, or visited the store.

14-30

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Feedback on marketing communications may suggest changes in the promotion program or in the product offer itself.

## SETTING THE TOTAL PROMOTION BUDGET AND MIX

One of the hardest marketing decisions facing a company is how much to spend on promotion.

How does a company determine its promotion budget?

The **four common methods** used to set the total budget for advertising are:

- the *affordable method*,
- the *percentage-of-sales method*,
- the *competitive-parity method*,
- and the *objective-and-task method*.

## SETTING THE TOTAL PROMOTION BUDGET AND MIX

### Setting the Total Promotion Budget

The **affordable method** sets the promotion budget at the level management thinks the company can afford.

Small businesses often use this method, reasoning that the company cannot spend more on advertising than it has. They start with total revenues, deduct operating expenses and capital outlays, and then devote some portion of the remaining funds to advertising.

The **percentage-of-sales method** sets the promotion budget at a certain percentage of current or forecasted sales or as a percentage of the unit sales price.

The **percentage-of-sales** method is simple to use and helps management think about the relationships between promotion spending, selling price, and profit per unit.

One of the hardest marketing decisions facing a company is how much to spend on promotion. Here, we look at four common methods used to set the total budget for advertising: the *affordable method*, the *percentage-of-sales method*, the *competitive parity method*, and the *objective-and-task method*.

Some companies use the **affordable method**. Small businesses often use this method, reasoning that the company cannot spend more on advertising than it has. They start with total revenues, deduct operating expenses and capital outlays, and then devote some portion of the remaining funds to advertising.

The **percentage-of-sales** method is simple to use and helps management think about the relationships between promotion spending, selling price, and profit per unit.

## SETTING THE TOTAL PROMOTION BUDGET AND MIX

### Setting the Total Promotion Budget

The **competitive-parity method** sets the promotion budget to match competitors' outlays.

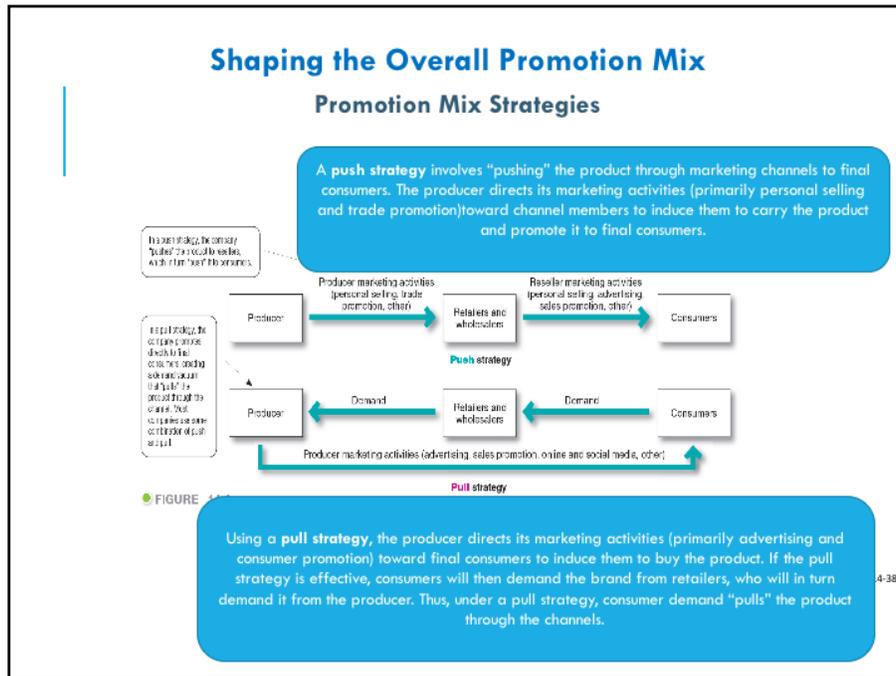
Companies using the **competitive-parity method** monitor competitors' advertising or get industry promotion spending estimates from publications or trade associations and then set their budgets based on the industry average.

The **objective-and-task method** develops the promotion budget by specific promotion objectives and the costs of tasks needed to achieve these objectives.

The most logical budget-setting method is the **objective-and-task method**, which entails (1) defining specific promotion objectives, (2) determining the tasks needed to achieve these objectives, and (3) estimating the costs of performing these tasks. The sum of these costs is the proposed promotion budget.

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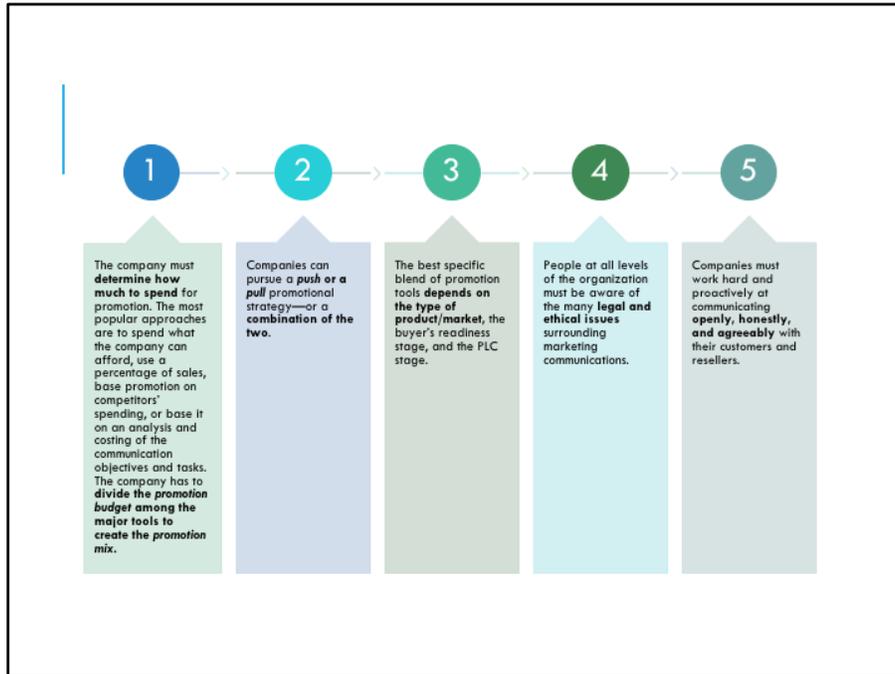
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Marketers can choose from two basic promotion mix strategies: *push* promotion or *pull* promotion. Figure 14.4 contrasts the two strategies. The relative emphasis given to the specific promotion tools differs for push and pull strategies.

A **push strategy** involves “pushing” the product through marketing channels to final consumers. The producer directs its marketing activities (primarily personal selling and trade promotion) toward channel members to induce them to carry the product and promote it to final consumers.

Using a **pull strategy**, the producer directs its marketing activities (primarily advertising and consumer promotion) toward final consumers to induce them to buy the product. If the pull strategy is effective, consumers will then demand the brand from retailers, who will in turn demand it from the producer. Thus, under a pull strategy, consumer demand “pulls” the product through the channels.



For example, Macy's uses television and newspaper advertising to inform area consumers about its stores, services, and merchandising events. Suppose feedback research shows that **80 percent** of all shoppers in an area recall seeing the store's ads and are aware of its merchandise and sales. **Sixty percent** of these aware shoppers have visited a Macy's store in the past month, but only **20 percent** of those who visited were satisfied with the shopping experience.

These results suggest that although promotion is creating awareness, Macy's stores aren't giving consumers the *satisfaction* they expect. Therefore, **Macy's needs to improve the shopping experience while staying with the successful communications program.**

In contrast, suppose research shows that only 40 percent of area consumers are aware of the store's merchandise and events, only 30 percent of those aware have shopped recently, but 80 percent of those who have shopped return soon to shop again.



In this case, Macy's needs to strengthen its promotion program to take advantage of its power to create customer satisfaction in the store.

