

integrated marketing communication

Loredana Padurean
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A vibrant red curtain with vertical folds and light reflections, creating a theatrical atmosphere. The curtain is framed by dark horizontal bars at the top and bottom.

Let's kick it!

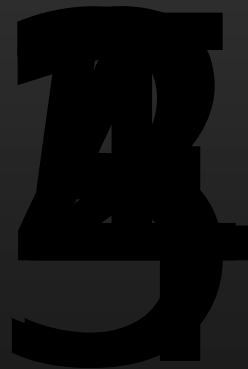
Welcome to Lugano

Are you ready?

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Università della Svizzera Italiana, Lugano, Switzerland

Schedule

Part 1

12.00 – 13.30

Integrated marketing communication

Break

13.30 – 14.10

Part 2

14.10 – 15.40

Advertising as a form of mass communication

Break

15.40 – 16.00

Part 3

16.00 – 17.00

Testimonial

Case studies

BMW, The Island caretaker

Conclusions

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Let me introduce myself

- Loredana Padurean
 - PhD, Researcher at the Institute of Economics - Università della Svizzera italiana
 - Lecturer for the Master in International Tourism
 - “Integrated marketing communication”
 - “Research methods”
 - “Integrated tourism value chains “
- Areas of research
 - Tourism marketing
 - Destination dynamics
 - Education in tourism

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JUST DO IT.



About communication

Communication is key to successful management

- *many messages are*

- *misunderstood*

- *fail to arrive*

- *simply ignored*

*because the communication process
was inconsistent*

A memorable message must be


Unified
Consistent
Consolidated
Crystal clear

Because ...

*"What we say
about our
brand
(message strategy)
is often the most important part of
building
a **connection** with the **customer**."*

Integrated marketing communication

What is it?

- management concept
 - designed to make all aspects of marketing communication
 - advertising
 - sales promotion
 - public relations
 - direct marketing
- 
- WORK TOGETHER

Definition

*"IMC is a concept
that involves a series of
management decisions
designed to build
brand equity
through contributing to
brand loyalty."*

Integrated Marketing Communication

- Is more than the coordination of a company's outgoing message between different media and the consistency of the message throughout.
- It is an aggressive marketing plan that
 - captures and uses
 - an extensive amount of customer information
 - in setting and tracking marketing strategy

The message is the heart of IMC

Most important

- what we say about our brand
 - creative/message strategy
- how we say it
 - creative/message tactics
- The most effective IMC messages talk **with**—not to—customers and prospects.

Effective Marketing Message

MUST

- **Inform**
- **Convince**
- **Persuade**

people to buy

Being right

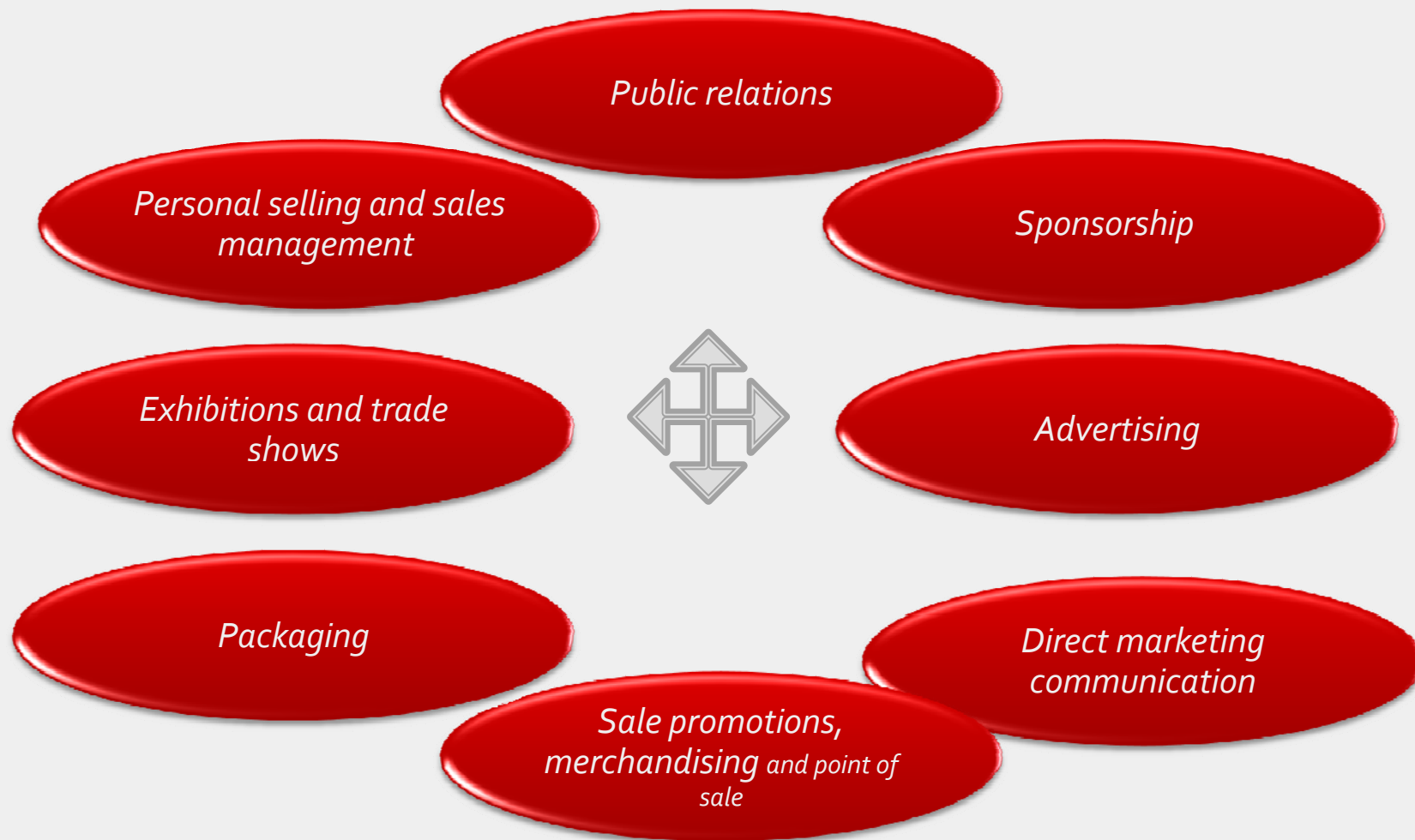
- The most powerful message strategy and tactics are useless unless they are communicated to the target audience:
 - *at the right **time***
 - *in the right **place***
 - *with the right level of **frequency***

Key words in IMC

- **commitment** to target audience
- development of a **consistent** message
- **delivery** of a consistent message
- use of all **relevant** forms of communication



THE INTEGRATED MARKETING COMMUNICATIONS MIX (THE IMC MIX MODEL)



Elements of the IMC mix

PROMOTIONAL ELEMENT	MASS VERSUS CUSTOMIZED	PAYMENT	STRENGTHS	WEAKNESSES
Advertising	Mass	Fees paid for space or time	<ul style="list-style-type: none"> • Efficient means for reaching large numbers of people 	<ul style="list-style-type: none"> • High absolute costs • Difficult to receive good feedback
Personal selling	Customized	Fees paid to salespeople as either salaries or commissions	<ul style="list-style-type: none"> • Immediate feedback • Very persuasive • Can select audience • Can give complex information 	<ul style="list-style-type: none"> • Extremely expensive per exposure • Messages may differ between salespeople
Public relations	Mass	No direct payment to media	<ul style="list-style-type: none"> • Often most credible source in the consumer's mind 	<ul style="list-style-type: none"> • Difficult to get media cooperation
Sales promotion	Mass	Wide range of fees paid, depending on promotion selected	<ul style="list-style-type: none"> • Effective at changing behavior in short run • Very flexible 	<ul style="list-style-type: none"> • Easily abused • Can lead to promotion wars • Easily duplicated
Direct marketing	Customized	Cost of communication through mail, telephone, or computer	<ul style="list-style-type: none"> • Messages can be prepared quickly • Facilitates relationship with customer 	<ul style="list-style-type: none"> • Declining customer response • Database management is expensive

Measurable

*"Effective management means that we are committed to **measuring the results of our efforts.**"*

- IMC objectives must be **specific** and **measurable**
- The campaign must always be evaluated in the light of its objectives
- Evaluating an IMC campaign is critical to future improvements
 - However, measuring **the financial return** on the IMC investment remains a nearly impossible task

More on IMC

Key to effective communication is understanding how consumers process the vast amount of information

- We only select that information that we perceive to be important and ignore the rest.
- If the marketing message is to be selected and processed, it must:
 - Easy to be **identified** and **transformed** into a concept,
 - Have **mental relationships** to other ideas,
 - **Fit** into the categories and mental linkages that people have already created for themselves.

More on IMC

- Marketing communication messages that are not
 - recognizable,
 - not related to each other,
 - conflict with what has already been stored, or
 - simply unrelated or unimportant to the person
- will simply not be processed, but ignored.

More on IMC

- Communication only occurs when
 - the consumer accepts,
 - transforms, and
 - categorizes the message.
- If
 - information **matches** new information will be **added** to the existing concepts
 - it **doesn't match**, the consumer → replace or reject the new information
- If rejected, the consumer would continue to use existing concepts and categories and ignore the new.

Communication failure

- Failure to communicate → result of the marketer being unable to match his messages with those of the customer.
 - The marketer who presents **non-integrated messages** risks not having any of his or her messages **processed** because of the **conflict** that occurs in the consumer's information processing system.
- marketers must **integrate** their messages or consumers will simply **ignore** them.

Benefits of IMC

- Helps customers in the buying process
- Creates competitive advantage
- Boost sales and profits
- The organisation simultaneously consolidates its **image**, develops a **dialogue** and nurtures its **relationship** with customers.

Barriers to IMC

- Functional Silos – very bureaucratic systems
- Stifled Creativity
- Time Scale Conflicts
- Lack of Management know-how
- Isolated communications between data and managers
- IMC can restrict creativity because it has to be integrated

Remember

- **Commitment** , **consistent** , **delivery** and **relevant**
- Communication only occurs when
 - The consumer **accepts**
 - **Transforms**
 - **Categorizes** the message
- And it happens
 - at the right **time**
 - in the right **place**
 - with the right level of **frequency**





Coffee Break

13.30 – 14.10