

UNIT-1

INTEGRATED MARKETING COMMUNICATION

Integrated Marketing Communications (IMC) is a strategic approach that combines all marketing communication channels to create a unified and consistent brand message.

Practice of **unifying all marketing comm tools so they send a consistent, persuasive msg promoting company goals**

Goal is to **create strategic consistency across all messages a customer receives**

American Association of Advertising Agencies defines IMC as- “concept of marketing communication planning that recognizes added value of a comprehensive plan that evaluates strategic roles of a variety of communication disciplines- **general adv, direct response, sales promotion, public relations, & combines these disciplines to provide clarity, consistency & maximum impact.**”

Role

1. Synergy and Coherence
IMC ensures all marketing efforts work together to create a unified brand message, maximizing impact and effectiveness.
2. Enhanced Customer Experience
IMC provides a consistent customer experience across channels, leading to stronger brand loyalty and increased customer satisfaction.
3. Cost-Effectiveness
By avoiding redundancy and maximizing reach, IMC optimizes marketing budgets and improves return on investment.
4. Strategic Alignment
IMC aligns marketing activities with overall business objectives, ensuring all efforts contribute to achieving desired outcomes.

Tools

Sales Promotion

- Short-term incentives designed to stimulate immediate customer action, such as discounts, coupons, and contests.
- **Objectives:** Increase trial, boost sales, clear inventory, and enhance brand awareness.
- **Techniques:** Coupons, discounts, premiums, contests, and sweepstakes are commonly used to attract customers.
- **Effectiveness:** Measure the impact of sales promotions by tracking redemption rates, sales lift, and cost per acquisition.

Direct Marketing

- Direct communication with customers to generate a response, using channels like mail, email, and telemarketing.
- **Targeting:** Identify and segment target audiences based on demographics, psychographics, and purchase history
- **Channel Selection:** Choose appropriate channels, such as email, direct mail, or telemarketing, to reach target audiences effectively.
- **Measurement and Optimization:** Track response rates, conversion rates, and ROI to refine direct marketing strategies.

Interactive Marketing

- Engaging customers through online platforms, social media, and interactive content to build relationships and drive conversions.
- **Content Creation** Develop engaging and informative content that resonates with target audiences, such as blog posts, videos, and social media updates.
- **Platform Selection** Choose appropriate online platforms, such as websites, social media, and 3 mobile apps, to reach target audiences.
- **Engagement and Interaction** Foster two-way communication and encourage customer interaction through comments, reviews, and social media contests.

Public Relations

- Refers to the strategic management of relationships between an organization and its various publics, aimed at building and maintaining a positive image and reputation. It integrates with other marketing communications disciplines such as advertising, sales promotion, direct marketing, and digital marketing to ensure consistency and effectiveness in messaging
- **Reputation Management** Media Relations Monitor online reviews and media coverage to address concerns and proactively manage brand perception.
- **Media Relations** Develop relationships with journalists and media outlets to secure positive coverage and communicate key messages.
- **Crisis Communication** Prepare for and manage potential crises by establishing clear communication protocols and responding effectively to negative events.

Personal Selling

- Personal selling involves direct communication between a salesperson and a prospective customer, aimed at persuading the customer to purchase a product or service. In the context of IMC, personal selling plays several strategic roles that contribute to achieving marketing objectives and enhancing customer relationships.
- **Relationship Building** Establish rapport, trust, and long-term relationships with customers by understanding their needs and providing valuable solutions.
- **Consultative Approach** Provide expert advice and guidance to customers, helping them make informed decisions and achieve their goals.
- **Closing Techniques** Master effective closing techniques to secure agreements and convert leads into customer.

Alignment

- **Sales Promotion** Use promotions to generate interest and drive immediate action, complementing other IMC efforts.
- **Direct Marketing** Direct marketing can provide personalized messages and targeted offers, reinforcing brand messaging and driving conversions.
- **Public Relations** Positive media coverage can enhance brand reputation and credibility, supporting other IMC efforts.
- **Interactive Marketing** Interactive marketing fosters engagement and builds relationships, amplifying the impact of other IMC channels.

Personal Selling

Role

- **Direct Communication**
Personal selling allows for personalized communication, enabling salespeople to tailor their message to individual customer needs and preferences.

- **Relationship Building**

It fosters trust and rapport, leading leading to long-term customer relationships based on mutual understanding and satisfaction.

- **Problem Solving**

Salespeople can identify customer customer challenges and offer solutions, demonstrating their expertise and value proposition.

Process

1. **Prospecting**

Prospecting is the foundational stage where sales professionals identify and qualify potential customers who are likely to benefit from their products or services. This involves systematic searching for leads through methods such as cold calling, networking, referrals, and leveraging online platforms. Effective prospecting ensures that sales efforts are focused on individuals or organizations with a genuine need or interest in what the salesperson has to offer, laying the groundwork for successful interactions.

2. **Preparation and Planning**

Preparation and planning involve gathering relevant information about prospects and strategizing the approach for sales interactions. Salespeople conduct research on the prospect's business, industry trends, challenges, and competitors. This information helps tailor the sales pitch to address specific pain points and demonstrate how the product or service can provide value and solve problems. Planning also includes setting objectives for the sales call or meeting, anticipating potential objections, and developing a personalized presentation that resonates with the prospect's needs.

3. **APPROACH**

The approach stage marks the initial contact with the prospect, where the salesperson introduces themselves and establishes rapport. This phase is critical for making a positive first impression and gaining the prospect's attention. Sales professionals often use personalized communication techniques, such as addressing the prospect by name and referencing mutual connections or shared interests, to build trust and credibility. The approach sets the tone for the rest of the sales interaction and aims to create a comfortable environment for discussing business needs.

4. **PRESENTATION**

During the presentation stage, the salesperson showcases the product or service to the prospect in a structured and persuasive manner. The presentation highlights key features, benefits, and unique selling points that align with the prospect's requirements identified earlier. Effective presentations are tailored to the prospect's specific interests and preferences, using visual aids, product demonstrations, and real-life examples to illustrate how the offering can address challenges or capitalize on opportunities. The goal is to clearly articulate the value proposition and differentiate the product or service from competitors.

5. **HANDLING OBJECTIONS**

Handling objections is an integral part of the personal selling process where sales professionals address concerns or hesitations raised by the prospect. Common objections may relate to pricing, product suitability, timing, or competitive alternatives. Salespeople listen attentively to the prospect's objections, acknowledge their validity, and respond with persuasive arguments supported by evidence or testimonials. By addressing objections effectively, sales professionals build credibility, demonstrate empathy, and reinforce the benefits of choosing their product or service. This stage is crucial for resolving doubts and moving the prospect closer to making a purchasing decision.

Branding

Branding is the process of creating a unique identity for a company, product, or service. It's more than just a logo; it's a promise, a story, and an experience that connects with customers on an emotional level.

BRAND

- A brand is a name, term, sign, symbol or design or a combination of them intended to identify the goods & services of one seller or a group of sellers and to differentiate them from those of competition.”
- It is something that creates a certain amount of awareness, reputation, prominence in the marketplace.
- A brand is successful when consumers are convinced that there are significant differences among the brands in the same product category.
- The brand consists of tangible attributes and some intangible benefit.
- The meaningful differences can therefore take the form of either product attributes or creating images around their product

Role & Functions

1. Identification

Brands serve as unique identifiers that distinguish products or services from competitors in the marketplace. They provide a recognizable name, logo, and visual identity that consumers associate with specific attributes and qualities.

2. Differentiation

Brands differentiate offerings by highlighting unique selling propositions (USPs), quality standards, and values that set them apart. This differentiation helps consumers make informed choices and influences their perception of value and desirability.

3. Value Creation

Strong brands create value by commanding premium pricing and generating higher customer loyalty. They embody perceived quality, reliability, and consistency, which can justify price premiums over generic alternatives.

4. Trust and Credibility

Brands build trust and credibility through consistent delivery of promises and customer expectations. A reputable brand fosters consumer confidence, reduces perceived risk, and enhances repeat purchases.

5. Simplification

Brands simplify consumer decision-making by providing shortcuts or heuristics. Familiarity with a brand reduces the complexity of choices, especially in crowded markets with numerous alternatives.

6. Assurance

Brands offer assurance by signaling reliability and expected performance. Consumers rely on brand reputation and past experiences to anticipate product or service outcomes.

7. Emotional Connection

Brands evoke emotional connections and resonance with consumers through compelling narratives and brand experiences. Emotional branding enhances brand affinity and fosters long-term relationships.

8. Legal Protection

Brands can be legally protected through trademarks, preventing unauthorized use and imitation. Legal safeguards uphold brand integrity and prevent dilution of brand equity.

9. Strategic Asset

Brands are valuable intangible assets that contribute to market share, profitability, and shareholder value. A strong brand portfolio can provide leverage in negotiations, partnerships, and expansions.

10. Brand Extensions

Established brands can leverage their reputation and consumer trust to introduce new products or enter new markets under the same brand umbrella. This strategy minimizes risk and accelerates market acceptance.

11. Competitive Advantage

Brands confer competitive advantages such as customer loyalty, barriers to entry, and resilience against market fluctuations. They enable sustained market leadership, and differentiation from rivals.

12. Communication Platform

Brands serve as platforms for conveying marketing messages and storytelling. They encapsulate brand positioning, values, and benefits through advertising, promotions, and other communication channels.

Evolution

1. **Early Brands** Simple marks and symbols for identification and trust.
2. **Industrial Revolution** Mass production brought the need for brand recognition and differentiation.
3. **Modern Branding** Experiential, customer-centric, and digitaldriven, focusing on building relationships.

Brand Positioning

- Organizations can communicate all the good things about a brand but how the consumers perceive the brand depends upon a number of variables including the customers own experience with the brand.
- The unique place the brand occupies in the minds of the customers is positioning.
- A brand cannot be successful if it is not well positioned in the mind of the consumers.
- The brand perceptions impact the business customer relationships in the long term and are therefore of strategic importance.
- **Target Audience** Identifying the specific group of customers a brand aims to reach.
- **Competitive Analysis** Understanding the strengths and weaknesses of competitors in the market.
- **Value Proposition** Articulating the unique benefits and advantages a brand offers to its target audience.
- **Positioning Statement** Concisely defining a brand's place in the market and how it stands out from competitors.
- When exploring brand extensions and developing a global branding strategy, a company should consider the following key factors to ensure both new ventures and international expansions are successful while preserving the brand's core identity:
 - a. **Alignment with Core Values:** Ensure new products or expansions stay true to the brand's core mission and quality standards to maintain consumer trust.
 - b. **Market Research & Cultural Insights:** Conduct research to understand local consumer needs and cultural nuances that may impact product success and perception.
 - c. **Brand Equity Transferability:** Evaluate if the brand's existing reputation will resonate in new markets or if local partnerships are needed for credibility.
 - d. **Product-Market Fit:** Launch complementary extensions that enhance the brand without risking overextension or brand dilution.
 - e. **Consistency vs. Localization:** Balance global brand consistency with localized adaptations in marketing, product offerings, and communication strategies.
 - f. **Regulatory Compliance:** Adhere to local laws and protect brand assets through proper intellectual property measures.
 - g. **Supply Chain Efficiency:** Ensure robust logistics to support international growth while maintaining sustainable practices.
 - h. **Effective Communication:** Develop clear, culturally relevant marketing that connects with local audiences, leveraging digital platforms for engagement.
 - i. **Competitive Analysis:** Assess market competition to strategically position the brand's unique offerings.
 - j. **Flexibility & Crisis Management:** Be prepared to adapt strategies in response to challenges or market feedback to stay agile and resilient.

Positioning Statement

Positioning statement is 'the message that communicates brand image to consumers... it conveys to consumers how one firm's offering is differentiated from a competitors' and signals how the firm wishes to be seen or perceived. A strong and consistent positioning statement is necessary to stand out against competitors and should help sharpen and strengthen the brand identity'.

Co-Branding

- **Definition** Collaboration between two or more brands to create a new product or service, leveraging each brand's strengths.
- **Benefits** Increased brand awareness, expanded market reach, enhanced brand perception, and shared resources.
- **Examples** Nike + Apple, Starbucks + Spotify, Oreo + Mondelez
- **Types:**
 - **Product Co-Branding**
Two or more brands collaborate to create a new product or service that combines the strengths of all partners. E.g. Nike and Apple joined forces to co-develop the Nike+ iPod Sports Kit, which integrates fitness-tracking technology into running shoes. This allows users to track their workouts and performance seamlessly.
 - **Ingredient Co-Branding**
Ingredient co-branding involves adding a specific ingredient or component of one brand to another brand's product. E.g. Tesla and Panasonic have a similar partnership. Tesla improves the range and performance of its electric cars by using Panasonic batteries, and in return, Panasonic gains influence and sales.
 - **Joint Venture Co-Branding**
Here, several brands establish their own legal entity to jointly develop and market products or services. E.g. Star Alliance is a union of several airlines to provide long-distance travellers with more seamless connections and other benefits.
 - **Complementary Co-Branding**
In this partnership, brands with complementary products or services unite to complement each other's offerings. The result is usually a better customer experience—not always a product or service. E.g. Spotify and Uber partnered to let passengers play their favourite Spotify playlists during Uber rides. This collaboration creates a more seamless experience for Spotify and Uber users.
 - **Sponsorship Co-Branding**
Different brands collaborate by jointly sponsoring or organising events to create an experience. E.g. GoPro and Red Bull collaborated on the "Red Bull Stratos" event, filming Felix Baumgartner's skydive from the stratosphere.

Global Branding

- **Cultural Sensitivity** Adapting brand messaging and visuals to resonate with diverse cultures and demographics.
- **Localization** Translating brand materials and tailoring them to local languages, customs, and preferences.
- **Partnerships** Collaborating with local businesses and organizations to build trust and credibility.
- **Global Strategy** Developing a consistent brand message and identity across all markets, while maintaining local relevance.

Brand Identity

- **Brand Name** The verbal expression of the brand, conveying its core values and personality.
- **Logo** A visual symbol that represents the brand, creating instant recognition.
- **Color Palette** A specific range of colors associated with the brand, evoking emotions and conveying brand personality.
- **Typography** The fonts and styles used in brand communications, creating a consistent and recognizable visual language.

Brand Extension

- Occurs when a firm uses an established brand name to introduce a new product
- When a new brand is combined with an existing brand the brand extension can also be called a sub-brand
- Existing brand that gives birth to a brand extension is the parent brand

- If the parent brand is already associated with multiple products through brand extensions, it can also be called family brand.
- **Line Extension**
Adding a different flavour, ingredient variety, different form size, or application of a brand. E.g. iPhone 13, 13 pro with new features in line extension
- **Category Extension**
Marketers apply the parent brand to enter a different product category from the current one. E.g. Oprah Winfrey show was a success and hence they launched the Oprah Magazine

Brand Equity

- 'Brand equity can be thought of as the additional cash flow achieved by associating a brand with the underlying product or service'
- Brand equity is a set of brand assets and liabilities linked to a brand, its name, and symbol, that adds value to or subtracts from the value provided by a product or service to a firm and/or to that firm's customers

Need

- Brand equity has a positive influence on market power.
- It positively impacts consumers' willingness to pay price premiums.
- It leads to 'higher efficiency and effectiveness of their marketing programs'.
- It positively impacts the company's market share.
- It results in improved future profits and long-term cash-flow.
- It can build brand loyalty, which in turn reduces marketing costs.
- It can deliver emotional, safety, prestige, or other benefits that are important to consumers.
- It reduces the anticipated risk, enhances anticipated confidence in the brand purchase decision, and increases satisfaction with the brand.
- It leads to sustainable competitive advantage.
- It ultimately leads to marketing success for the brand.
- Strong brand equity can help in achieving success for new products launched as brand extensions.

Components

- **Brand Perception**
The overall impression customers have of a brand, including its quality, value, and trustworthiness. Favorable brand perception enhances brand equity by fostering trust, credibility, and positive consumer attitudes. It influences brand preference, purchase intent, and advocacy
- **Brand Association**
The thoughts, feelings, and beliefs associated with a brand. Positive brand associations reinforce brand positioning and differentiation. They shape consumer perceptions and preferences, influencing brand choice and purchase decisions.
- **Brand Awareness**
The extent to which customers recognize and recall a brand. High brand awareness is crucial as it enhances the likelihood of consumer consideration and purchase. It ensures that the brand is top-of-mind when consumers are making purchasing decisions in relevant product categories.
- **Brand Loyalty**
The degree to which customers prefer and consistently purchase a brand's products or services. : Strong brand loyalty enhances customer lifetime value and reduces marketing costs. Loyal customers contribute to stable revenue streams, provide positive word-of-mouth, and withstand competitive pressures.
- **CUSTOMER BASED BRAND EQUITY MODEL**

Brand Equity Model (Keller)

www.12manage.com



- The Customer-Based Brand Equity (CBBE) Model, developed by Kevin Lane Keller, provides a strategic framework to build strong brands by focusing on how customers perceive and experience the brand.
 - The model highlights the need for a deep understanding of consumer behavior and emphasizes that brand equity is driven by customers' feelings and experiences with the brand
 - The CBBE model is depicted as a pyramid with four levels, each representing different stages in building brand equity.
 - The goal is to move from establishing brand identity to fostering brand loyalty.
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- **Brand Meaning (What are you?)**
Objective: Establish a clear and meaningful brand image through tangible and intangible brand associations.
Key Elements:
Brand Performance: How well the brand meets functional needs (e.g., product reliability, durability, style, design, price).
Brand Imagery: How the brand fulfills psychological and social needs through associations (e.g., lifestyle, heritage, user profiles).
Example: Apple's performance is associated with innovation and sleek design, while its imagery is linked to a creative, tech-savvy lifestyle.
 - **Brand Identity (Who are you?)**
Objective: Create awareness about the brand among consumers.
Key Element: Brand Salience – How well and how often the brand is recognized by consumers in various situations. It includes both depth (how easily the brand comes to mind) and breadth (range of purchase and consumption situations in which the brand is considered).
Example: Coca-Cola's red and white branding and iconic logo make it instantly recognizable
 - **Brand Response (What about you?)**
Objective: Elicit positive responses from consumers based on judgments and feelings.
Key Elements:
Brand Judgments: Customers' evaluations of the brand, including quality, credibility, and relevance.

Brand Feelings: Emotional responses evoked by the brand, such as happiness, excitement, or security.

Example: Nike's credibility is enhanced by endorsements from top athletes, while its "Just Do It" slogan evokes feelings of motivation and empowerment.

- **Brand Relationship (What about you and me?)**

Objective: Develop an intense, active loyalty relationship with customers.

Key Elements:

Behavioral Loyalty: Customers' repeated purchases and habitual use of the brand.

Attitudinal Attachment: Emotional connection to the brand, feeling passionate and proud to be associated with it.

Sense of Community: Feeling of belonging with other customers of the brand.

Active Engagement: Willingness to engage actively with the brand, such as through social media or brand advocacy.

Example: Harley-Davidson fosters a strong sense of community among its customers, who identify deeply with the brand and participate in events like Harley Owners Group (HOG) rallies

- **Application of the CBBE Model**

Marketers can use the CBBE model to:

- a. Identify where a brand stands in the minds of consumers.
- b. Develop strategies to strengthen brand identity and image.
- c. Measure brand equity by assessing consumer perceptions and attitudes.

- **Case Study Example**

Brand: Dove

- **Brand Identity:** Widely recognized for its logo and product range in personal care.
- **Brand Meaning:** Dove is associated with "Real Beauty" and stands for self-esteem and body positivity.
- **Brand Response:** Consumers perceive Dove as high-quality and credible, and they feel inspired and confident.
- **Brand Resonance:** Dove's campaigns, such as "Real Beauty Sketches," have built a strong emotional connection and fostered a community advocating for body positivity.