

# Introduction to IMC

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2021

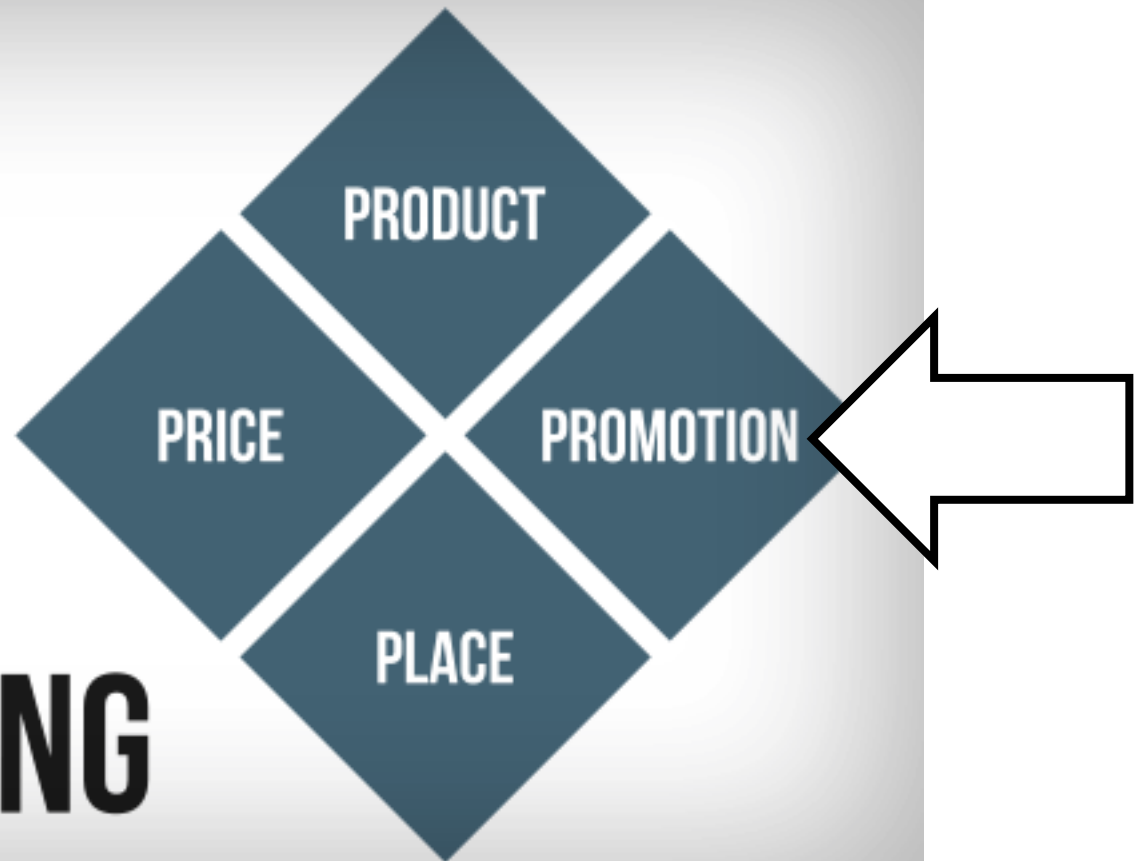
## Agenda:

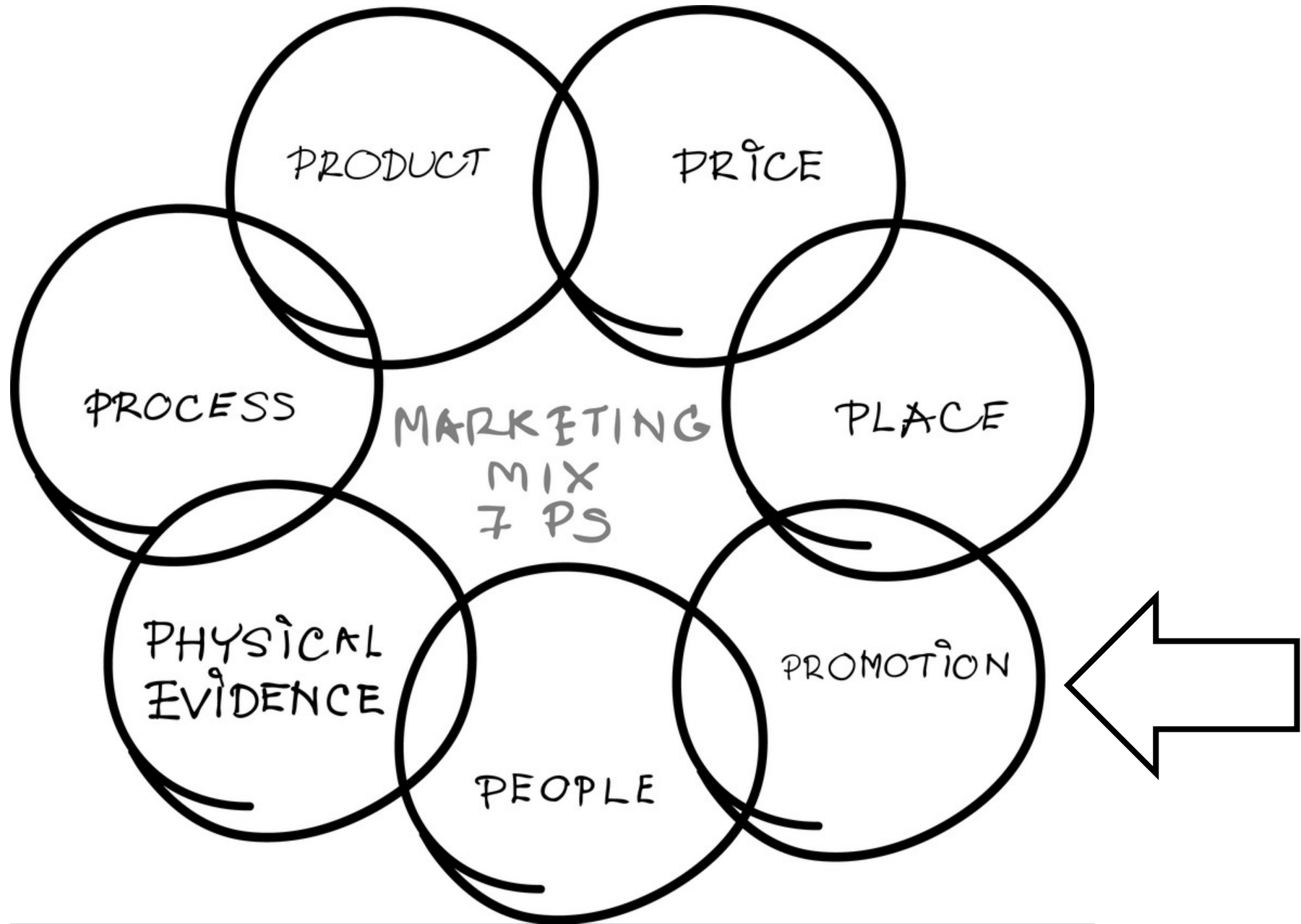
- A brief evolution of marketing
- The role of IMC in today's marketing

# Marketing and IMC

- Marketing → activities an firm or company undertakes to promote and sell consumer goods to consumers and/or customers; as well as maintain **relationships** with them
- \*Need not be profit oriented!
- We do so through the so-called “marketing mix” tools

# THE 4 P<sub>s</sub> OF MARKETING





- Marketing as a discipline has evolved over time
- A **paradigm shift** from product centricity to consumer centricity (relationship marketing paradigm)
- From make a product and sell it → to understand consumer wants and needs ... make a product or service to fit with those needs and wants, offer it - and in doing so - maintain a close relationship with consumers or customers

# Paradigm shift

-Product centricity

-Consumer centricity

# Product centricity

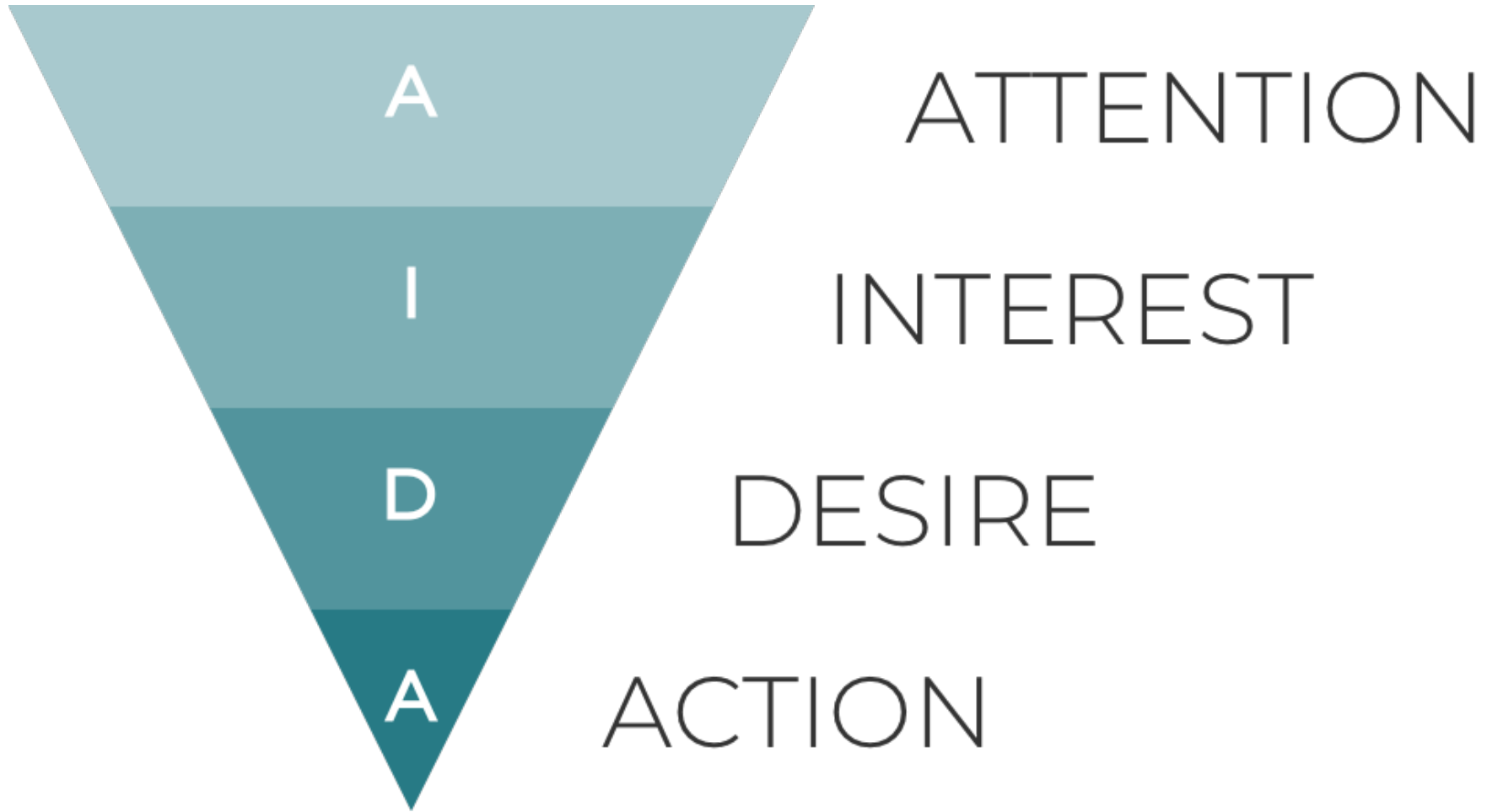


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"You'll find this ideal for brushing  
the dust off that set of encyclopaedias  
I sold you last week."



- **Product focus:**
  - Make *a quality* product → better than the competitor
  - Have a product, find a customer
  - Come up with a value proposition - predominantly based on utility (functionality)
  - Transactional sales logic
  - **One-way communication**
  - All promotional material produced to support this logic
- **Consumer:**
  - Passive recipient
  - *Need to be persuaded*
  - *Consumer processing model*
- **Company structure:**
  - Hierarchical
  - Silos
  - Sales oriented



# Consumer centricity

## The Consumer is King

THE CONSUMER IS KING.



@iPullRank

- Companies and organizations evolve
- Organizational structure evolves
- Markets become more dynamic
- A different understanding of consumers and consumer behavior
  - → different theories apart from psych informed ones
- Focus on consumer wants and needs and relationships with them
- **The logic**: relationships with consumers as a mean of (sustainable) competitive advantage
- With that, the idea about **promotions (IMC) change**, too
- From one-way to two-way communication, networked approach (See Kozinets et al. 2010)

# More on organizational structure

- The organization structure changes
- Communication and branding not only done by a marketing department or marketing managers alone, but concerns the whole of the company (→ IMC)
- The rise of the Chief Customer Officer (CCO) → Brand Manager!
- Organizational functions (CRM, Market research, IT, R&D...), in the function of better understanding consumers wants, needs and the maintenance of relationship with them! (CLV – customer lifetime value)
  - Customer Relationship Management → understand consumer needs and behavior
  - IT → market analytical skill (insights, KPIs...)
  - Market Research distributed across the company + consumers (e.g.; Design Thinking – co-creation!)
  - Consumer and customer service! (touch points)

# IMC and Branding

- Your role as a future brand manager or a CMO or CCO (Chief Cultural Officer) is to manage a brand or a number of brands
- IMC offers a framework or a logic through which brand management and branding is carried out
- Brands require constant tinkering
- There are many reasons for why this is the case:
  - Change in consumer preferences and taste
  - Competitor moves
  - Innovation
  - Disruptive innovation
  - And other...

Brands and branding as a way of competitive advantage

# IMC and branding

## Campaign development:

- Brand challenge
- Market research to generate consumer insights
- Develop the creative idea or concepts
- Media strategy (traditional / digital)
- Promotional strategy (promotional mix: advertising, PR, sponsorship, sales promotions...)
- Implementation (timing)
- Measurements (is it working?)

# Summary:

- Marketing has evolved over time
- Paradigm shift in marketing theory and practice
- A move from one way communication to two – (networked) way communication
- IMC as an approach dovetail with the consumer centric logic
- IMC as an approach to branding and brand management



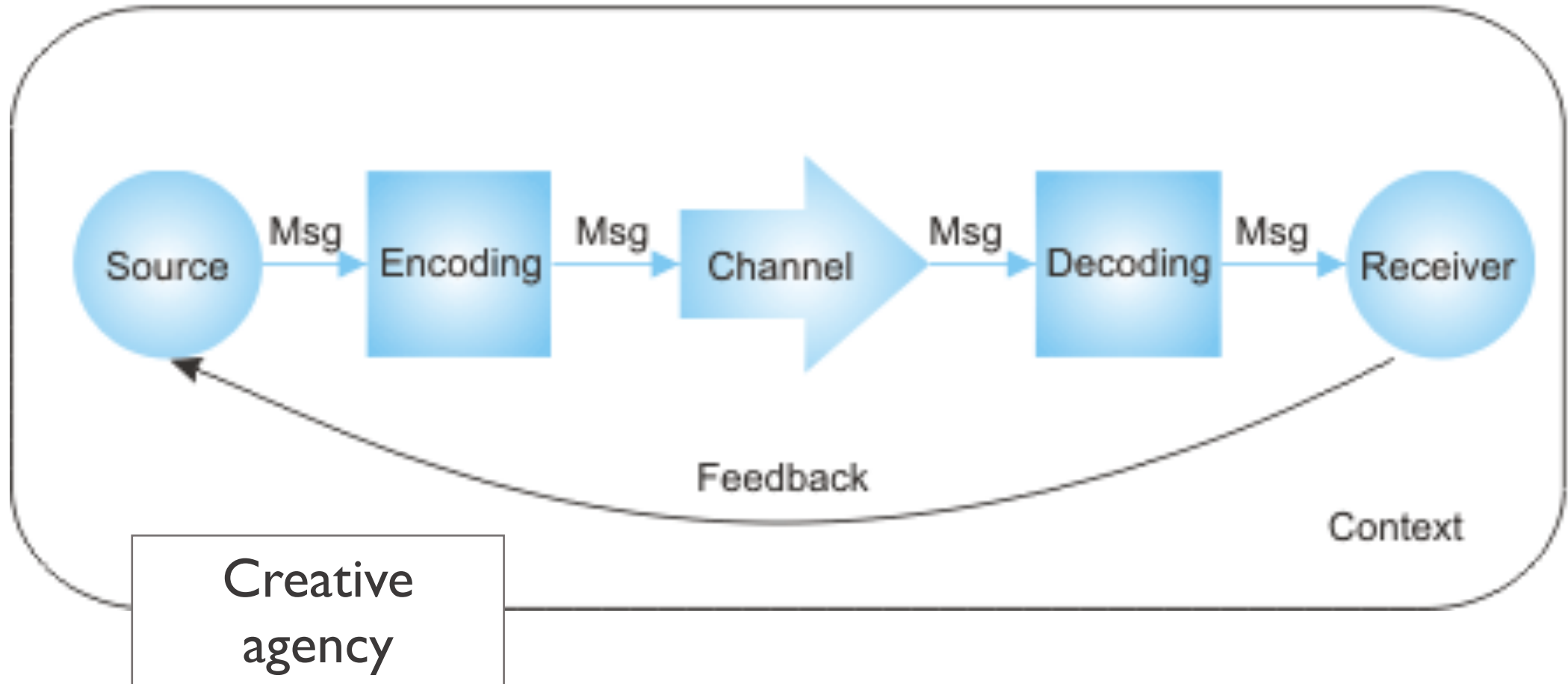
# Reading reference:

Rust, R. T., Moorman, C., & Bhalla, G. (2010). Rethinking marketing. *Harvard business review*, 88(1/2), 94-101.

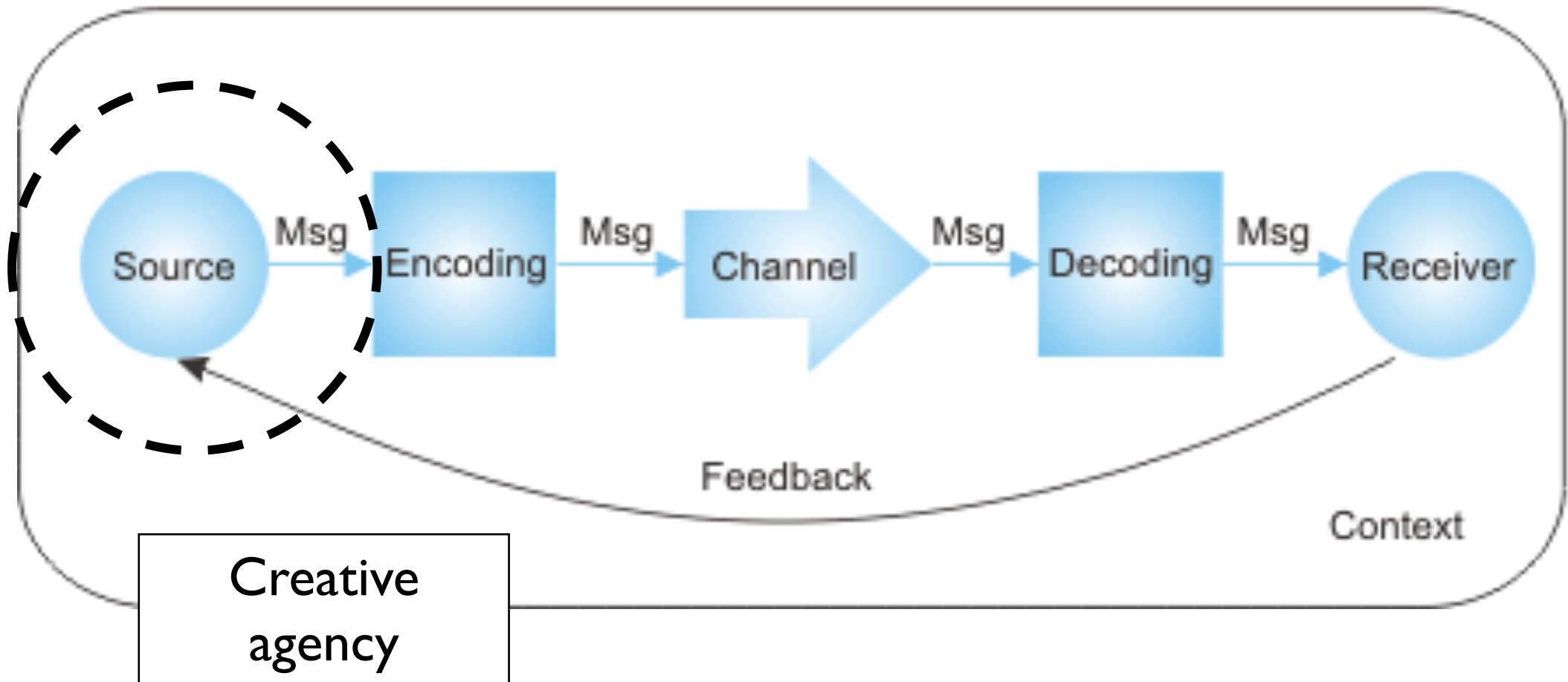
**IMC**

- IMC as part of *4 or 7 Ps*
- IMC as brand management approach
- Underscores **integration** as an important and distinct facet of marketing communications
- Emphasize creativity, process, metrics and evaluation of IMC brand communication programs over time

## The Communications Process



## The Communications Process



# Source – your company/brand(s)

- Why branding? → “brand as a source of competitive advantage” (David Aaker)
- Branding model (organizational business logic) guiding your brand management efforts?
  - We will talk about different branding perspectives during the course

# Why communicate your brand to audiences?

- To let designated consumers or audiences know about your brand
  - e.g.: enter a market, brand *benefits* ... (awareness, interest and desire)
- Consumer preferences and taste change
  - e.g.: preference of healthier lifestyles and food (attitudes and behaviors changing)
- To reposition your brand
- To react to competitor's campaigns
- → “the brand challenge”

# What do we do when we face one of the above mentioned?

Among other things, we embark in an IMC campaign

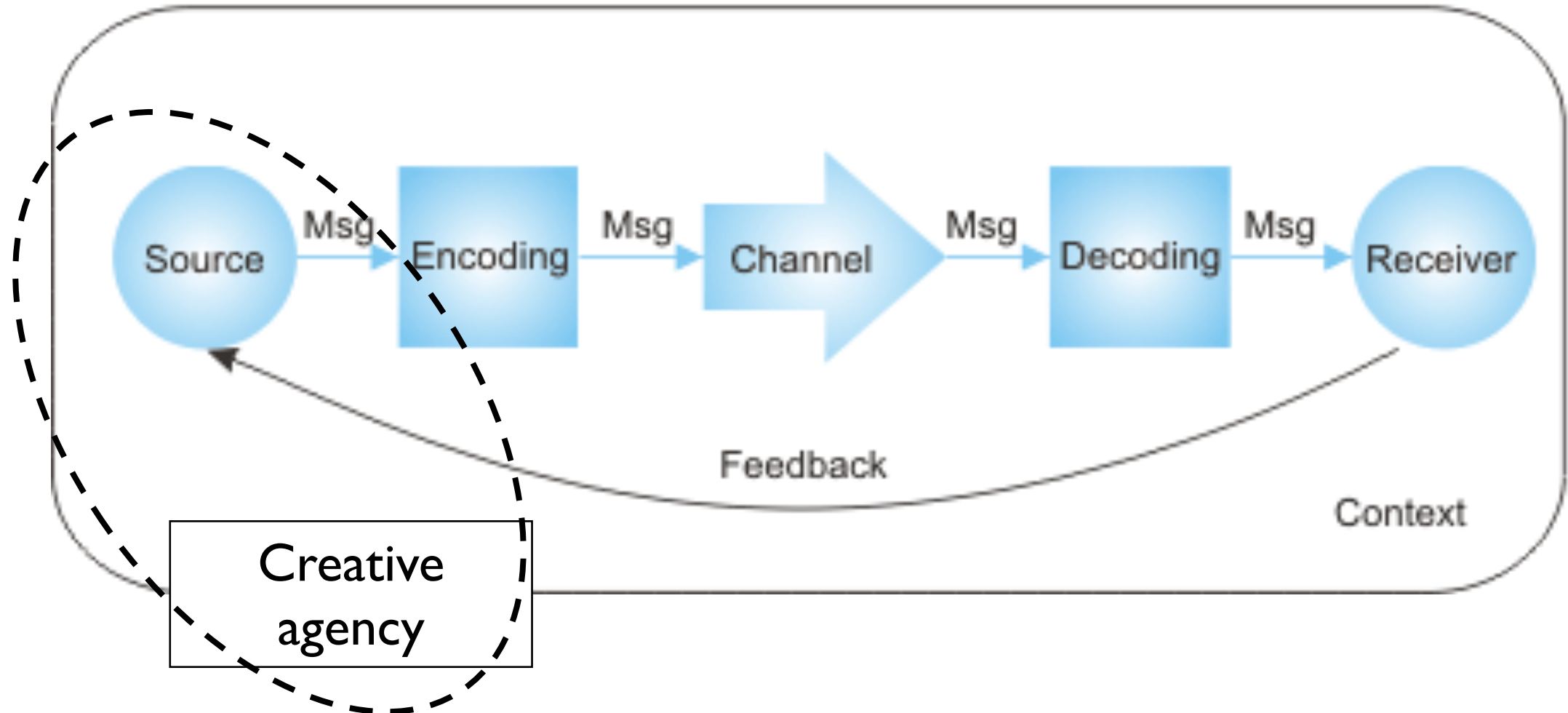
- ZERO BASED PLANNING!
  - To see where we stand and what to do based on planning...
- What else?
  - Approach a creative agency/advertising agency
  - Preliminary brief (document) written by you and your team pertaining to the "brand challenge"



# Brief / document

- What is your brand about?
- What is the “brand problem” according to you?
- How do you see the overcoming of the brand problem? → challenges?
- Insight and creative idea
- Communication objectives?
- Your consumers/target segment
- Competitor analysis
- The message describing the brand value
- Communication channels on which the campaign will run (media strategy)
- Promotional mix (promotional mix strategy)
- Concurrent campaign evaluation and metrics!

# The Communications Process



# Creative agency / Client (your company /brand)

Market research to generate (more) insights

Traditional market research techniques like focus groups & databases to gauge consumer needs and behaviors (Rust et al. 2000)

Cultural knowledge to “read” insights (Kelly et al., 2005) vs. trends!

Insights: “an identification in consumers’ experience that can open up a commercial link” (Ariztia, 2013)

Creative idea/big idea: “X”



**YOU'RE NOT YOU WHEN YOU'RE HUNGRY**

# Creative idea example:

## SNICKERS BIG IDEA

*(Piercing Insight)*

*When you are hungry, it's hard to concentrate and hard to focus on what matters. You don't perform to the level you normally do because there's something missing.*

*(Brand Connection)*

*Snickers is the perfect way to get back to being yourself. Packed full of peanuts, caramel, nougat, and milk chocolate, Snickers satisfies your hunger – all in a quick and easy-to-carry snack.*

*(Succinct Expression)*

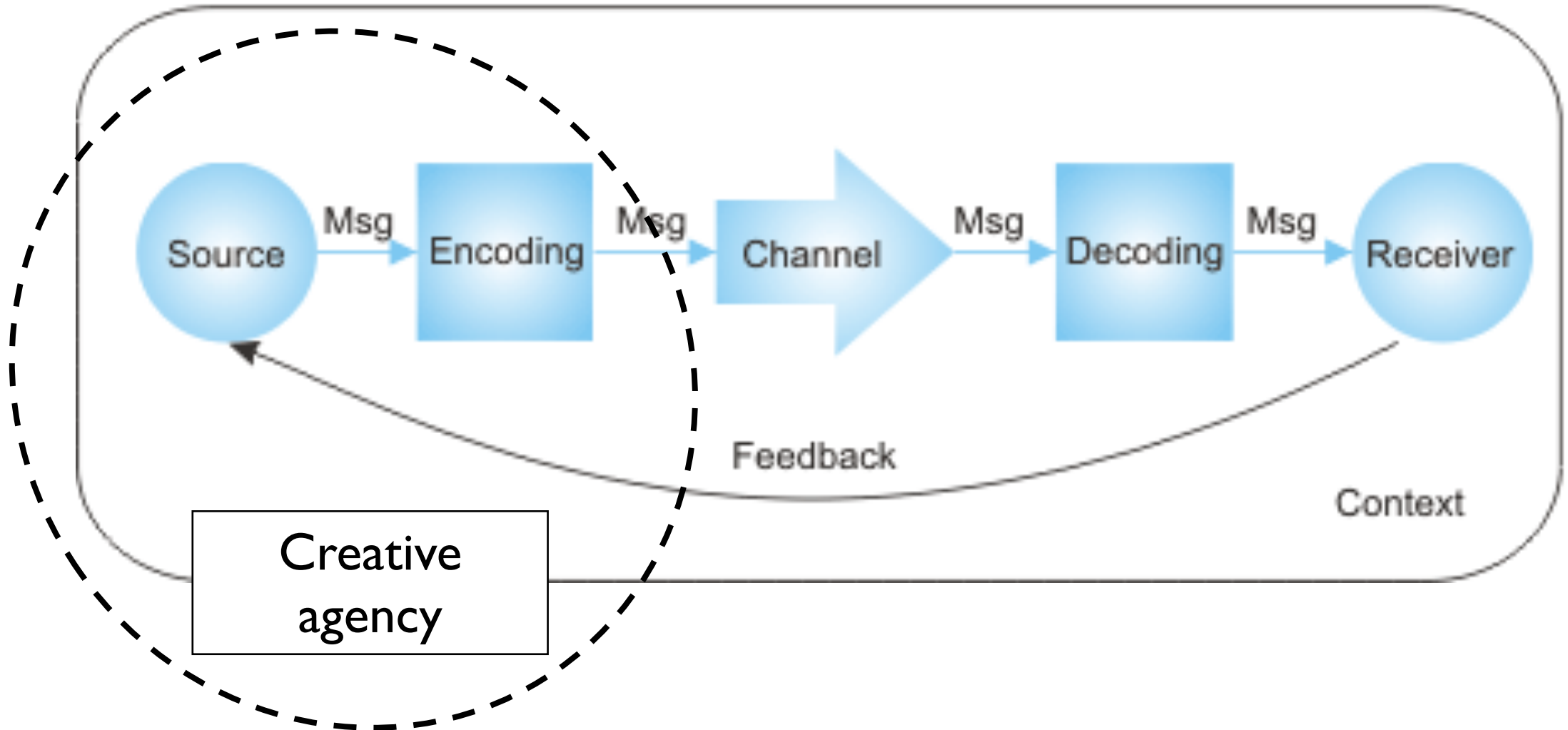
*Snickers: You Are Not You When You Are Hungry.*



# (Re)write the brief:

- What is your brand about?
- What is the “brand problem” according to you?
- How do you see the overcoming of the brand challenge?
- Communication objectives?
- Your consumers/target segment
- Competitor analysis
- The message describing the brand value
- Communication channels on which the campaign will run (media strategy)
- Promotional mix (promotional strategy)
- Campaign evaluation and metrics!

# The Communications Process

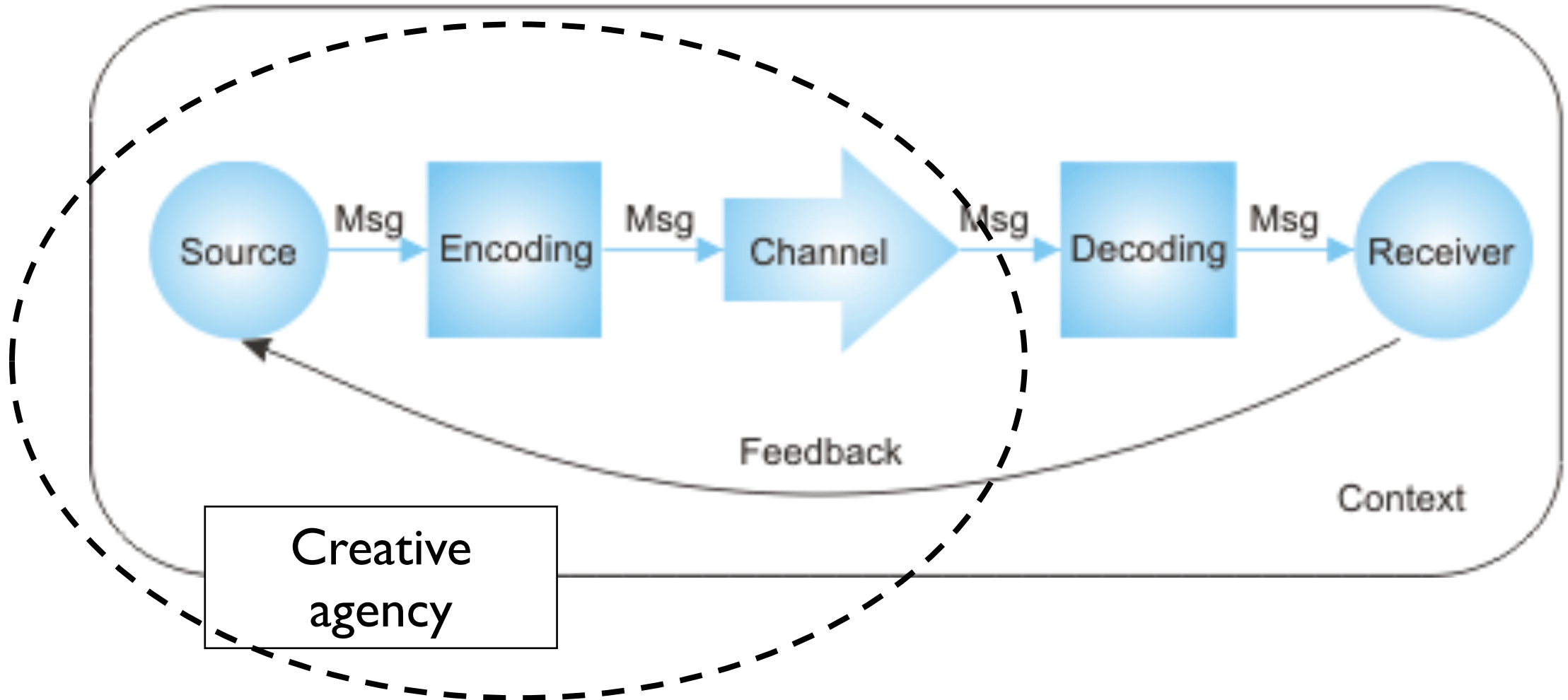


# Encoding – (copywriters and art directors)

- Tone of voice
- Aesthetic appeal
- ...
- (Moeran, 2009: The organization of creativity in Japanese advertising)



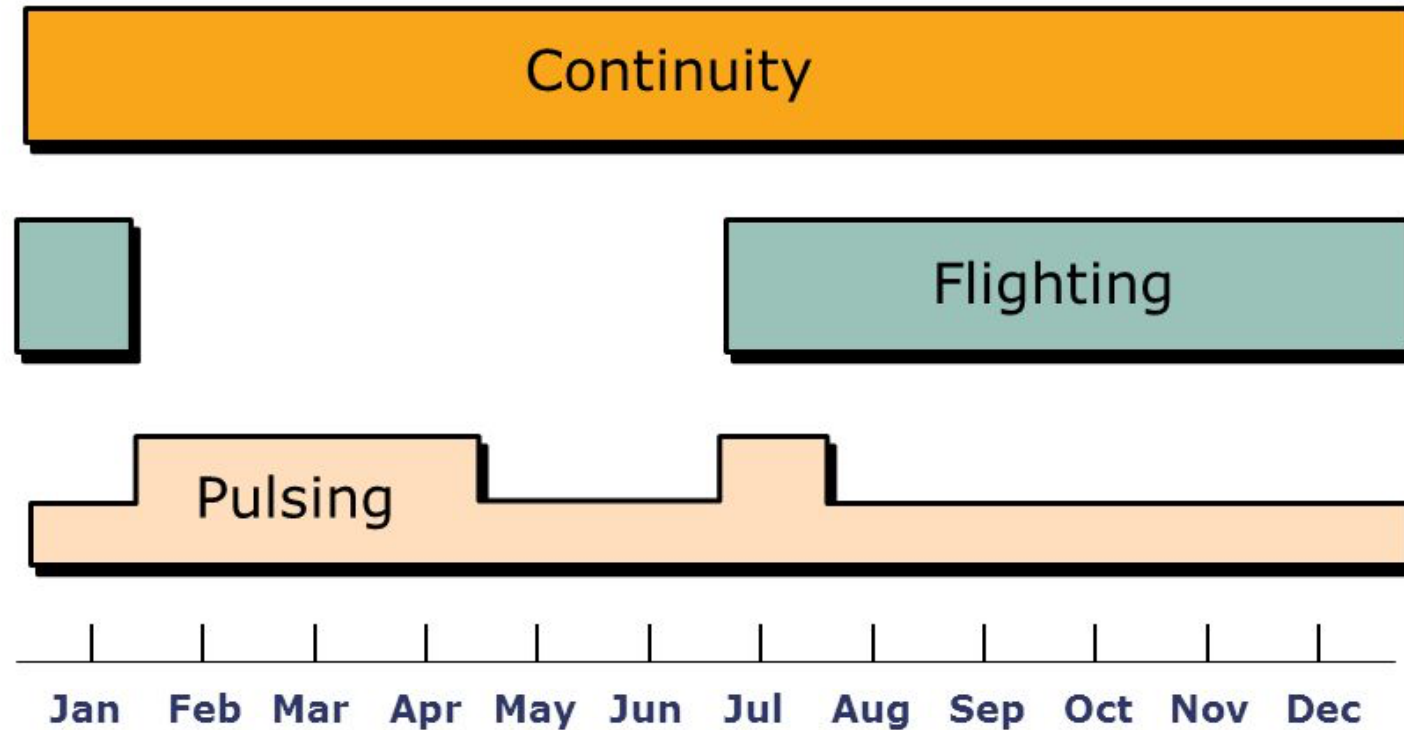
# The Communications Process



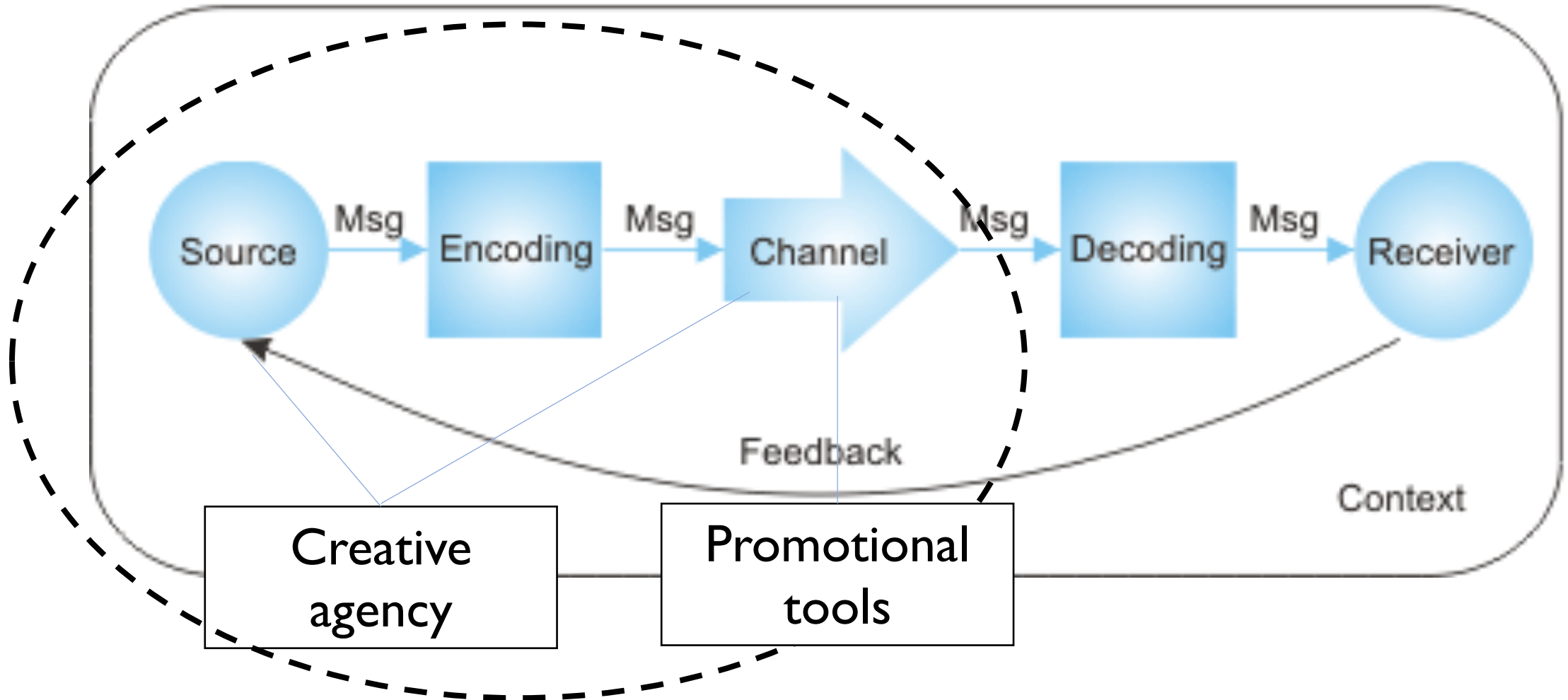
# Channels/mediums remember “Media Neutral Planning”

- Traditional
  - TV, print, radio, etc.
- Digital
  - Social media platforms

# Three Scheduling Methods



# The Communications Process



# Promotional tools

What promotional tools are best suited for the campaign?

- Advertising
- PR
- Sponsorship
- Sales promotions
- Sponsorship ...

Promotional strategy will depend on objectives and budget

# Measure and evaluate

- Ideally, you measure before, during and after the campaign
- Measurements and metrics consistent with the set objectives
- Short terms metrics relate predominantly to sales
- Long term metrics relate to brand equity such as awareness, loyalty...
- At the end of the day, we are aiming for a positive ROCI (return on consumer investment)

Q&A!

# Practicalities

Course syllabus and Zoom lecture links:

<https://mycourses.aalto.fi/course/view.php?id=27519>

Make sure you download the Zoom lectures into your calendars!



## Attendance policy:

- 80% mandatory attendance

## Course evaluation as per Aalto guidelines

- 90-100 points = 5
- 80-89 points = 4
- 70-79 points = 3
- 60-69 points = 2
- 50-59 points = 1
- Below 50, fail the course

- **Exam** = 40% of the final grade, or 40 max points
- On online exam via MyCourses
- Essey based exam
- 6 questions, choose 4 to answer
- Exam link in MyCourses TBA!
- **Group assignement** = 60% of the final grade, or 60 max points
- See link for instructions:  
<https://mycourses.aalto.fi/course/view.php?id=27519&section=2>
- Assignment to be returned by one member of the the group in the designated MyCourses folder:  
<https://mycourses.aalto.fi/course/view.php?id=27519&section=2>

## Group formation:

- Lets take 5 minutes
- Go too googledrive link and add your names
- You can randomly choose to do so or based on selfselection
- Group count depends on how many student have enrolled for the course

[https://drive.google.com/drive/u/2/folders/1XcGGABNt\\_-ppl4yNBxt\\_FDp4gZHxoyFo](https://drive.google.com/drive/u/2/folders/1XcGGABNt_-ppl4yNBxt_FDp4gZHxoyFo)

## Extra points opportunity:

- Students have the opportunity to score up to 5 extra points
- The task involves student groups to prepare and give a short lecture on one of the following promotional mix tools:
  - PR, Sponsorship, Sales promotions, Personal selling, Direc Marketing, Social media

Voluntary!

Should you decide to do so, please go to the google drive and write-up your lecture of choice and inform us:

[https://drive.google.com/drive/u/2/folders/InLcK3\\_ucoi2q-3d4ZynCuM\\_A5OXPHiG](https://drive.google.com/drive/u/2/folders/InLcK3_ucoi2q-3d4ZynCuM_A5OXPHiG)

## Guest lecturers on 2.2.2021

Not to be missed!

Susanna Takkunen:

- <https://fi.linkedin.com/in/susanna-takkunen-5a69b51>

Eka Ruola:

- <https://fi.linkedin.com/in/eka-ruola>

## Student presentations:

- Students will present their preliminary group project
- Depending on group count, 10-15 min per presentation
- Use Microsoft PowerPoint!
- Presentations can be done by one member of the group, two or all.  
Up to you how you want to deliver the presentation.

## Course material:

- Book, via Aalto digital library
- Articles, via google scholar
- See also googledrive