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MODULE-1

Integrated Marke
Communicatio

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DEFINING IMC

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

The goal of IM
generate short-t
financial return
~~build long~~-term
value.

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- Consumers receive many marketin messages all day.
- Strategy begins with their wants o needs and then works backward t product.
- Must segment market according to customer demographics and prefe

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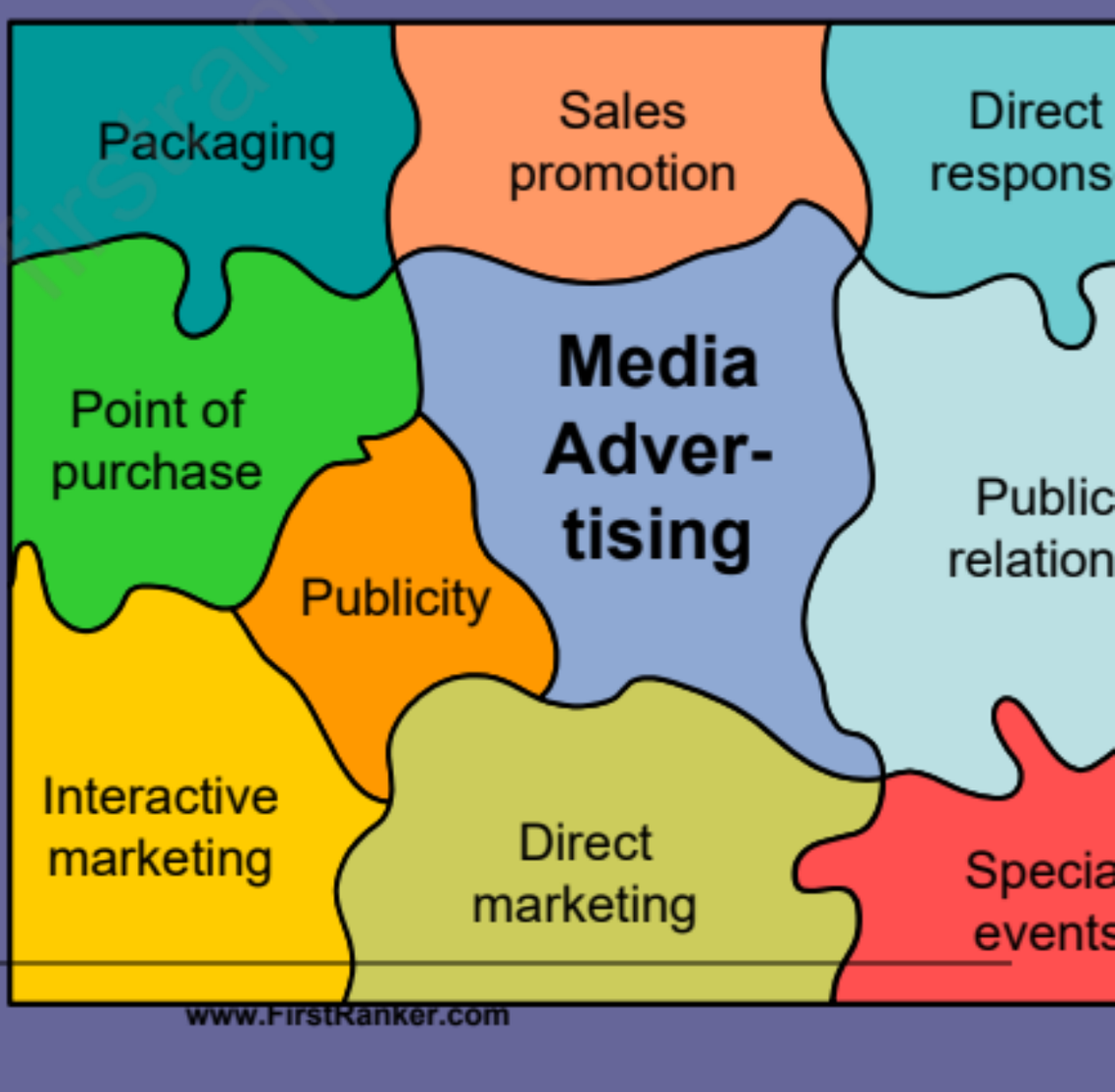
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Contemporary IMC Appro



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Behind the Growing Importance

From		Toward
Media advertising	▶	Multiple forms of communication
Mass media	▶	Specialized media
Manufacturer dominance	▶	Retailer dominance
General focus	▶	Data-based marke
Low agency accountability	▶	Greater agency accountability
Traditional compensation	▶	Performance-based compensation
Limited Internet availability	▶	Widespread Intern availability

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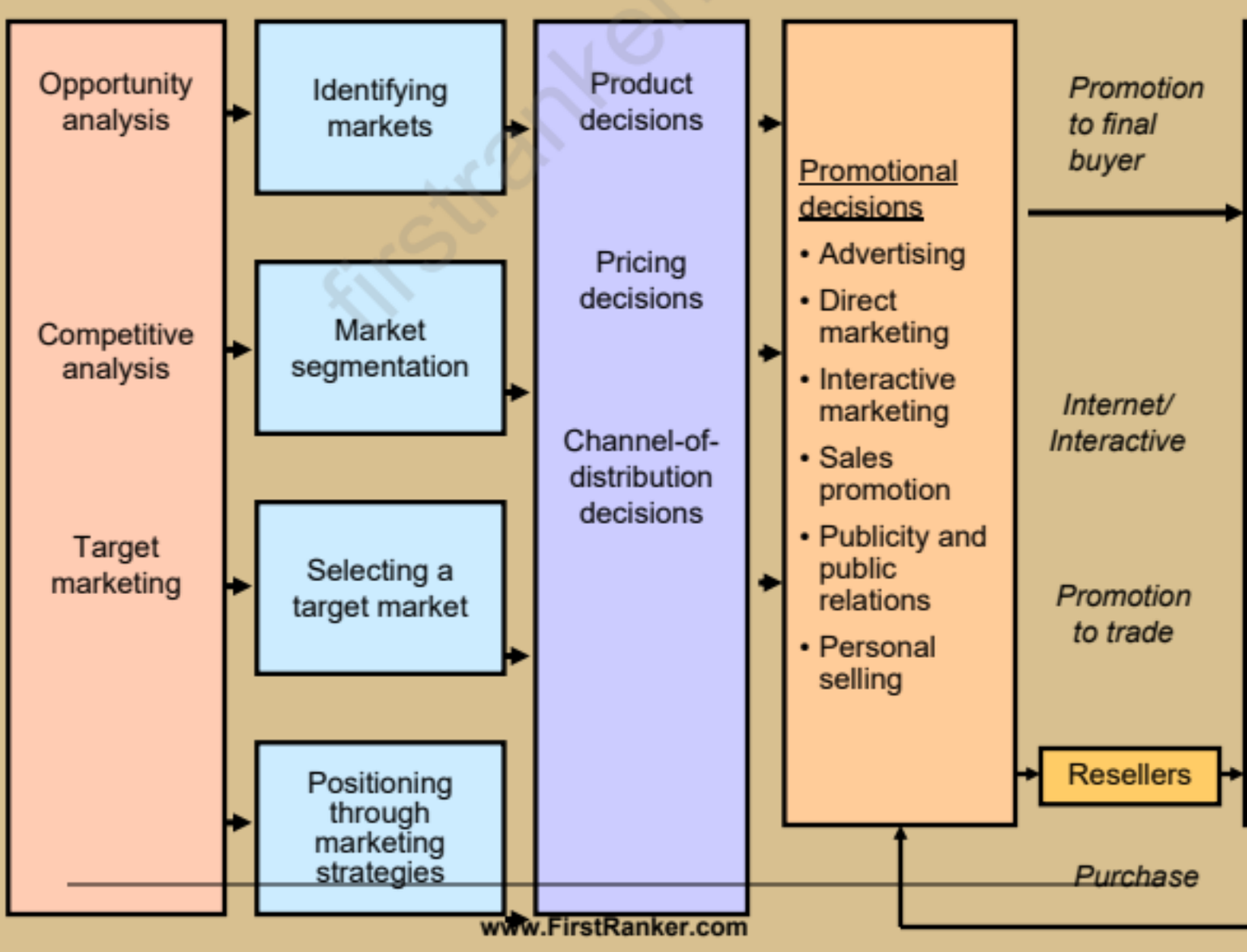
IMC Planning Model



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Marketing and Promotions Process Mod



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COMMUNICATION PROCESS

- Communications efforts should b viewed from the perspective of managing customer relationships time.
- The communication process begi with an audit of all potential conta customer might have with the bra
- Effective communication requires knowledge of how communicatio works.

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- **Marketing Communicati**

- In integrated marketing commun
the company will carefully coord
promotion elements to deliver a c
consistent, and compelling messa
the organization and its products.

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- **Communication Objectives**:

Once the target audience has been defined the marketing communica must decide what response is soug many cases the final response is purchase. But purchase is the resu long process of consumer decision making.

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BUYER-REDINESS STA

- The target audience may be in any o buyer-readiness stages, the stages consumers normally pass through o way to making a purchase.

- These stages include awareness knowledge, liking, preference, conviction, and purchase.

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AWARENESS

KNOWLEDGE

LIKING

PREFERENCE

CONVICTION

PURCHASE

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The Communication Proce



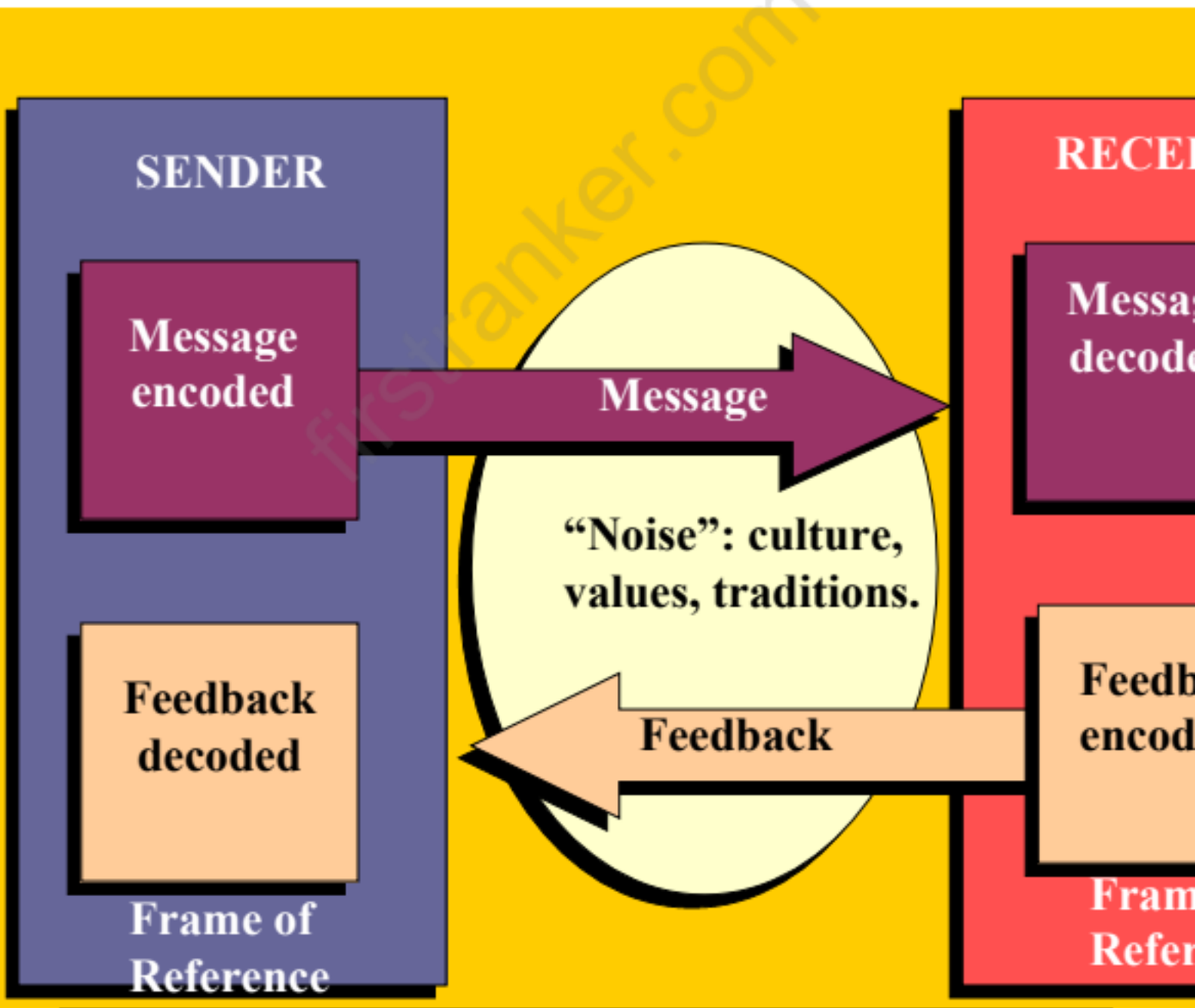


Elements in the Communication Process

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

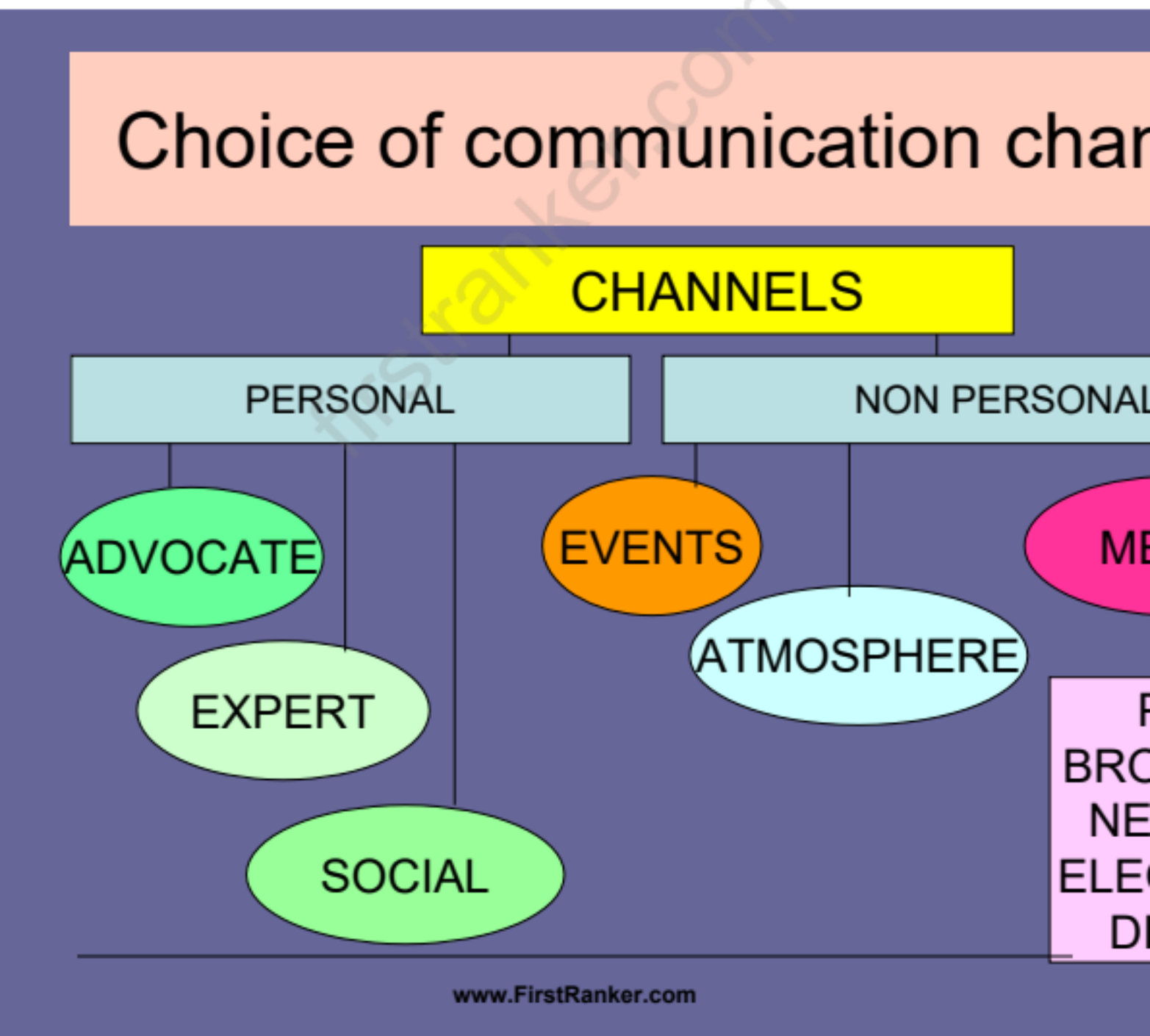
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Design Message

- **Message content**
  - Rational
  - Emotional
  - Humuor
- **Message structure**
  - Conclusion drawing
  - Order of Presentation
  - Strongest argument

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Design message

- **Message Source**
  - Source credibility
  - Endorser

- **Message Format**
  - The message has to be consi
    depending on which media is go
    be used – e.g. Layouts,
    models, music, voice, etc.

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ADVERTISING

- Any paid form of non-persona presentation and promotion of ideas, goods, or services by a identified sponsor.
- Newspaper, Magazines, Outd posters, Banners, Hoardings, Direct mail, Radio, TV, the Int

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PURPOSE OF ADVERTISI

- Creating awareness (informing
- Persuade
- loyalty

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PURPOSE OF ADVERTISIN

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

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Creating favorable attitude (persuasion fo
formation): The advertising message shou
favorable attitude towards the brand, eventu
the consumers to buy the brand or bring a
their past purchasing pattern.

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Managing customer loyalty (Reinforceme
desired behaviour): One of the key tasks o
day marketing is to make the customers l
reinforce their purchase behavior. This is
competitors will always attempt to break th

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NEEDS AND BENEFI
OF ADVERTISING

PRODUCER

MIDDLEMEN

COMM

CUSTOMER

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TYPES OF ADVERTISING

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

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- Commercial Advertising: Advert
involves commercial interests rat
advocating a social or political ca

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

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National advertising: These advertisement carried out in local and vernacular media t promote the product in a local region.

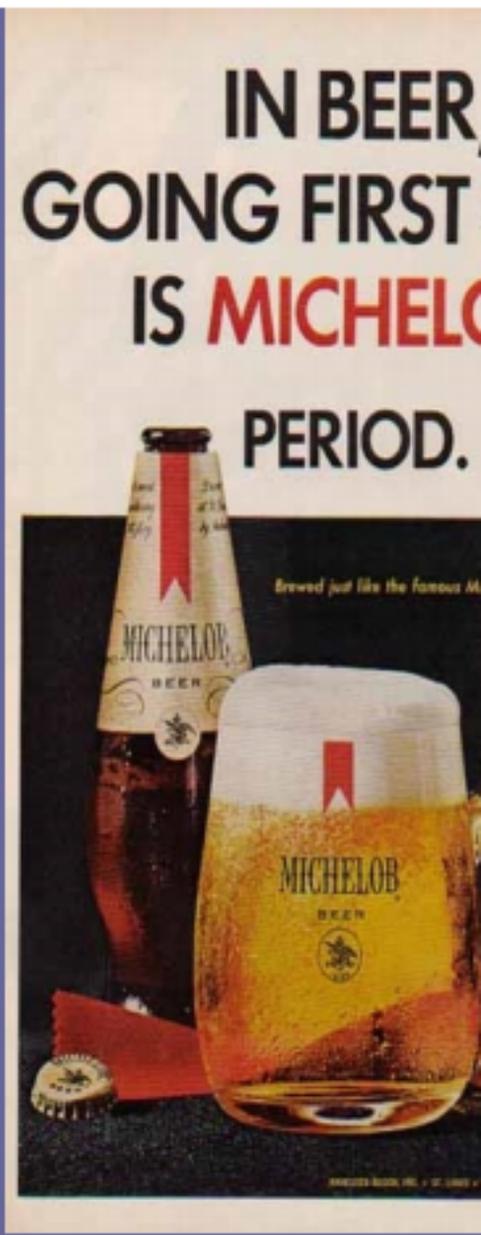
Retail advertising: These advertisements a brought to promote retails outlets and dea points.

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

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Political advertising: These are done for pol
parties, politicians and individual candidates
elections.

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

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Directory advertising: These are the advertis
done in directories and yellow pages and fol
people while collecting a telephone number
home address. People normally refer to thes
directories to buy products and services.

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

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Business-to-Business advertising: These kin
advertisements are carried out targeting bus
and organizational marketers. These messa
directed towards retailers, wholesalers and
distributors. These advertisements are place
professional journals and trade association
publications.

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

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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.

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

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Electronic advertising: These forms of advert
use electronic media like television, radio, vi
and audiocassette, electronic display boards
CDROMs for promotion of products and serv

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

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

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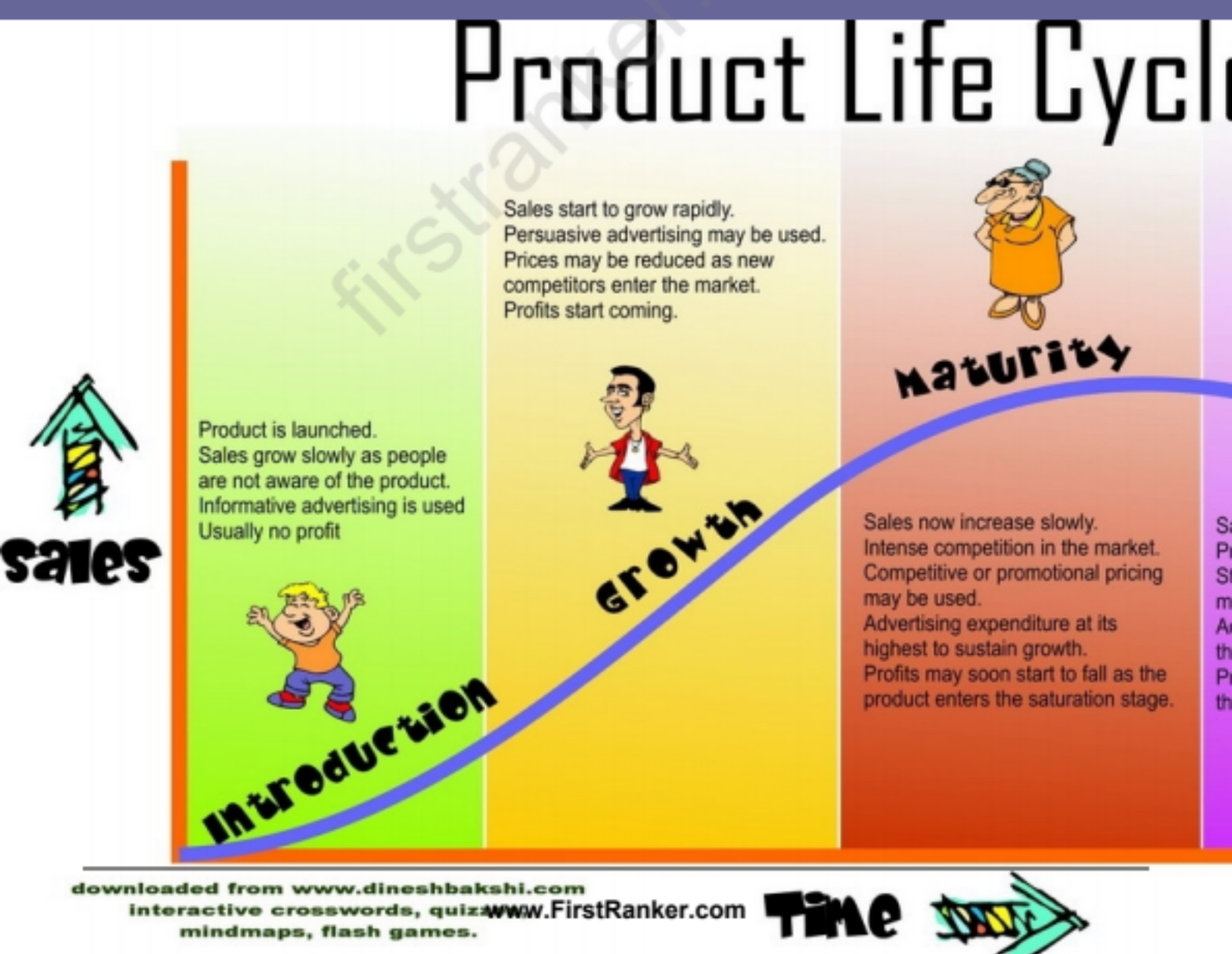
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ADVERTISING APPEAL IN VARIOU STAGES OF PLC



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

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THANK YOU

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