

MARKETING MANAGEMENT

12th edition

17

Designing and Managing Integrated Marketing Communications

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Chapter Questions

- What is the role of marketing communications?
- How do marketing communications work?
- What are the major steps in developing effective communications?
- What is the communications mix and how should it be set?
- What is an integrated marketing communications program?



Marketing Communications

The means by which firms attempt to inform, persuade, and remind consumers, directly or indirectly, about the products and brands they sell.



Table 17.1 Communication Platforms

Advertising

- Print and broadcast ads
- Packaging inserts
- Motion pictures
- Brochures and booklets
- Posters
- Billboards
- POP displays
- Logos

Sales Promotion

- Contests, games, sweepstakes
- Premiums
- Sampling
- Trade shows, exhibits
- Coupons
- Rebates
- Entertainment
- Continuity programs



Table 17.1 Communication Platforms

Events/ Experiences

- Sports
- Entertainment
- Festivals
- Arts
- Causes
- Factory tours
- Company museums
- Street activities

Public Relations

- Press kits
- Speeches
- Seminars
- Annual reports
- Charitable donations
- Publications
- Community relations
- Lobbying



Table 17.1 Communication Platforms

Personal Selling

- Sales presentations
- Sales meetings
- Incentive programs
- Samples
- Fairs and trade shows

Direct Marketing

- Catalogs
- Mailings
- Telemarketing
- Electronic shopping
- TV shopping
- Fax mail
- E-mail
- Voice mail



Figure 17.2 Elements in the Communications Process

- Sender
- Message
- Receiver
- Response
- Feedback
- Noise



The Communications Process

- Selective attention
- Selective distortion
- Selective retention

Figure 17.4 Steps in Developing Effective Communications





Image

The set of beliefs, ideas, and impressions
a person holds regarding an object.



Communications Objectives

- Category need
- Brand awareness
- Brand attitude
- Purchase intention



Designing the Communications

- Message strategy
- Creative strategy
- Message source
- Personal communication channels
- Nonpersonal communication channels
- Integration



Creative Strategy

- Informational and transformational appeals
- Positive and negative appeals
 - Fear
 - Guilt
 - Shame
 - Humor
 - Love
 - Pride
 - Joy



The Importance of Taglines

Brand Theme

Our hamburgers are bigger.

Our tissue is softer.

No hard sell, just a good car.

We don't rent as many cars, so we have to do more for our customers.

Ad Tagline

Where's the Beef?

Please Don't Squeeze the Charmin.

Drivers Wanted

We Try Harder



Message Source

Celebrity Characteristics

- Expertise
- Trustworthiness
- Likeability



Personal Communications Channels

- Advocate Channels
- Expert Channels
- Social Channels



Stimulating Personal Influence Channels

- Identify influential individuals and devote extra attention to them
- Create opinion leaders
- Use community influentials in testimonial advertising
- Develop advertising with high “conversation value”
- Develop WOM referral channels
- Establish an electronic forum
- Use viral marketing




Nonpersonal Communication Channels

- Media
- Sales Promotion
- Events and Experiences
- Public Relations



Establish the Budget

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



Objective-and-Task Method

- Establish the market share goal.
- Determine the percentage that should be reached.
- Determine the percentage of aware prospects that should be persuaded to try the brand.
- Determine the number of advertising impressions per 1% trial rate.
- Determine the number of gross rating points that would have to be purchased.
- Determine the necessary advertising budget on the basis of the average cost of buying a¹⁷⁻²⁰



Characteristics of Communications

Advertising

- Pervasiveness
- Amplified expressiveness
- Impersonality

Sales Promotion

- Communication
- Incentive
- Invitation



Characteristics of Communications

Public Relations and Publicity

- High credibility
- Ability to catch buyers off guard
- Dramatization

Events and Experiences

- Relevant
- Involving
- Implicit



Characteristics of Communications

Direct Marketing

- Customized
- Up-to-date
- Interactive

Personal Selling

- Personal interaction
- Cultivation
- Response



Factors in Setting Communications Mix

- Type of Product Market
- Consumer Readiness to Make a Purchase
- Stage in the Product Life Cycle
- Market Rank



Coordinating Media to Build Brand Equity

- Brand Signatures
- Ad Retrieval Cues
- Media Interactions