



# MODULE-1

## Integrated Marketing Communication

## DEFINING IMC

- *IMC* is a strategic business process used to plan, develop, execute and evaluate coordinated, measurable, persuasive brand communication programs with consumers, customers, prospects, employees and other relevant external and internal audiences.

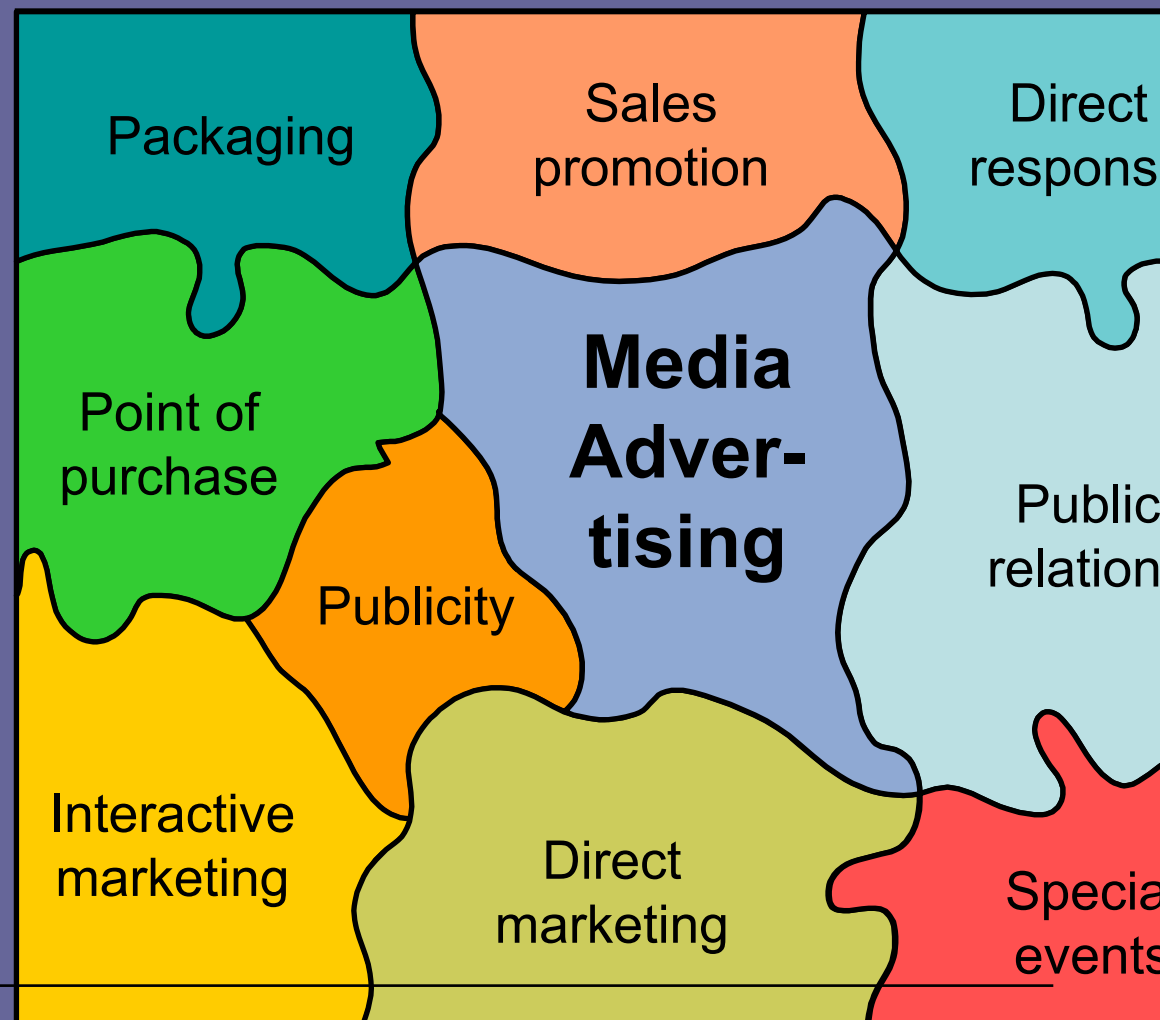
The goal of IMC is to generate short-term financial return and build long-term value.



- Consumers receive many marketing messages all day.
- Strategy begins with their wants or needs and then works backward to product.
- Must segment market according to customer demographics and preferences.



# Contemporary IMC Appro







# Behind the Growing Importance

## From

Media advertising

Mass media

Manufacturer  
dominance

General focus

Low agency  
accountability

Traditional  
compensation

Limited Internet  
availability

## Toward

Multiple forms of  
communication

Specialized media

Retailer dominance

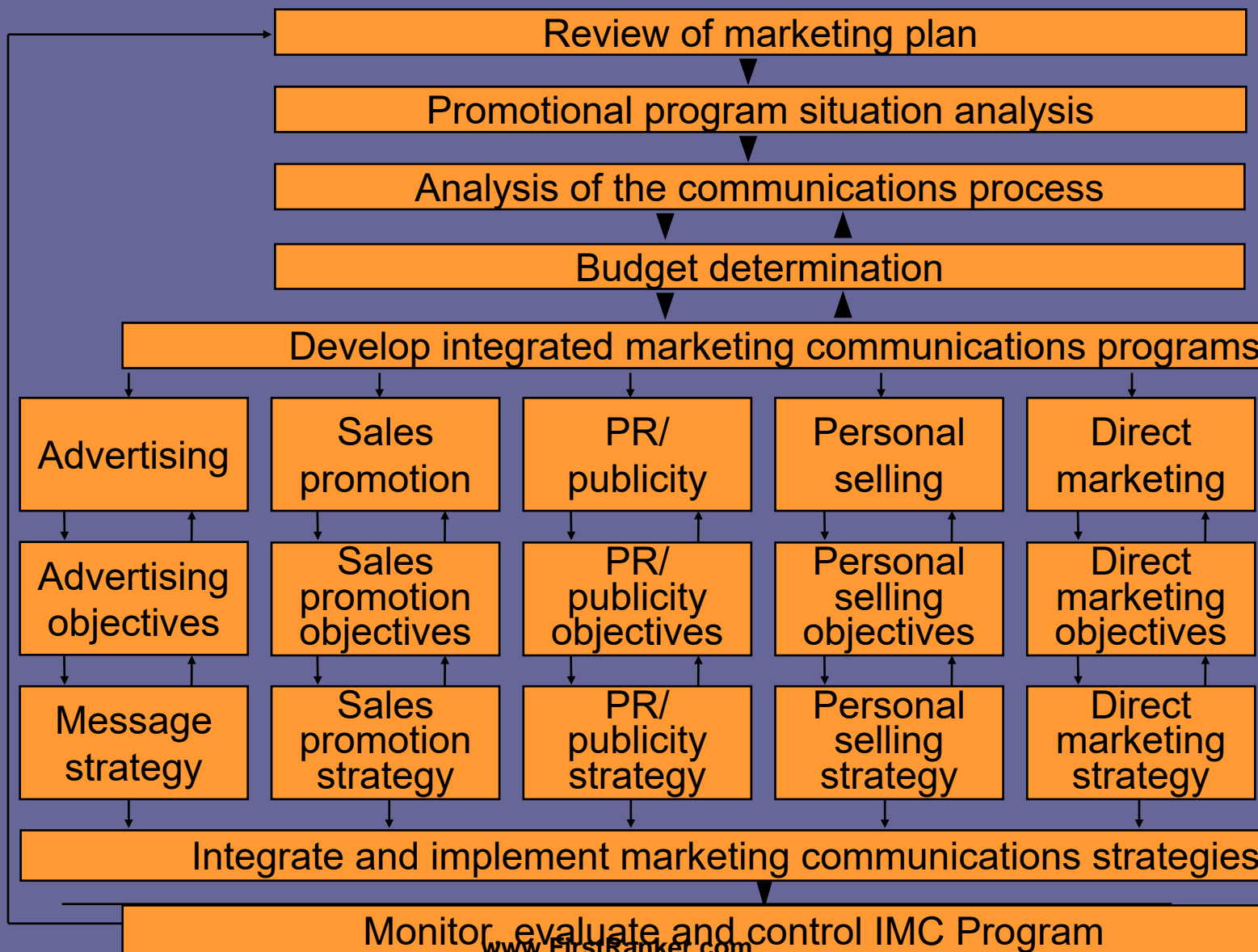
Data-based market

Greater agency  
accountability

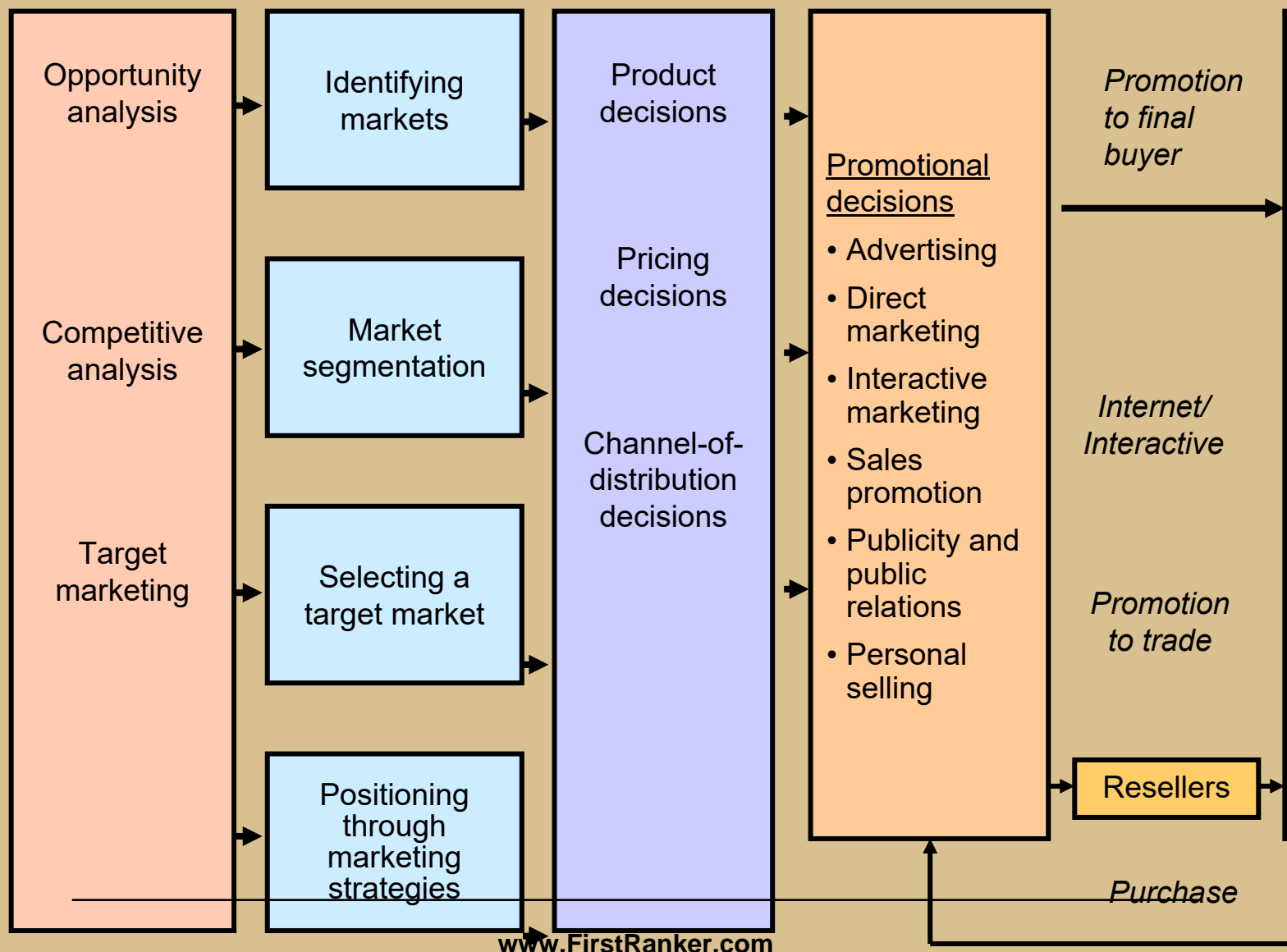
Performance-based  
compensation

Widespread Internet  
availability

# IMC Planning Model



# Marketing and Promotions Process Model





## COMMUNICATION PROCESS

- Communications efforts should be viewed from the perspective of managing customer relationships over time.
- The communication process begins with an audit of all potential contact a customer might have with the brand.
- Effective communication requires knowledge of how communication works.



## • Marketing Communication

- In integrated marketing communication, the company will carefully coordinate all promotion elements to deliver a consistent, and compelling message about the organization and its products.



## • Communication Objectives:

Once the target audience has been defined the marketing communication must decide what response is sought. In many cases the final response is purchase. But purchase is the result of a long process of consumer decision making.





## BUYER-REDINESS STAGE

- The target audience may be in any of the buyer-readiness stages, the stages consumers normally pass through on their way to making a purchase.
- These stages include awareness, knowledge, liking, preference, conviction, and purchase.



**AWARENESS**



**KNOWLEDGE**



**LIKING**



**PREFERENCE**



**CONVICTION**



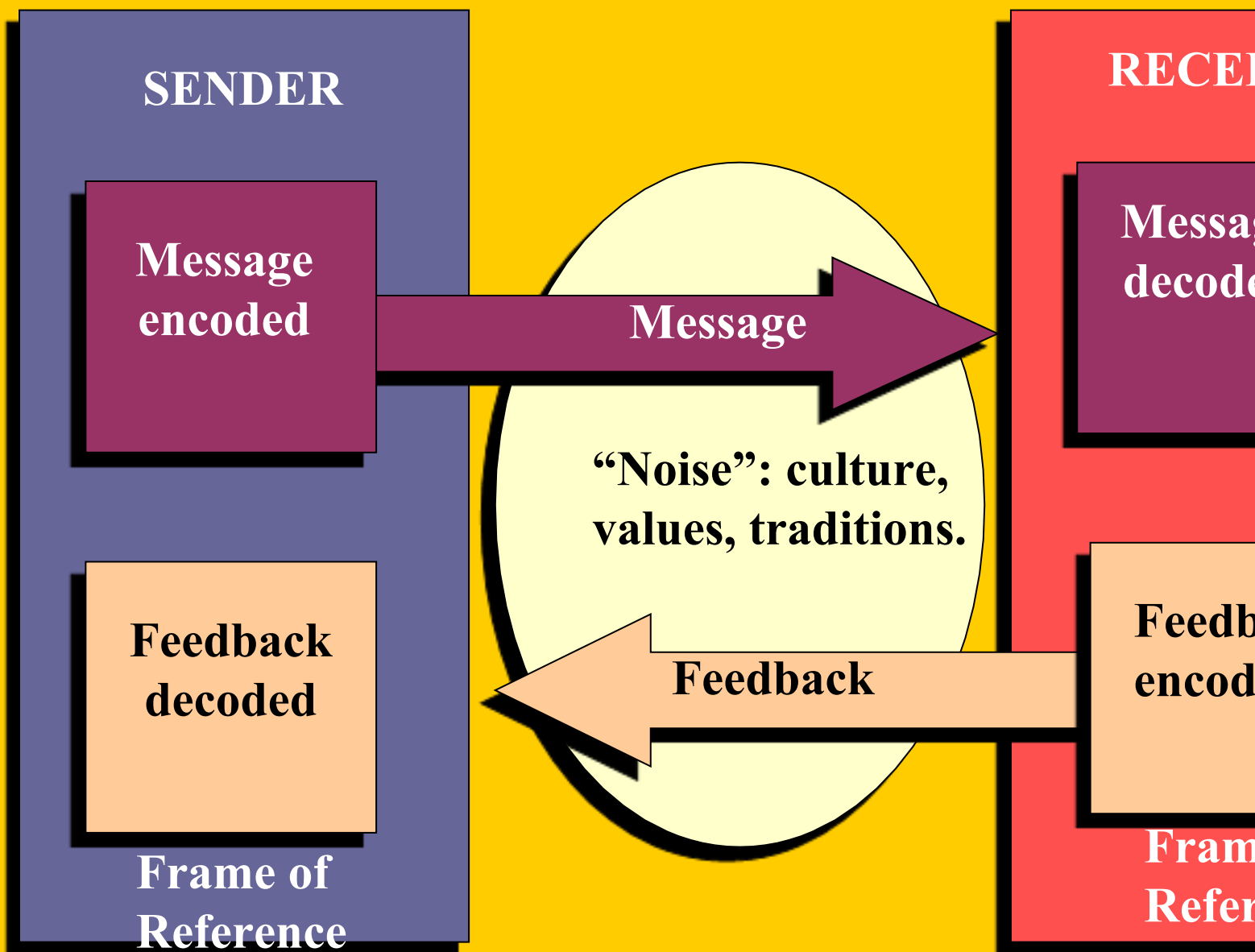
**PURCHASE**

# The Communication Process

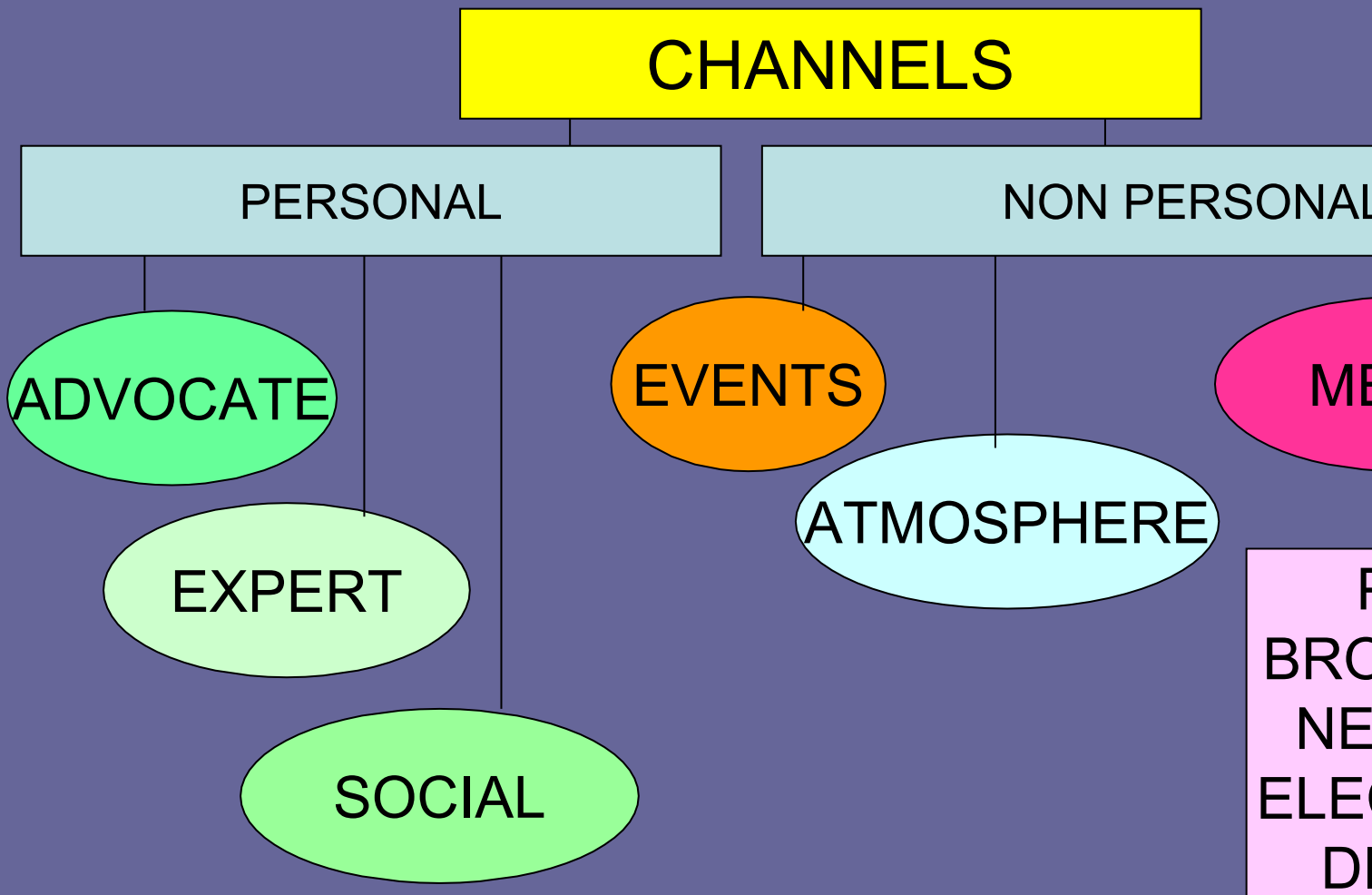
## Elements in the Communication Process

- Sender
- Message
- Media
- Receiver
- Encoding
- Decoding
- Response
- Feedback
- **Noise**





# Choice of communication channels





# Design Message

- **Message content**

- ⊗ Rational
- ⊗ Emotional
- ⊗ Humuor

- **Message structure**

- ⊗ Conclusion drawing
- ⊗ Order of Presentation
- ⊗ Strongest argument



# Design message

- **Message Source**

- ✦ Source credibility
- ✦ Endorser

- **Message Format**

- The message has to be considered depending on which media is going to be used – e.g. Layouts, models, music, voice, etc.



# ADVERTISING

- Any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor.
- Newspaper, Magazines, Outdoor posters, Banners, Hoardings, Direct mail, Radio, TV, the Internet





# PURPOSE OF ADVERTISING

- Creating awareness (informing)
- Persuade
- loyalty



## PURPOSE OF ADVERTISING

**Generating awareness (informing):** The first task of any advertising is to make the audience aware of the availability of product or service and to explain exactly what it is.



**Creating favorable attitude (persuasion for formation):** The advertising message should create a favorable attitude towards the brand, eventually leading the consumers to buy the brand or bring about a change in their past purchasing pattern.



**Managing customer loyalty (Reinforcement of desired behaviour):** One of the key tasks of today marketing is to make the customers loyal and reinforce their purchase behavior. This is because competitors will always attempt to break the





# NEEDS AND BENEFIT OF ADVERTISING

PRODUCER

MIDDLEMEN

COMM

CUSTOMER



# TYPES OF ADVERTISING

**Non-Commercial advertising:** Advertising sponsored for a charitable institution, civic group, religious political organization, or some other nonprofit group to stimulate donations, persuade people to vote one another, or bring attention to social causes.







- **Commercial Advertising:** Advertising involves commercial interests rather than advocating a social or political cause.



IT JUST TASTES BETTER 

**IT'LL BLOW YOUR MIND AWAY**

**BK SUPER SEVEN INCHER**

 **\$6.25** MEAT

Fill your desire for something truly, truly, and finally new with the NEW BK SUPER SEVEN INCHER. No more after you taste the mind-blowing burger that's up to a single beef patty, topped with American cheese, onions and the A.I.P. Thick & Meaty Sauce.





**Brand advertising:** This is most popular form of advertising as all possible media including television is flooded with brand advertising. Brands like Surf Excel, Pepsi, and coke in India are more frequently on Indian television. These kinds of advertisements are done to promote brands and develop unique brand identity for a firm.







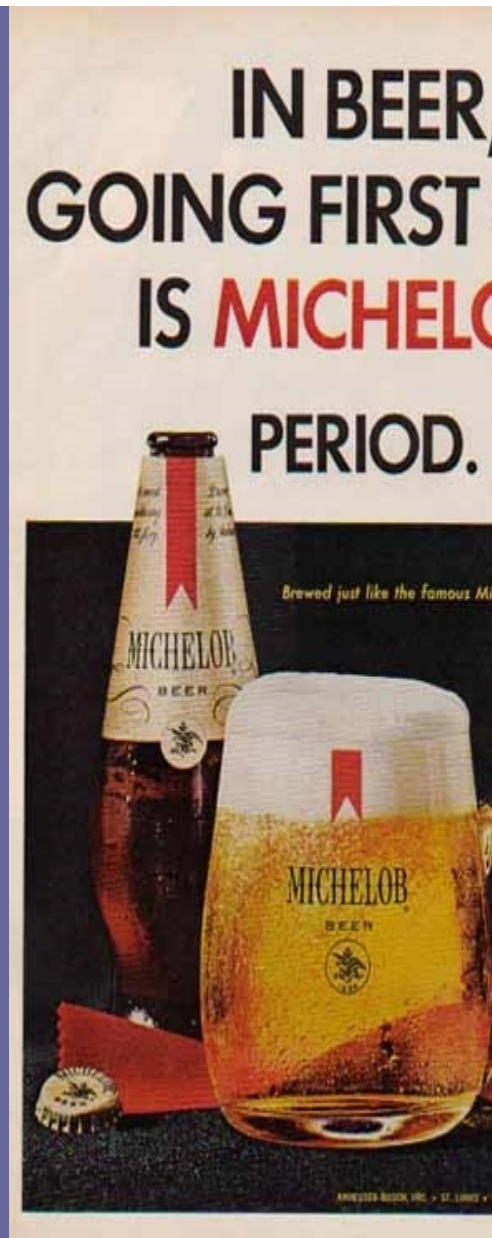
**National advertising:** These advertisements are carried out in local and vernacular media to promote the product in a local region.



**Retail advertising:** These advertisements are brought to promote retail outlets and distribution points.



**Nation and destination advertising:** These advertisements are brought out to promote a nation as a tourism destination. These are used for promoting states, cities and tourist attractions.



**OLD NAVY**

# BIG KID LITTLE BABY

*big kids T's*



**\$7**



*(and the*

*Tod*





**Political advertising:** These are done for political parties, politicians and individual candidates in elections.



**Social advertising:** These advertisements are brought out for a social cause like against Alcohol, sexual exploitation, women trafficking, child labor and other critical issues in a society.









**Directory advertising:** These are the advertisements done in directories and yellow pages and folders to inform people while collecting a telephone number or home address. People normally refer to these directories to buy products and services.



**Direct response advertising:** These advertisements are used in any medium, which tries to stimulate sales directly. The consumer can respond by telephone or Internet.





## GoLookOn.com

Harrisonburg's Online Business & Event Directory

**Delivery**

**Anthony's Pizza**  
540.432.0200

**Chanello's Pizza**  
540.574.4700

**China Express**  
540.568.9899

**Ciro's Lasagna House**  
540.434.5375

**Dave's Taverna Express**  
540.801.8646

**Domino's Pizza (Miller Cir)**  
540.433.2300

**Domino's Pizza (Burgess Rd)**  
540.433.3111

**Great Wok**  
540.442.7200

**Italian Touch**  
540.801.8160

**Luigi's (South High)**  
540.433.0077

Every Menu Is On GoLookOn



**Klines Dairy Bar ICE CREAM**  
www.KlinesDairyBar.com

58 E. Wolfe St. 540.434.6980    2425 S. Main St. 540.434.4014

Flavor Of The Week Found On GoLookOn.com



**Adecco**  
THE EMPLOYMENT PEOPLE  
600-C University Blvd.  
540.434.2342

More Info Found On GoLookOn.com



**ARTISTIC PHOTOGRAPHY**  
171-F Neff Ave.  
540.801.8222

Portrait Special Found On GoLookOn.com



**SAWTOOTH MARKET**  
121 Carpenter Lane  
540.433.3929

Market Shops Found On GoLookOn.com



**Galtzerts**  
82 Chestnut Ridge Dr.  
540.434.9888

Events & Discounts Found On GoLookOn.com

## GoLookOn.com

Presents  
**DESTINATION DOWNTOWN**

 <p><b>A Touch of the Earth</b> 432-1894</p> <p>Specializing in hand made and staining glass jewelry, home and home "furniture" lighting, and so much more</p>	 <p><b>Artful Dodger</b> 432-1179</p> <p>A unique blend of an artistic coffee shop and a gallery with a diverse collection of local artists</p>	 <p><b>Ben's Music LLC</b> 434-1376</p> <p>We offer sales, service, and repairs on a large variety of new and used musical instruments, as well as an extensive selection of sheet music</p>
 <p><b>Blakemore's Flowers</b> 434-4481</p> <p>A full service florist offering the finest floral designs for a variety of occasions, we are distinguished in quality, service, and value</p>	 <p><b>By the Corner Custom Frame Shop</b> 433-0081</p> <p>We custom create the best quality of our full service custom frame shop</p>	 <p><b>Calhoun's Restaurant &amp; Brewing Co.</b> 434-8777</p> <p>As the Valley's premier microbrewery, we also offer catering and banquet facilities</p>
 <p><b>Dave's Downtown Taverna</b> 564-1487</p> <p>West Chester's top ratings, live music, and more as well as the South Coast</p>	 <p><b>Duke's Sports &amp; Gaming</b> 433-3853</p> <p>Featuring hand-picked football, basketball, and racing cards in single packs and boxes from all the top brands</p>	 <p><b>Glen's Fair Price</b> 434-8272</p> <p>Harrisonburg's most unusual store offers a wide variety of costumes, accessories, toys, party favors, decorations, as well as services to the community</p>
 <p><b>Indian American Cafe</b> 433-1177</p> <p>A combination of authentic Indian cuisine with a touch of American flair</p>	 <p><b>James McHone Jewelry</b> 433-1833</p> <p>There is no better place to bring the best jewelry in the best prices</p>	 <p><b>Joshua Wilton House Inn &amp; Restaurant</b> 434-4464</p> <p>History on wheels - award winning dining and an extensive list of fine wines and spirits as well as private dining facilities</p>
 <p><b>Kline's Dairy Bar</b> 434-6980</p> <p>Providing serving the valley's best ice cream since 1961</p>	 <p><b>L &amp; S Diner</b> 434-5572</p> <p>Home-style cooking for over 40 years</p>	 <p><b>Luigi's Downtown Pizzeria Co.</b> 442-9923</p> <p>Home of the "Big Red Hot Wheel" after burning down the original location</p>
 <p><b>Ragtime Fabrics</b> 434-5663</p> <p>We carry a wide variety of fabric, quilt and quilting supplies, quilts, and more</p>	 <p><b>The Law Office of Robert F. Kaefer, Esq., P.C.</b> 433-6906</p> <p>An attorney who represents clients accused of traffic, drug and alcohol offenses</p>	 <p><b>Shenandoah Bicycle Company</b> 437-9000</p> <p>Offering the finest in cycling products, services, and repairs since 1982</p>
 <p><b>Smokin' Pig</b> 433-3917</p> <p>The best BBQ with two levels of service that are delicious and casual</p>	 <p><b>Tubeller Virginia Country Store</b> 434-4334</p> <p>We offer a large variety of Virginia made products in an extensive store atmosphere</p>	 <p><b>Violet Dry Cleaners</b> 434-6570</p> <p>In addition to dry cleaning, we also offer alterations and sewing, for clothing and drapery, and wedding dress cleaning</p>
 <p><b>West Water Street Cafe</b> 433-6280</p> <p>We provide a variety of delicious home style food served in a friendly atmosphere</p>	 <p><b>Wish You Were Here</b> 246-3244</p> <p>A unique gift shop that with fun, handmade items and local art and craft products</p>	 <p><b>You Made It</b> 434-4500</p> <p>We are a "One Stop" gift shop that has fun, handmade items and local art and craft products</p>

**SOS Advertising**    110 West Grace St. Harrisonburg, VA 22801    540.442.9226

**CUSTOM PRINTED EVERYTHING**

www.FirstRanker.com

# YOU ARE PRE-APPROVED

## FOR A RESIDENTIAL TELEPHONE IN YOUR NAME!



- No Deposit
- No Credit Check
- No ID Required
- Fast Service
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**Only \$49<sup>99</sup>\***

gets you talking for the next month!

\*Plus \$20 one-time activation charge



VALUABLE COUPON  
Get **Call Waiting** For  
**FREE**  
when you call now. Mention Rate Code 2641.

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Or visit one of the National Rent To Own Missouri locations listed below  
Available in Missouri only. Some restrictions may apply.



2674 Cherokee  
St Louis, MO 63118  
314-444-2113

8723 Hazard Bridge  
St Louis, MO 63121  
314-437-1503

2877 Rogers Road  
St Charles, MO 63033  
314-947-9308

7142 Page  
St Louis, MO 63123  
314-728-1009

9088 W. Florissant  
St Louis, MO 63128  
314-667-0108

223 N. Arnold Crossroads  
Arnold, MO 63010  
314-363-1333

334 N. South St  
St Louis, MO 63108  
314-412-8888

4701 Worsham  
St Louis, MO 63109  
314-781-0000

8832 Chippewa  
St Louis, MO 63114  
314-481-0000

8303 Midway Ferry  
St Louis, MO 63147  
314-363-6666

91 South Gable  
St Louis, MO 63121  
314-363-6666

1307 N. Benton Blvd.  
St Louis, MO 63104  
314-578-0000



2961

**GET YOUR ORAL  
DEVICE TODAY!**



**NO SURGERY REQUIRED  
FDA APPROVED**

**1-800-SLEEP-MED**  
**1-800-397-2129**

180



**Business-to-Business advertising:** These kind of advertisements are carried out targeting business and organizational marketers. These messages are directed towards retailers, wholesalers and distributors. These advertisements are placed in professional journals and trade association publications.



# ATTENTION BUSINESS OWNER

INCREASE YOUR SALES WITH OUR ADVERTISING PACKAGE

**WEBSITE + 24 T-SHIRTS + 5000 BUSINESS CARDS**



**If you don't have a website  
You are losing money!**

**BRAVO**  
Advertising

**ALL THIS  
FOR ONLY  
\$699**

For sales & more info call:  
**646-721-3521**



**Web:** [www.bravonc.com](http://www.bravonc.com)  
**Email:** [bravousa@gmail.com](mailto:bravousa@gmail.com)



**Public service advertising:** Government and government-sponsored institutions bring such advertisements for the benefit of general public. They communicate a message on behalf of some good cause. Advertising professionals create these advertisements for public relations department of large corporates, highlighting a social cause.

**SMOKING. PLEASURE FOR YOU.  
POISON FOR YOUR FAMILY.**



Issued in the interest of public health

**QUIT SMOKING. NOW.**



**Interactive advertising:** These are typical internet based advertisement, which are delivered to individual consumers who access to the WWW. Advertisers use web pages, banner ads, spots; pop ups and em programmes to reach the target audience.







**Outdoor advertising:** These are the forms advertising in which the marketer uses outdoor media like wall paintings, hoardings, bulletins, kiosks and mobile vans for communicating with audience.







**Electronic advertising:** These forms of advertisement use electronic media like television, radio, video, and audiocassette, electronic display boards, CDROMs for promotion of products and services.

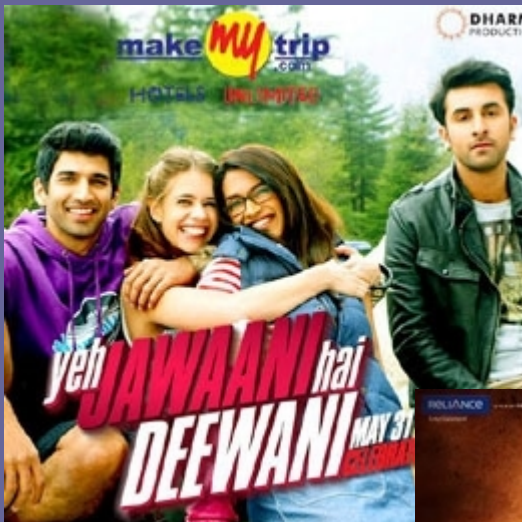






**In Film advertising:** These are new forms of advertising in which brands are placed inside the film and actors are shown using these products during the movie for increasing its usage among the audience.





**GAIN YOUR BODY WEIGHT  
LOOK STRONG AND FIT**





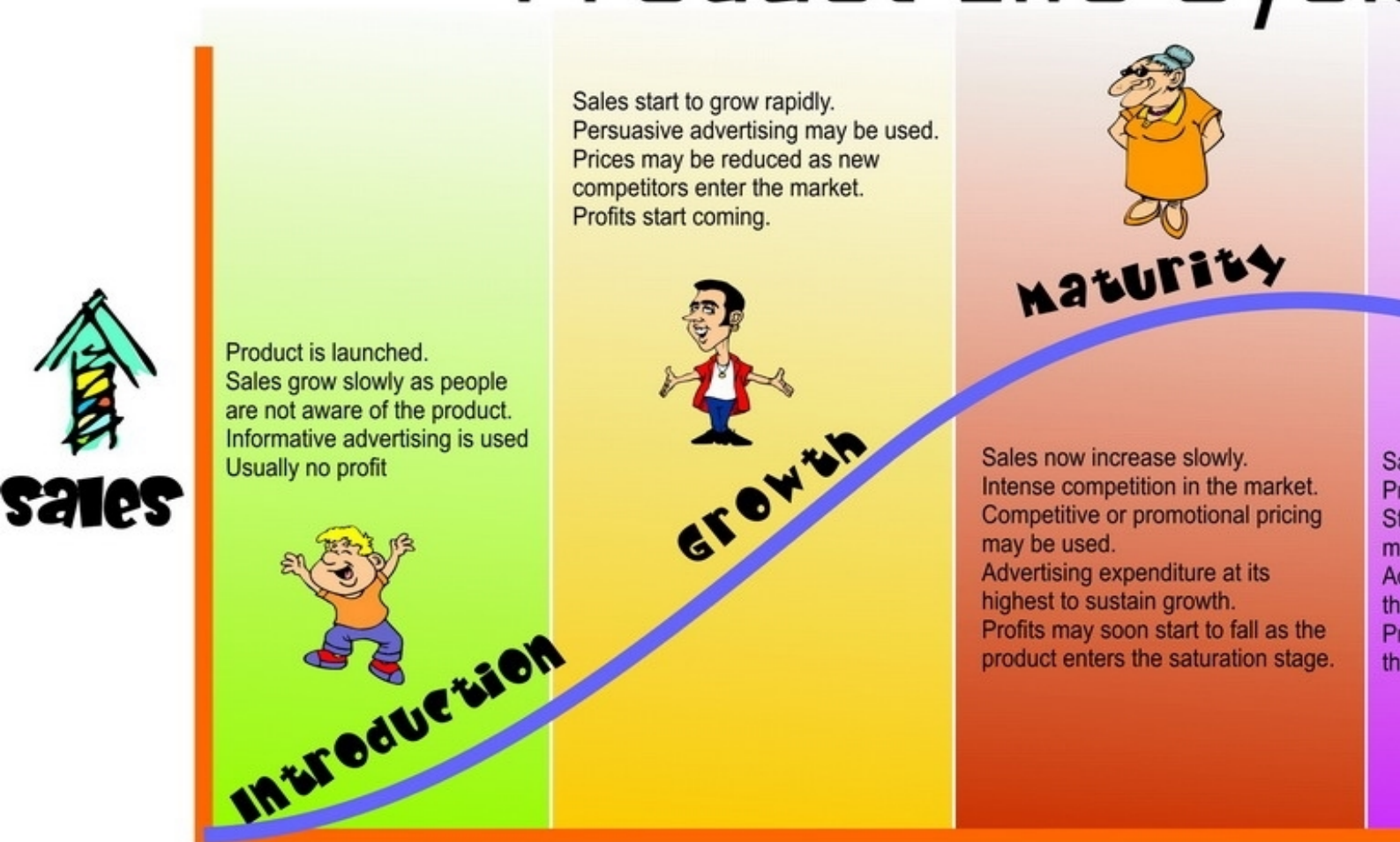
**Unconventional media:** These forms of advertising are of recent origin and use traditional art forms like jatraa, puppet and other local dance forms to communicate about products and services to the audience.





# ADVERTISING APPEAL IN VARIOUS STAGES OF PLC

## Product Life Cycle





- **Pre-Introduction:** Light advertising, pre-introduction publicity.
- **Introduction:** Heavy use of advertising, public relations for awareness, sales, promotion for new products.
- **Growth:** Advertising, public relations, brand marketing, personal selling for distribution.
- **Maturity:** Advertising decreases, sales promotion, personal selling, reminder & persuasion.
- **Decline:** Advertising and public relations decrease, limited sales promotion, personal selling for distribution.



# THANK YOU