

Principles of Marketing

13-1

Session 13

**Integrated Marketing
Communications & Advertising,
Public Relations, Sales Promotion**

Text: Chapters 14, 15



Outline

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- I. The Communication Process**
- II. Integrated Marketing Communications**
- III. Advertising**
- IV. Public Relations**
- V. Sales Promotion**

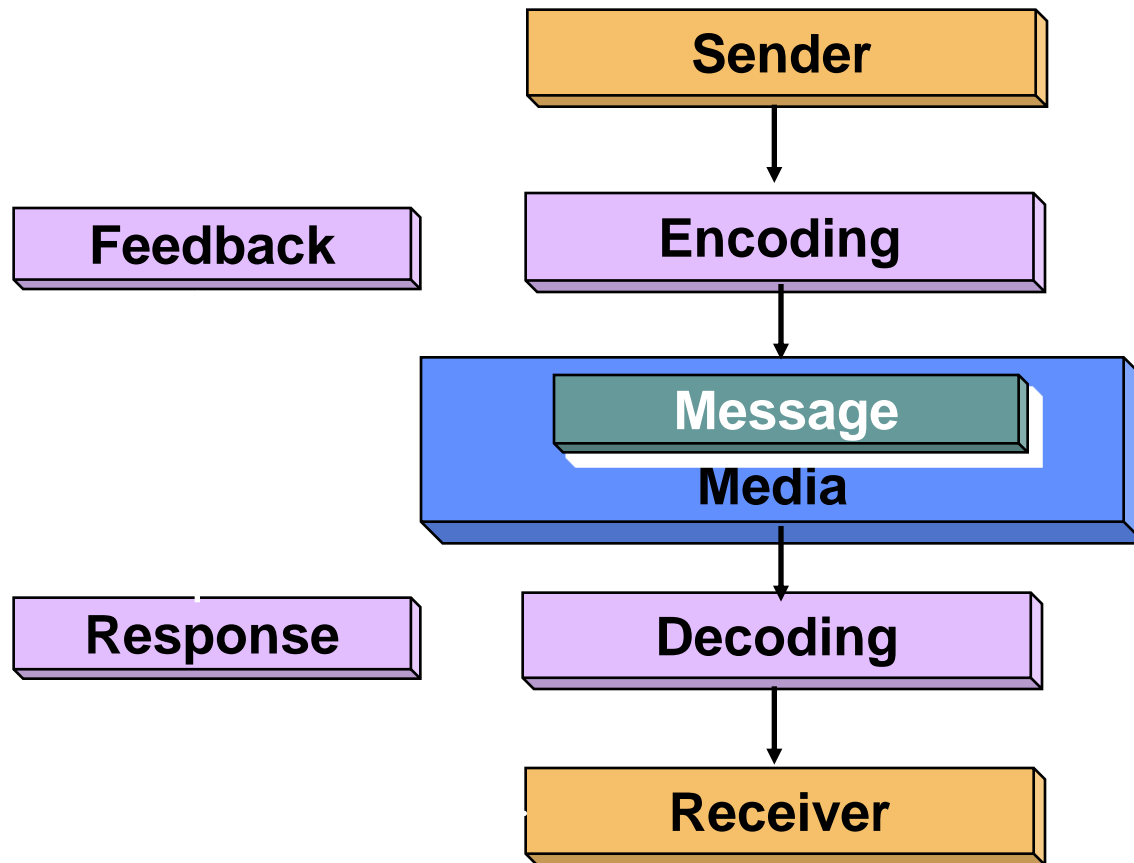


I. The Communication Process



I-1 The Communication Process

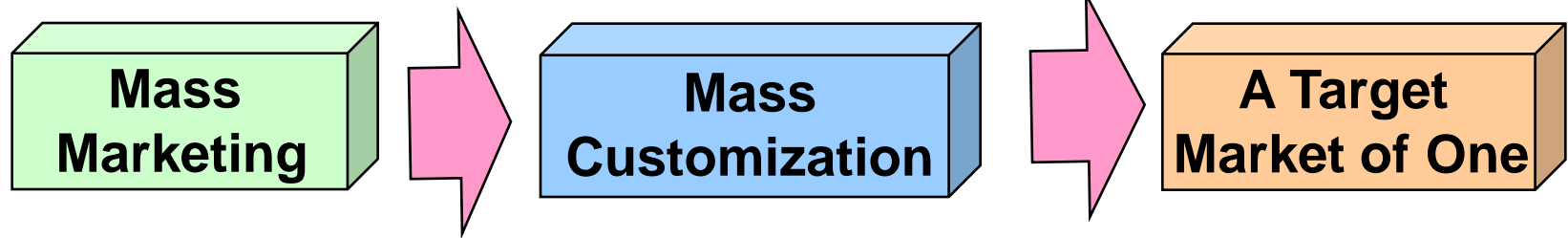
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I-2 Paradigm Shift in Marketing Communications

13-5

Information Age



Asynchronous
Advertising

Database
Marketing

Synchronous
or Interactive
Marketing

Trade Promotion

Sales Promotion



II. Integrated Marketing Communications



II-1 Definition of IMC

13-7

*a concept of marketing communications planning that recognizes the added value of a **comprehensive plan** that evaluates the strategic roles of a variety of communication disciplines—for example, general advertising, direct response, sales promotion relations—and **combine these disciplines** provide clarity, consistency, and **maximum communications impact**.*

-- AAAA



II-2 Functions & Focus of IMC

13-8

- IMC helps an organization focus on **the best mix** of promotional disciplines for their needs
- A way of planning using a **holistic** approach
- Being used successfully in **both** the consumer and B-to-B markets
- Focus on the **process**



II-3 How IMC Works

13-9

- Move **from inside-out to outside-in**
- Information driven (**database**)
- helps you identify the **contact points**
- Planning using a **holistic approach**
- Creates **synergy** among
communication techniques



II-4 Promotion Mix

13-10

Advertising

Reach many buyers, repeat the message, impersonal, expensive

Personal Selling

Personal interaction, relationship building, most expensive

Sales Promotion

Assortment of tools, rewards quick response, effect short-lived

Public Relations

Believable, dramatize a company or Product

Direct Marketing

Nonpublic, immediate, customized, interactive



II-5 Setting the Promotion Mix

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Issues for Setting the Promotion Mix

- **Stage in PLC**
- **Type of Market**
- **Push or Pull**
- **Buyer Readiness State**



II-7 Promotion Mix Strategies

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Pull Strategy

Calls for Spending A Lot on Advertising and Consumer Promotion to Build Up (**Pull**) Consumer Demand.

Strategy Selected Depends on:

Type of Product-Market &

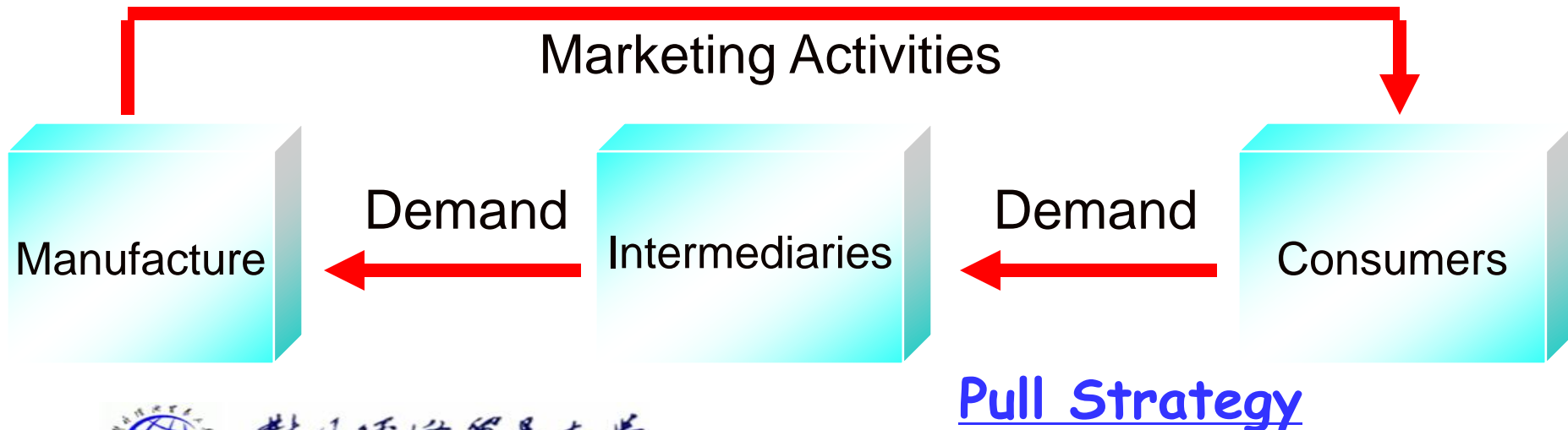
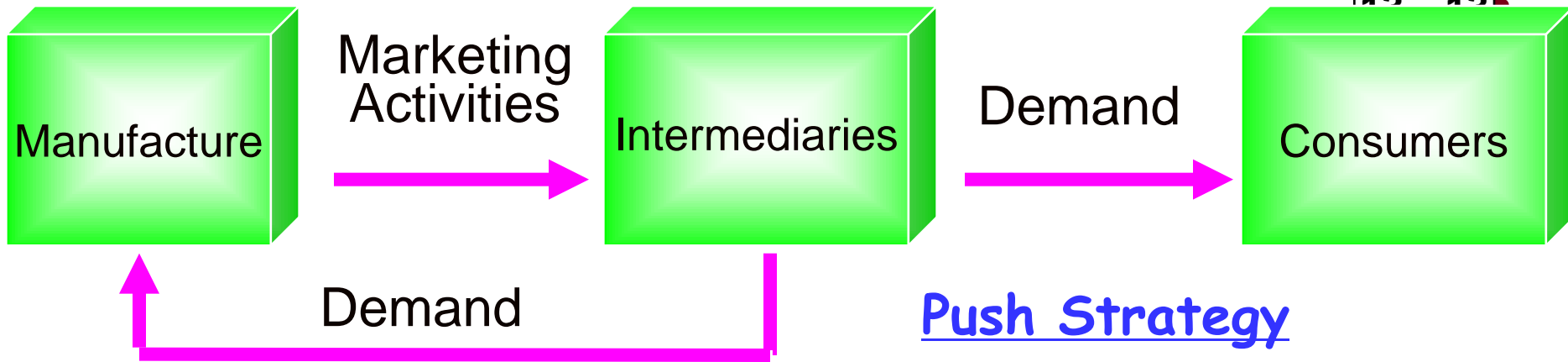
Product Life-Cycle Stage

Push Strategy

Calls for Using the Salesforce and Trade Promotion to **Push** the Product Through the Channels.

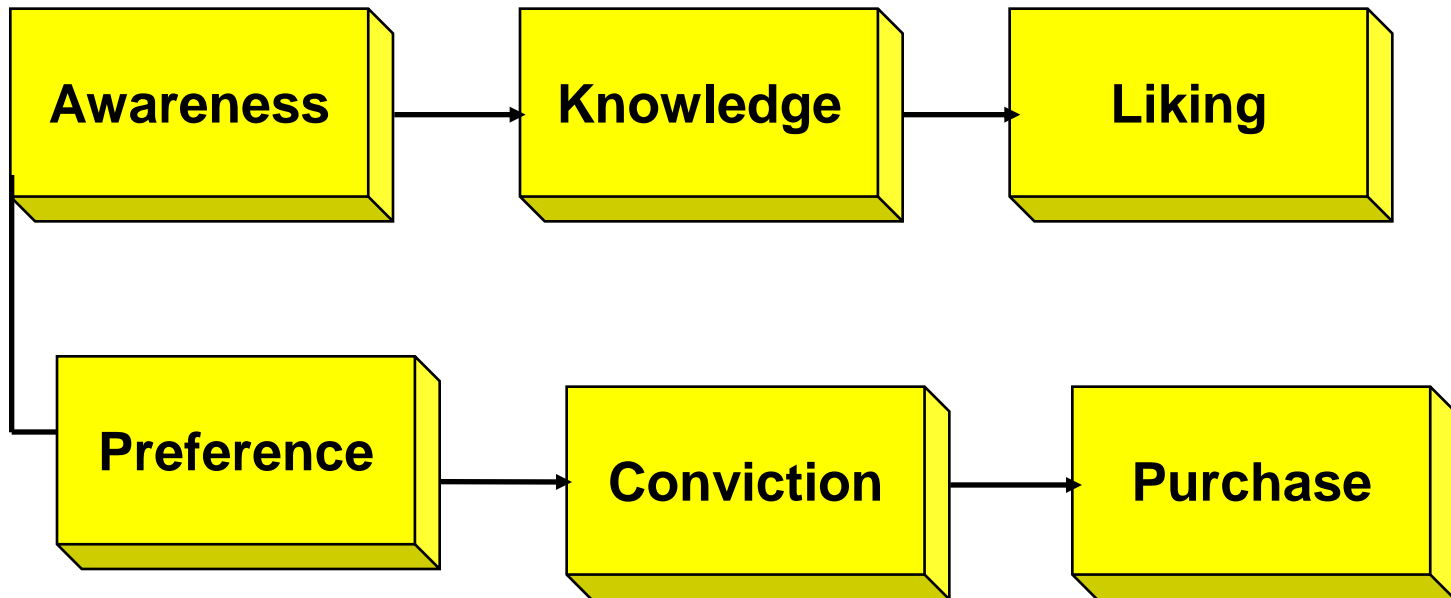


Push vs. Pull Strategies



II-8 Buyer Readiness States

13-14



II-9 Marketing Communication Media

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- **Mass media**
- **Targeted media**
- **In-store media**
- **One-to-one media**



II-10 Developing Integrated Marketing Communications Program

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II-11 An Integrated Marketing Communications Planning Model

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Review of marketing plan



Analysis of promotional program situation



Analysis of the Communications Process



Budget Determination



Develop Integrated Marketing Communications Program



II-12 The Promotion/IMC Budgeting

13-18

- **Affordable**
- **Percentage of Sales**
- **Competitive Parity**
- **Objective Task**



王老吉凉茶饮料 整合营销沟通案例

红罐王老吉品牌定位战略

广州成美营销顾问有限公司

《哈佛商业评论》中文版**2004年11月**号

<http://www.chengmei-trout.com/news-67.asp?gclid=CPC1wevNip4CFQMupAodEyKUqw>



III. Advertising



III-1 What is Advertising?

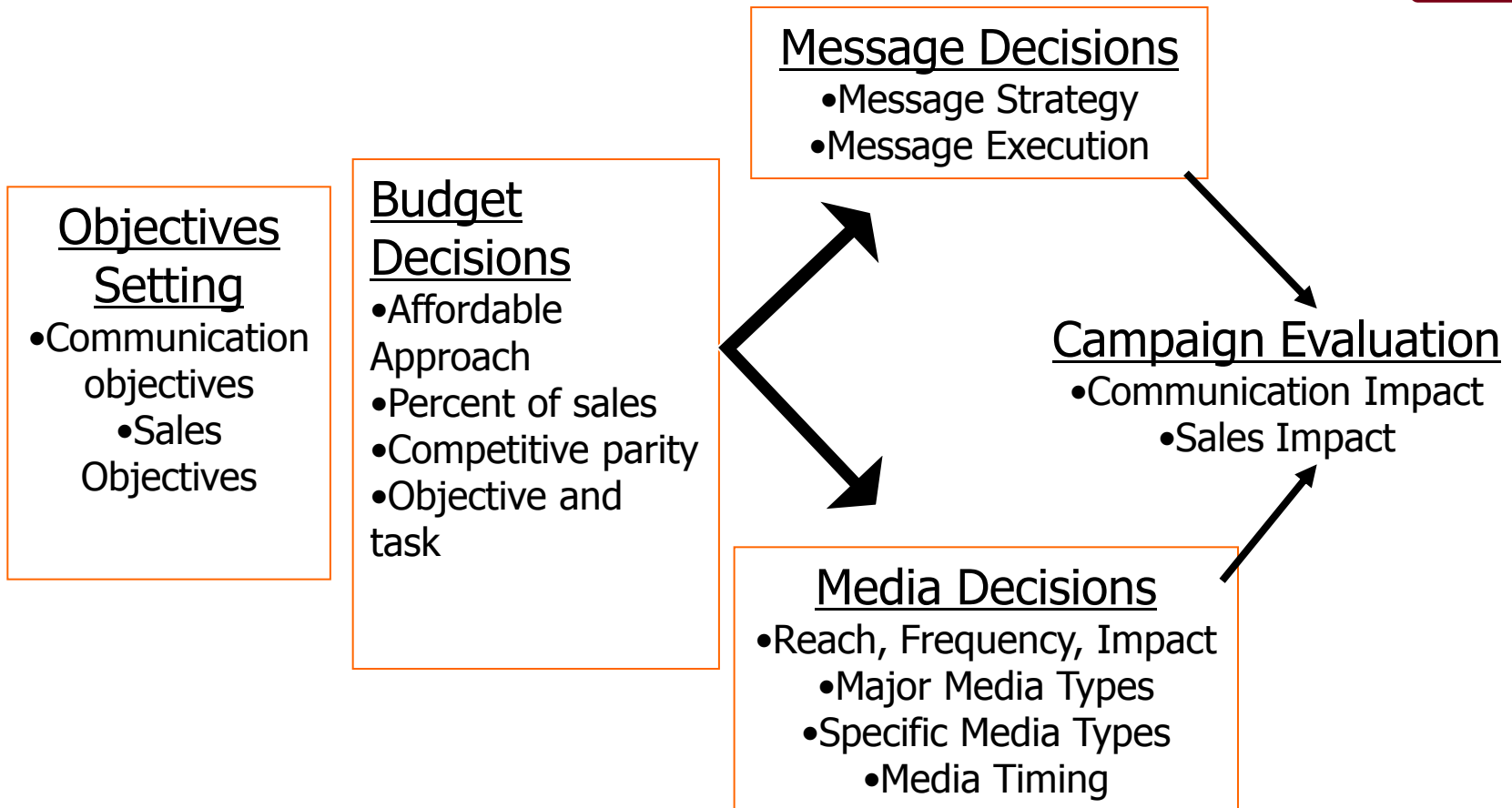
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Advertising is any paid form of nonpersonal presentation and promotion of ideas, goods, or services by an identified sponsor.



III-2 Major Advertising Decisions

13-23



III-3 Setting Advertising Objectives

13-24

- **Informative Advertising**
Inform Consumers or Build Primary Demand
i.e. Tablet computer
- **Persuasive Advertising**
Build Selective Demand
i.e. iPad, or LePad
- **Reminder Advertising**
Keeps Consumers Thinking About a Product
i.e. Coca-Cola



III-4 Budget Decisions

13-25

Considerations When Setting Advertising Budgets

- **Product Differentiation**
- **Stage in PLC**
- **Advertising Frequency**
- **Market Share**
- **Competition and Clutter**



III-5 Choosing a Message

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Message Content Decisions

- **Rational Appeals**
- **Emotional Appeals**
- **Moral Appeals**



III-6 Message Structure

13-27

Key Message Structure Decisions

- **Draw Conclusions**
- **Argument Type**
- **Argument Order**



III-7 Message Execution

13-28

Typical Message Execution Styles

- Testimonial Evidence
- Scientific Evidence
- Technical Expertise
- Personality Symbol
- Musical
- Mood or Image
- Fantasy
- Lifestyle
- Slice of Life



III-8 Personal Media & Nonpersonal Media

13-29

➤ Personal Media

- Word of
- Mouth Opinion
- Leaders

➤ Nonpersonal Media

- Major
- Media
- Events
- Atmospheres



III-9 Selecting Advertising Media

13-30

Key Issues in Selecting Media

- **Media Timing**
- **Reach**
- **Media Vehicles**
- **Frequency**
- **Media Impact**



Product Placement (植入式广告)

13-31

- A form of advertisement, where branded goods or services are placed in a context usually devoid of ads, such as movies, music videos, the story line of television shows, or news programs.
- The product placement is often not disclosed at the time that the good or service is featured.



Product Placement (植入式广告)

13-32



图为《丑女无敌》第二季中
宏碁上网本植入式广告



对外经济贸易大学
University of International Business and Economics



葛优和冯远征约会的地点——茉莉餐厅



葛优和舒淇多次倒美酒——剑南春15年



葛优在餐厅结账，使用的是招商银行白金信用卡



葛优在清华紫光电脑上写“征婚简介”

IV. Public Relations



IV-1 Public Relations Defined

13-35

PR 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.

-- Kotler & Armstrong



II-2 Value Added by Marketing Public Relations (MPR)

13-36

- **Building marketplace excitement before media advertising breaks**
- **Creating advertising news where there is no product news**
- **Introducing a product with little or no advertising**
- **Providing a value-added customer service**
- **Building brand-to-customer bonds**
- **Influencing the influentials**
- **Defending products at risk and giving consumers a reason to buy**



IV-3 Advantages and Disadvantages of PR

13-37

Advantages

- credibility
- low cost
- less clutter
- lead generation
- ability to reach specific groups
- image building

Disadvantages

- not completing the communication process
- redundancies with the marketing effort



IV-4. Public Relations Tools

13-38

Tools of Public Relations

- (1) Product Publicity**
- (2) Special Events**
- (3) Public Service Activities**
- (4) Materials**
- (5) Lobbying**
- (6) Corporate**
- (7) Communications**



(2) Why Sponsor Events?

13-39

- To identify with a particular target market or life style
- To increase brand awareness
- To create or reinforce consumer perceptions of key brand image associations
- To enhance corporate image
- To create experiences and evoke feelings
- To express commitment to community
- To entertain key clients or reward employees
- To permit merchandising or promotional opportunities





超级女声

= 终极PK =



(2) Ideal Events

13-41

Audience closely matches target market

Event generates media attention

Event is unique with few sponsors

Event lends itself to ancillary activities

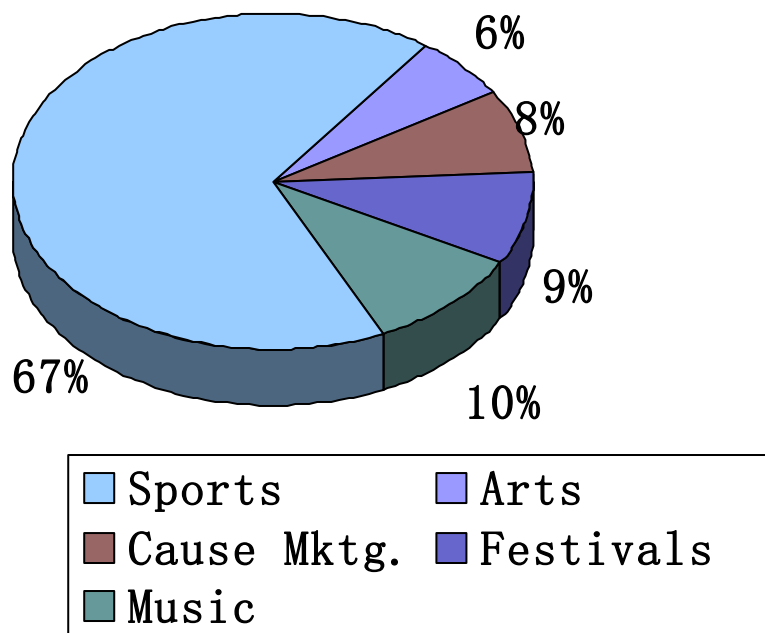
Event enhances brand image of sponsor



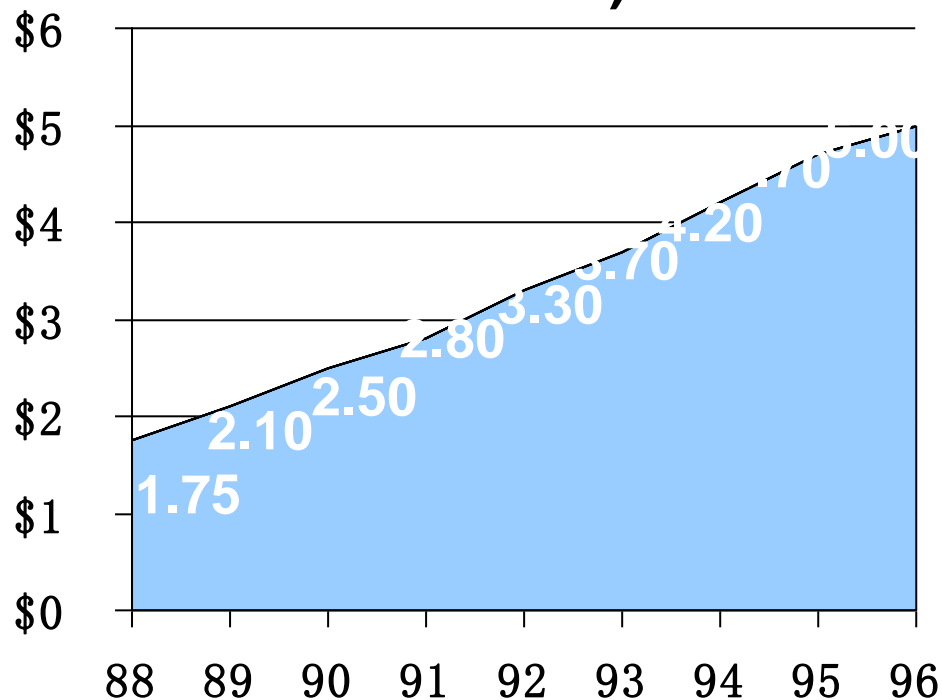
Breakdown of Spending on Event Sponsorship

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Where they spend



How much they spend (in billions)



IV-5. Public Relations Decisions

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Key Public Relations Decisions

- Objectives
- Messages
- Implementation
- Evaluation



Additional Means for Measuring PR's Effectiveness

13-44

Personal observation and reaction

Matching objectives and results

The team approach

Management by objectives

Public opinion and surveys

Audits



V. Sales Promotion



I-1 Sales Promotion Defined

13-46

A mass communication technique that offers short-term incentives to encourage purchase or sales of a product or service.

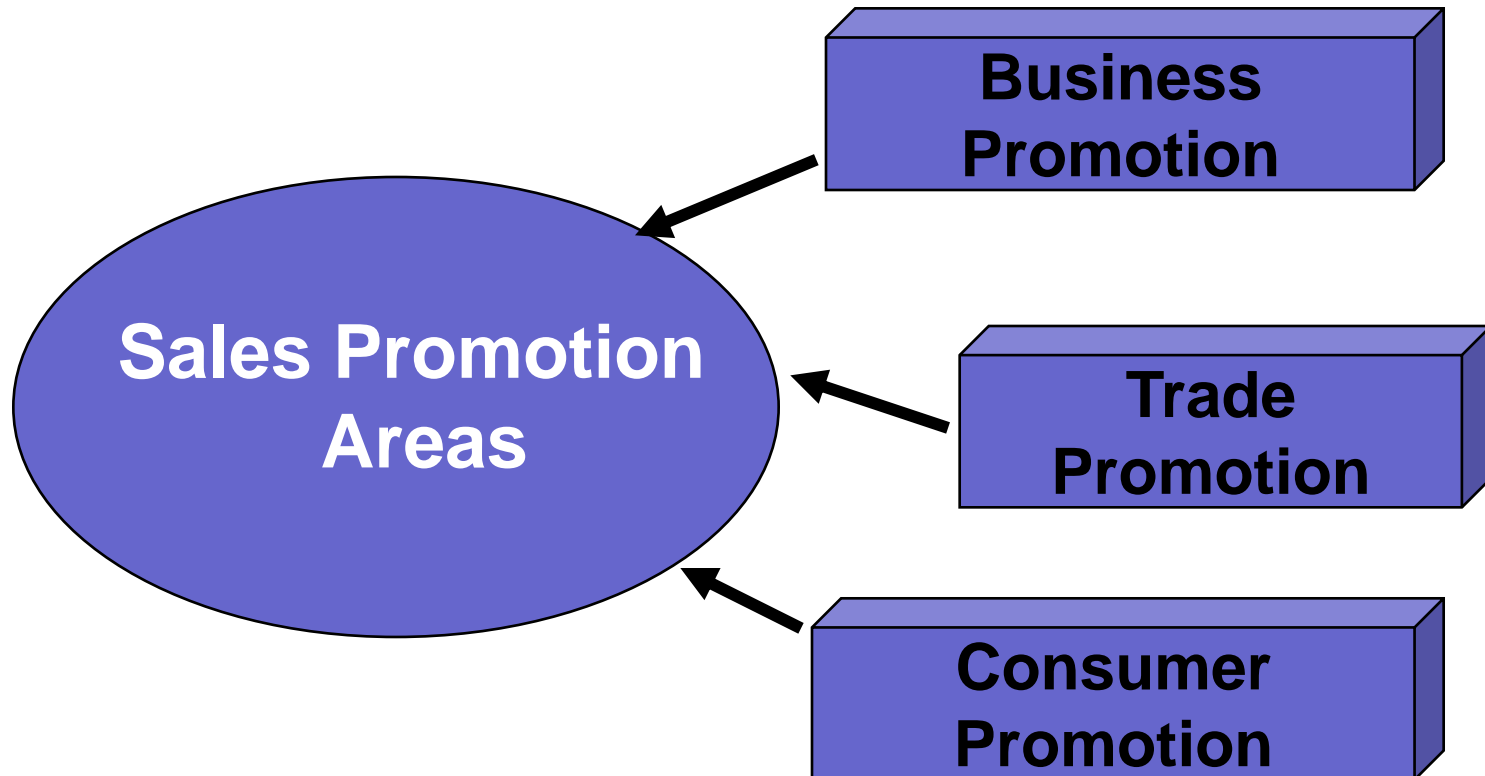
Offers reasons to buy now.

-- Kotler & Armstrong



I-2 Sales Promotion Areas

13-47



I-3 Sales Promotion Tools

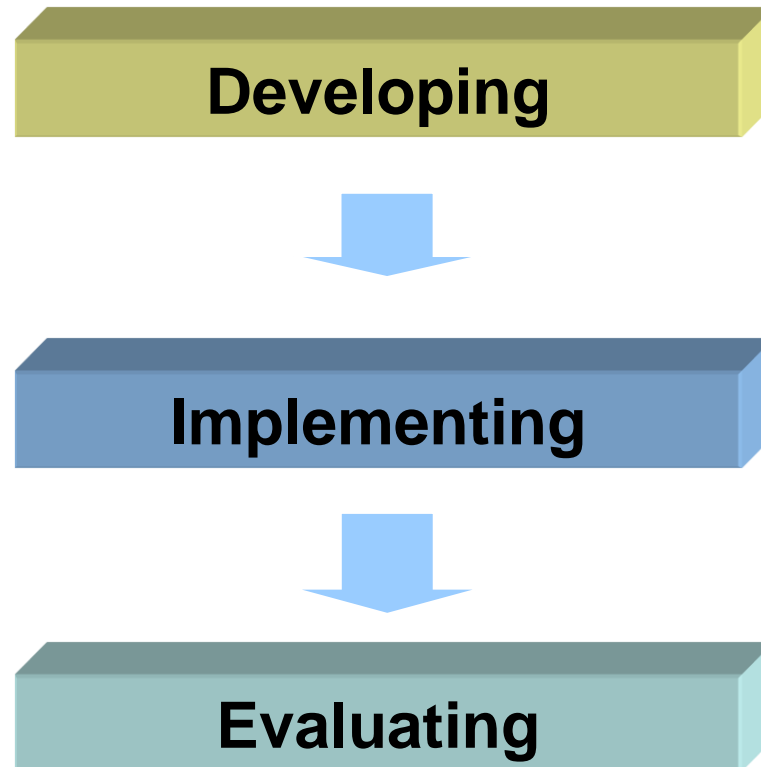
13-48

- **Contests and games of skill and chance**
- **Point-of-Purchase**
- **Patronage Rewards**
- **Advertising Specialties**
- **Premiums**
- **Cents-off deals or Price Packs**
- **Cash-back offers**
- **Redeemable coupons**
- **Samples**



I-4 Developing Sales Promotion Programs

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1-5 Objectives of Consumer Promotion

13-50

- Obtaining trial and repurchase
- Increasing consumption of an established brand
- Defending current customers
- Targeting a specific market
- Enhancing advertising and marketing efforts



I-6 Consumer Promotions

13-51

- Samples
- Coupons
- Premiums
- Contests/sweepstakes
- Refunds/rebates
- Bonus packs
- Price-offs
- Event sponsorship



I-7 Objectives of Trade Promotions

13-52

- Obtain distribution for new products
- Maintain trade support for established brands
- Encourage retailers to display established brands
- Build retail inventories



1-8 Trade Promotion Tools

13-53

Contests and dealer incentives

Trade allowances

Point-of-purchase displays

Training programs

Trade shows

Cooperative advertising



1-9 The Sales Promotion Trap

13-54

	Our Firm	
All Other Firms	Cut back promotions	Maintain promotions
Cut back promotions	Higher profits for all	Market share goes to our firm
Maintain promotions	Market share goes to all other firms	Market share stays constant; profits stay low



Questions

13-55

- 1. What may be the first headache a company would have when it begins to adopt IMC program? How to solve this problem?**
- 2. Study the following case, and try to answer the questions attached:**
《IBM RS6000整合营销》，《当代营销学案例集》



Questions

13-56

3. What promotional tools have been taken by Lining in the following cases?



Questions

13-57

4. To bring high ROI for each, what efforts are usually required in this case? (爱国者赞助F1著名车队迈凯轮)

