

IMC Campaign Planning

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What is IMC

- *IMC* is a strategic business process used to plan, develop, execute and evaluate coordinated, measurable, persuasive brand communication programs with consumers, customers, prospects employees and other relevant external and internal audiences (Belch et al., 2007)
- The goal of IMC is to generate short-term financial returns and build long-term brand value.

Formulating the IMC Plan – **6 Ms**

- **Market** – to whom is the communication to be addressed?
- **Mission** – what is the objective of the communication?
- **Money** – how much will be spent in the effort?
- **Message** – what are the specific points to be communicated?
- **Media** – which vehicles will be used to convey the message?
- **Measurement** – how will impact be assessed after the campaign?

Planning Marketing Communications

1. Situation Analysis: Developing Product Market Brief
2. Establish Objectives
3. Determine Budget
4. Design Communication Strategy: Creative and Media
5. Decide Marketing Communication Mix Elements
6. Decide Media Mix – Reach, Frequency, Impact
7. Develop and Implement MarCom Strategies – Each MarCom element
8. Monitor Evaluate and Control MarCom strategies – Pre Launch and Post Launch Measurement

IMC Plan - Analysis

- Customer/Client Analysis:
 - Profiling (Demographic, Psychographic, Social, Cultural, Organizational); Segmentation
- Company:
 - Review Mktg. Plan; Resources
- Competitors:
 - Promotional Activities
- Context:
 - Market Conditions; Micro-Macro Environment
- Communications Opportunity:
 - Positioning / Branding / Selling opportunities

IMC Plan - Objectives

- **Quantitative**
 - Awareness / Education
 - Trial
 - Sales
 - Market Share
- **Qualitative**
 - Perception / Image / Personality
 - Attitude
 - Associating Feelings / Emotions

Micro models of Marketing Communications

- Communication models help in defining IMC objectives
- Stages: Cognitive - Affective – Behavioural
- AIDA Model

IMC Plan - Budget

- **Budget:** Total amount of money to be spent on marketing communication (IMC)
 - Eg. Budget: 10 Crores
 - **Appropriation:** Distribution of Total Money on different components of IMC
 - Eg. Appropriation
 - » Advertising: 4 Cr (Print-1; TV-2.5; Outdoor-.5)
 - » Sales Promotion: 2 Cr
 - » PR and Publicity: 0.5 Cr
 - » Personal Selling: 1 Cr.
 - » Direct Marketing: 2 Cr.
 - » On-line Promotion: 0.5
- (Allocation on Each Component is further divided into sub components)**
Different methods are used for budgeting

IMC Plan - Strategy

- Creative (Message) Strategy
 - Big Idea (Central Theme)
 - Appeal (Emotional/Rational/Social/Combination)
- Media Strategy (Mass media / Niche media)
 - Primary Media
 - Support Media

IMC Plan – Tactics (MarCom Mix)

- Advertising
- Sales Promotion
- Public Relations
- Personal Selling
- Direct Marketing
- Event Marketing
- Digital Marketing

Media Mix Decisions

- Print – Newspaper, Magazines
- Broadcast – TV, Radio
- Out of Home – Hoardings, Posters, Banners, Bus Panels, Electronic Boards, In-store etc.
- On-line – website, social media
- Non Traditional (Innovative Media) – Movie, live/reality shows, in flight etc.

Creative Execution

Television: storyboards

Radio: scripts

Magazine: print ads

Newspaper: print ads

Out-of-Home: billboards, transit, digital etc.

Sales Promotion: consumer and trade executions

Direct Marketing: direct mail, e-mail, broadcast executions

Public Relations : press release, brochure, newsletter, speeches, catalogue etc.

Corporate Advertising: corporate image building

Event Sponsorship: events, components of events, etc.

Cause-related Marketing: CSR activities

Internet/Interactive: description of program components

Measurement

- Pre Launch techniques
- Post Launch techniques