

Integrated Marketing Communications

CHAPTER OBJECTIVES

Students should be able to answer the following questions:

- 1.1 How does communication take place?
- 1.2 What is an integrated marketing communications program?
- 1.3 Which trends are affecting marketing communications?
- 1.4 What are the components of an integrated marketing communications program?
- 1.5 What is meant by *GIMC*?

OVERVIEW

Advertising and promotion face a rapidly shifting landscape. A decline in traditional media viewing combined with a dramatic rise in internet usage and the use of social media have created a new order.

Effective advertising and marketing campaigns often now involve more than one well-made commercial because such a wide variety of media is available.

Current advertising and marketing methods range from simple stand-alone billboard advertisements to complex, multilingual global websites.

Lending Tree

Doug Lebda asked this question: Why not put mortgage lenders and borrowers together on a common site, where borrowers could shop for the ideal loan and lenders would be able to track ideal candidate for mortgages? As a result, Lending Tree was born.

Originally, distrust of the internet was a challenge. Then, competition entered. To meet these obstacles, a complete integrated marketing communications program was built. Results have been impressive. Lending Tree ranks among the top 100 in a recent *Fortune* 500 list of the fastest-growing companies.

Questions for Students:

1. Do you recall the marketing communications sent out by Lending Tree? What did you think of them?
2. How can Lending Tree stand out from competitors offering a similar type of service?
3. Do you think using social media be effective for Lending Tree? Why or why not?

This chapter explains the nature of an integrated advertising and marketing communications program.

First, communication processes are described. Understanding how communication works builds the foundation for an integrated marketing program.

Also, the trends affecting marketing communications are noted.

Next, an integrated marketing communications program is described.

Finally, the integrated marketing communications process is applied to global or international operations, creating a *globally integrated marketing communications (GIMC)* program.

Objective 1.1: How does communication take place?

The Nature of Communication

Communication is defined as transmitting, receiving, and processing information. The parts of a communications model are displayed in Figure 1.1. Components that should be discussed include:

- *Sender*—the person(s) attempting to deliver a message or idea
- *Encoding processes*—the verbal (words, sounds) and nonverbal (gestures, facial expression, posture) cues that the sender utilizes in dispatching the message
- *Transmission device*—all of the items that carry the message from the sender to the receiver
- *Decoding*—takes place when the receiver employs any set of his or her senses (hearing, seeing, feeling, etc.) in the attempt to capture the message
- *Receiver*—the intended audience for a message

- *Feedback*—information the sender obtains from the receiver regarding the receiver’s perception or interpretation of a message
- *Noise*—anything that distorts or disrupts a message

Figure 1.1 A Model of Communication

A message, from a company such as Chick-fil-A, is being prepared by the sender.

Encoding processes include all of the verbal and nonverbal cues that are part of the marketing message.

Messages travel to audiences via various transmission devices, such as mobile devices, television, billboards, newspapers with coupons, and others.

Decoding occurs when the receiver’s (consumer’s) senses are touched in some way by the message.

Feedback occurs through inquiries, trips to the store, and purchases.

Noise is all of the factors that prevent the consumer from seeing the message. A classic example is clutter, which exists when consumers are exposed to hundreds of marketing messages per day and most are tuned out (see Figure 1.2).

Figure 1.2 Displays examples of communication noise that affect television

Question for Students: Can you think of additional examples of noise in advertising or marketing communications?

Objective 1.2: What is an integrated marketing communications program?

Integrated Marketing Communications

Integrated marketing communications (IMC) is the coordination and integration of all marketing communication tools, avenues, and sources in a company into a seamless program designed to maximize the impact on customers and other stakeholders.

The program should cover all of a firm’s business-to-business, market channel, customer-focused, and internally directed communications.

The marketing mix consists of:

- Products
- Pricing systems
- Distribution systems

- Promotional programs

The promotions mix consists of:

- Advertising
- Sales promotions (including consumer and trade promotions)
- Personal selling activities

The IMC promotions mix also includes:

- Database marketing
- Direct response marketing
- Online marketing
- Social media
- Guerilla marketing
- Alternative marketing
- Public relations programs

Figure 1.3 Displays all of these elements

Figure 1.4 Lists the steps required to complete a marketing plan

1. Situational analysis (examining problems and opportunities in the organization's external environment and strengths and weaknesses in the firm itself)
2. Defining marketing objectives (sales, market share, competitive position, and customer actions desired)
3. Budget preparation
4. Finalizing marketing strategies and tactics
5. Evaluation of performance

Objective 1.3: Which trends are affecting marketing communications?

Emerging Trends in Marketing Communications

Figure 1.5 Illustrates current trends affecting marketing communications

Emphasis on Accountability and Measurable Results

Advertising agencies are expected to produce tangible outcomes. Promotional dollars must be spent carefully.

Many companies have switched from 30-second television spots to digital, social, and alternative communication messages. These messages are combined with special events where names, profiles, and addresses of prospective customers can be collected and tracked.

Mobile Marketing

Smartphones, tablets, and text-messaging systems have created a new landscape and, in some cases, nearly a new language.

Many companies have cut traditional media expenditures, moving the dollars to digital media, including Procter & Gamble (P&G), AT&T, Johnson & Johnson, Kraft/Heinz, and Toyota.

When P&G introduced its Star Wars limited edition CoverGirl products, the company utilized Snapchat and geo-targeted advertising to drive in-store sales.

Integration of Media Platforms

Today's consumers spend more than 5 hours in front of screens other than television.

When combined with television (which consumers watch for an additional 4-plus hours per day), the total becomes more than 10 hours each day examining some kind of screen.

Figure 1.6 Four ways consumers interact across multiple media formats:

- *Content grazing* involves looking at two or more screens simultaneously to access unrelated content, such as watching TV and texting a friend at the same time.
- *Investigative spider-webbing* occurs when consumers pursue or investigate specific content across multiple platforms, such as watching a football game and accessing stats for various players on a PC or mobile phone.
- *Quantum journey* focuses on completing a specific task, such as when a consumer looks for a Chinese restaurant using a PC to locate one in the area, then obtains consumer reviews of the units close by on a smartphone, and finally employs a map app to locate the restaurant or to place an order.
- *Social spider-webbing* occurs when consumers share content or information across multiple devices, such as by posting pictures on Facebook from a laptop, then texting friends to go check out the posts.

Changes in Channel Power

Retailers seek to maintain channel power by controlling shelf space and purchase data that allows them to determine which products and brands are placed on store shelves.

The growth of the internet along with other methods of communication has shifted some channel power to consumers. Consumer relationships with brands have transformed. Individuals wield greater power. Consequently, the internet and information technology have shifted more power to the consumer.

The same principles apply to business-to-business purchasing activities.

It will take some time to understand how the 2020 coronavirus outbreak will affect channel power dynamics.

Increases in Global Competition

Consumers can purchase goods and services from anyplace in the world. Competition no longer comes from the firm down the street—it also comes from firms 10,000 miles away.

This shift affects manufacturers, retailers, and intermediaries. Customers want both value and price. Quality relationships between members of the marketing channel help to acquire and keep customers.

Increases in Brand Parity

Many products have nearly identical benefits. When consumers believe that most brands provide the same set of attributes, the result is *brand parity*. This means shoppers will purchase from a group of accepted brands rather than one specific brand.

Marketers must generate messages in a voice that expresses a clear difference.

They must build some type of perceived brand superiority for the company and its products or services.

Emphasis on Customer Engagement

A *contact point* is any place where customers interact with or acquire additional information about a firm.

Customer engagement programs often utilize digital media; however, they should also become part of a more integrated marketing approach.

Focus on Convenience

The term *convenience marketing* notes the increasing emphasis on making purchases simple and time-saving. Home delivery systems and store pick-up programs continue to rise, in a variety of industries and circumstances.

Cause-Related Marketing and Advertising

As the newest generation of purchases increases in levels of spending, many organizations have noted a rise in interest in buying products attached to socially responsible efforts and causes.

This trend greatly increased during the coronavirus outbreak.

The Role of Integrated Marketing Communications

Effective integrated marketing communications ensures a brand's target audiences hear the same message across all traditional, digital, and alternative media channels.

Each piece of a campaign should be driven by a single strategy that guides the creative development process.

An integrated approach times the release of individual campaign components in a manner that maximizes a customer's journey from awareness to purchase.

Figure 1.7 Five reasons why integrated marketing communication works

Objective 1.4: What are the components of an integrated marketing communications program?

IMC Components and the Design of This Text

Figure 1.8 An overview of the integrated marketing communications model

The foundation of the IMC plan includes:

- Corporate and brand management (Chapter 2)
- Analysis of buyer behaviors (Chapter 3)
- The IMC planning process (Chapter 4)

Advertising includes:

- Advertising campaign management, including the major functions of all those involved in an advertising campaign, advertising goals, and advertising theories (Chapter 5)
- Advertising design focused on message strategies, appeals, executions, and spokespersons (Chapter 6)
- Traditional media channels, including television, radio, magazines, newspapers, outdoor signs, and direct mail (Chapter 7)

Digital, mobile, and alternative include:

- Digital and mobile marketing includes e-commerce, interactive marketing, online advertising, search engine optimization, and mobile advertising (Chapter 8)
- Social media and new trends in the area (Chapter 9)
- Alternative marketing programs, including buzz marketing, guerilla marketing, product placements, branded entertainment, and lifestyle marketing (Chapter 10)

Selling components include:

- Database, direct response programs, and personal selling (Chapter 11)
- Sales promotions (consumer and trade promotions) (Chapter 12)
- Public relations and sponsorships (Chapter 13)

Integration includes:

- Regulations and ethics (Chapter 14)
- IMC evaluation (Chapter 15)

Objective 1.5: What is meant by *GIMC*?

International Implications

In the past, marketers had two different strategies for global companies. One was to *standardize* the product and message across countries. The second is called *adaptation*, in which the product and message are customized for each region.

The globally integrated marketing communications (GIMC) approach is easier to apply when a company has relied on the standardization method; however, GIMC can and should be used with either standardization or adaptation.

In terms of marketing, perhaps the best philosophy to follow is “market globally but act locally.”

Note to Professors:

The authors' blog for professors and students may be found at <http://blogclowbaack.net/>.

IMPLICATIONS FOR MARKETING ACCOUNT EXECUTIVES

(Note to professors—these materials are not in the text. They provide a method for you to summarize the chapter in a different way.)

Describe the role of marketing account executive to students. This individual is in charge of the connection between an advertising agency and a client company. Review the following ideas:

Account executives are going to be asked to justify how marketing funds are being spent. Therefore, three things are important:

1. Make sure that all marketing efforts focus on an integrated theme.
2. Establish clear-cut marketing objectives in the area of communication.
3. Recognize the difference between short-term outcomes (immediate sales, coupon redemptions, internet “hits”) and longer term brand equity and company image issues. Both are vital components in the marketing success of a firm over time.

Remember that because account executives are being held accountable, they also tend to hold more power. Effective use of this power would include the following:

- Careful selection of creatives who will stay focused on company themes, objectives, and desired outcomes.
- Realistic expectations when designing campaigns so that they do not “oversell” anticipated outcomes.
- Precisely tuned measurement instruments that provide clear information regarding success and failure rates for individual marketing communications campaigns.

Account executives should be reminded of several points from the communications model:

1. How the communications process works
2. What can go wrong (clutter, poor media selection, etc.)
3. Ways to overcome clutter and send a clear, coherent message to all concerned

Account executives must be aware of the technologies and alternative media available for sending and receiving messages. These include the following:

- Social networks
- Blogs
- Buzz marketing
- Guerilla marketing
- Lifestyle marketing

Account executives must utilize the total IMC approach.

- Note that it is a building process that begins with an effective overall marketing plan.
- Conceptualize advertising as part of the IMC program, and fit other marketing activities together with ads to construct a more powerful approach to the promotions part of the marketing mix.
- Discover ways to incorporate IMC efforts to make better contacts with those internal to the company (employees, other department heads, management teams, etc.).
- Watch for shifts in channel power, especially when customers have clearly established the ability to make decisions by seeking out information on their own (through websites, personal visits, responses to advertisements, and so forth).
- The account executive must rethink methods to reach consumers in ways that keep the company at the forefront as they make purchase decisions.
- Focus on ways to make an IMC message a global message. This involves keeping a theme intact although adapting that theme to the requisites of individual countries and cultures.

REVIEW QUESTIONS

1-1. Define communication. How does it play a crucial role in marketing and business?

Communication is transmitting, receiving, and processing information. It is critical to business because through communication businesses make contact with potential customers and complete transactions.

LO: 1.1 How does communication take place?

AACSB: Application of knowledge

1-2. What are the parts of an individual communications model?

The parts of the individual human communications model are:

- Senders—the persons or companies sending messages
- Encoding—transforming an idea to an attention-getting form, such as through an advertisement or personal (e.g., personal selling) medium
- Transmission devices—occurs when a channel or medium delivers the message through the channel
- Decoding—occurs when the receiver's senses are touched in some way by the message
- Receivers—the person who receives the message as encoded by the sender

LO: 1.1 How does communication take place?

AACSB: Application of knowledge

1-3. Who are the typical senders in marketing communications? Who are the receivers?

The typical senders in the communications model are companies seeking to sell a product or idea.

The typical receivers in the communication model are channel members and all potential customers looking to buy the product.

LO: 1.1 How does communication take place?

AACSB: Application of knowledge

1-4. Name the transmission devices, both human and nonhuman, that carry marketing messages.

Transmission devices include television advertisements, mobile messages, billboards, and coupons from a Sunday paper (nonhuman). They also include people (humans) telling other people about an advertisement and other messages, including reactions to products and companies.

LO: 1.1 How does communication take place?

AACSB: Application of knowledge

1-5. Define clutter. Name some of the forms of clutter in marketing communications.

Clutter is the most common form of noise in the marketing communications. It occurs when receivers are exposed to many different messages (television, radio, billboards, bunches of ads in the Wednesday paper, etc.) in one day and therefore some messages get tuned out.

LO: 1.1 How does communication take place?

AACSB: Application of knowledge

1-6. Define integrated marketing communications (IMC).

Integrated marketing communications is the coordination and integration of all marketing communication tools, avenues, and sources in a company into a seamless program designed to maximize the impact on customers and other stakeholders. The program should cover all of a firm's business-to-business, market channel, customer-focused, and internally-directed communications.

LO: 1.2 What is an integrated marketing communications program?

AACSB: Application of knowledge

1-7. What are the four parts of the marketing mix?

The four parts in the marketing mix are taken from product, price, promotion, and distribution. This book concentrates on the promotions mix through advertising, personal selling, consumer and business-to-business promotions, publicity, and direct marketing.

LO: 1.2 What is an integrated marketing communications program?

AACSB: Application of knowledge

1-8. What steps are required to write a marketing plan?

The steps in writing a marketing plan are:

- Situation analysis
- Marketing objectives
- Marketing budget
- Marketing strategy and tactics
- Evaluation

LO: 1.2 What is an integrated marketing communications program?

AACSB: Application of knowledge

1-9. What trends were given to explain the growth in importance of IMC plans in this chapter?

Trends include an emphasis on accountability, mobile marketing, integration of media platforms, changes in channel power, increases in global competition, increases in perceptions of brand parity, an emphasis on customer engagement, the focus on convenience, and cause-related marketing and advertising.

LO: 1.2 What is an integrated marketing communications program?
AACSB: Application of knowledge

1-10. How has the use of digital media impacted marketing communications?

Digital media has created a new landscape and, in some cases, nearly a new language. Digital marketing techniques seek to create experiences with a brand rather than mere purchases with little or no emotional attachment. It cannot be considered as an option for companies, but rather as a mandatory ingredient. Marketers now seek to engage a brand with all current and prospective customers in order to achieve success.

LO: 1.2 What is an integrated marketing communications program?
AACSB: Application of knowledge

1-11. Identify and describe four ways consumers can interact with multiple media formats.

Content grazing involves looking at two or more screens simultaneously to access unrelated content, such as watching TV and texting a friend at the same time.

Investigative spider-webbing occurs when consumers pursue or investigate specific content across multiple platforms, such as watching a football game and accessing stats for various players on a PC or mobile phone.

Quantum journey focuses on completing a specific task, such as when a consumer looks for a Chinese restaurant using a PC to locate one in the area, then obtains consumer reviews of the units close by on a smartphone, and finally employs a map app to locate the restaurant or to place an order.

Social spider-webbing occurs when consumers share content or information across multiple devices, such as by posting pictures on Facebook from a laptop, then texting friends to go check out the post.

LO: 1.2 What is an integrated marketing communications program?
AACSB: Application of knowledge

1-12. What is channel power? How has it changed in the past few decades?

Channel power is who has the most influence in the marketing channel. It has changed because of technology, which has shifted power from producer to the retailer and the final consumer.

LO: 1.2 What is an integrated marketing communications program?
AACSB: Application of knowledge

1-13. What is brand parity? How is it related to successful marketing efforts?

Brand parity is a situation in which consumers believe that many brands offer the same set of attributes. The result is that consumers will purchase from a group of accepted brands rather than one specific brand. Successful marketing overcomes this problem by making one brand seem better or more preferable.

LO: 1.3 Which trends are affecting marketing communications?
AACSB: Application of knowledge

1-14. Identify the role of integrated marketing in relation to new marketing trends.

Effective integrated marketing communications ensures a brand's target audiences hear the same message across all traditional and new media channels.

Each piece of a campaign should be driven by a single strategy that guides the creative development process.

An integrated approach times the release of individual campaign components in a manner that maximizes a customer's journey from awareness to purchase.

LO: 1.3 Which trends are affecting marketing communications?
AACSB: Application of knowledge

1-15. What is a contact point? How do marketers link contact points to customer engagement?

A contact point is any place where customers interact with or acquire additional information about a firm. Customer engagement programs often utilize digital media; however, they should also become part of a more integrated marketing approach.

LO: 1.3 Which trends are affecting marketing communications?
AACSB: Application of knowledge

1-16. What are the components of an integrated marketing communications program, as outlined in this textbook?

The IMC foundation includes corporate and brand management, understanding buyer behaviors, and communications research.

Advertising management programs include campaign management, design issues, and the selection of traditional media.

Digital and alternative programs include digital marketing, social media, and alternative marketing.

Selling components include database, direct response programs, and personal selling, sales promotions, and public relations and sponsorships.

Integration includes regulations and ethics along with IMC evaluation.

LO: 1.4 What are the components of an integrated marketing communications program?

AACSB: Application of knowledge

1-17. What is a GIMC? Why is it important for multinational firms?

GIMC is a globally integrated marketing communications program. A GIMC program has the same goals as IMC except on a larger scale. These programs are important for companies that choose to compete internationally, so that the firm's unified message is presented effectively in other nations and regions.

LO: 1.5 What is meant by *GIMC*?

AACSB: Diverse and multicultural work environments

1-18. What is the difference between standardization and adaptation in GIMC programs?

The difference between standardization and adaptation is how the product is marketed. Standardization means the company sells the same product in different countries and maintains the same basic message. Adaptation means adjusting the message for various individual countries or regions. Both can be a part of a GIMC program.

LO: 1.5 What is meant by *GIMC*?

AACSB: Diverse and multicultural work environments

CRITICAL THINKING EXERCISES

- 1-19. The Lean Cuisine effort to shift consumer perceptions of frozen products included a multi-faceted approach. Access the firm’s website and evaluate the marketing messages presented. Do they convince you to reconsider your views of various products? Is the effort working, or do you still perceive Lean Cuisine to just be “diet” food? Explain your answer.**

Student answers will vary. Some will say the approach does work; others will say it does not. Ask students to defend their responses.

LO: 1.2 What is an integrated marketing communications program?

- 1-20. The marketing director for American Home Shield has been assigned the task of emphasizing the company’s superior appliance insurance/warranty program in the company’s integrated marketing communications approach. Discuss the problems the director might encounter in each step of the communication process, bearing in mind that consumers will not know exactly when they will need a warranty service. Explain how noise or clutter interferes with the communication process.**

Student answers will vary based on their personal experiences with appliance repairs.

Students should refer to the communication process illustrated in Figure 1.1 for ideas. In the discussion, students may note several things. The marketing director may run into problems because the company may be unknown. Encoding problems would include the use of language in commercials, especially what “coverage” actually means. Transmission problems consist of any breakdown in the movement of the message. Decoding may be an issue if the receiver is impaired. Also, noise in various marketing channels could prevent the advertiser from being able to change consumers’ minds.

LO: 1.1 How does communication take place?

- 1-21. What do you typically do during commercials on television? What percentage of the time do you watch commercials? What makes you watch? Ask these same questions of five other people. What types of activities do people engage in during commercials?**

Student answers will vary. The best in-class part of this question would be about what makes a person watch or not watch a commercial.

LO: 1.1 How does communication take place?

1-22. Examine the four ways consumers interact across multiple media formats. Which best describes you? Explain why.

Student answers will vary based on their personal experiences.

Student answers will vary. The four ways are:

- Content grazing involves looking at two or more screens simultaneously to access unrelated content, such as watching TV and texting a friend at the same time.
- Investigative spider-webbing occurs when consumers pursue or investigate specific content across multiple platforms, such as watching a football game and accessing stats for various players on a PC or mobile phone.
- Quantum journey focuses on completing a specific task, such as when a consumer looks for a Chinese restaurant using a PC to locate one in the area, then obtains consumer reviews of the units close by on a smartphone, and finally employs a map app to locate the restaurant or to place an order.
- Social spider-webbing occurs when consumers share content or information across multiple devices, such as by posting pictures on Facebook from a laptop, then texting friends to go check out the post.

LO: 1.3 Which trends are affecting marketing communications?

1-23. In 2018 and 2019, Facebook and Twitter came under governmental and consumer scrutiny due to privacy concerns and other issues. Discuss your personal use of the two sites. Has your opinion changed regarding them? Do you use the same or different social media platforms? Why did you select those particular ones? How do you use social media?

Student answers will vary based on their personal experiences.

Note the shift away from Facebook for younger people.

LO: 1.3 Which trends are affecting marketing communications?

1-24. Explain how advances in information technology and communication have increased global competition for goods and services. How has the growth of global competition, in turn, impacted brand parity, the need for customer engagement, and changes in channel power? Be specific by identifying examples to illustrate your thoughts.

Student answers will vary based on their personal experiences.

Global competition makes brand equity more difficult to achieve. At the same time, the fact that something is made in another country will influence perceptions of brand parity. Customer engagement will likely be more difficult when a company operates from another country. Consumer channel power continues to grow with increasing choices of brands.

LO: 1.3 Which trends are affecting marketing communications?

- 1-25. Brand parity has become a major issue for companies. Identify three product categories in which the brand you purchase is not very important. Why is the brand not important? Identify three product categories in which the brand is important. What brand or brands do you typically purchase in each category? Why?**

Student answers will vary based on brands chosen.

LO: 1.3 Which trends are affecting marketing communications?

- 1-26. The marketing director for a manufacturer of automobile tires has been asked to integrate the company's global marketing program. Should the director use a standardization or adaptation approach? How could the company be certain that its marketing program will effectively be integrated among the different countries in which it sells tires?**

The marketing director, in choosing whether to use a standardization or adaptation approach, should look at the type of product being sold as well as regional differences. If the tires are exactly the same, this would suggest a standardization approach. If the tires are adapted to regional conditions, then the message may need to be adapted. Also, marketing managers should always be aware of communication and cultural differences in various countries, suggesting at least a degree of adaptation for a standardized message.

LO: 1.5 What is meant by *GIMC*?

INTEGRATED LEARNING EXERCISES

- 1-27. Access the website of Chick-fil-A at www.chickfila.com. Access the websites of Chick-fil-A's competitors: KFC (www.kfc.com), Popeye's (www.popeyes.com), Church's Chicken (<http://www.churchschicken.com/>), and Bojangles (www.bojangles.com). Identify the social media used by each brand. Compare and contrast the information available and the design of each company's website. Which website did you like the best? Why? Which one did you like the least? Why?**

Student answers will vary by site chosen at the time.

LO: 1.2 What is an integrated marketing communications program?

- 1-28. Pick one of the brands listed. Access the brand's website. Identify the social media listed on the brand's website, then access each of the social media pages. Go to YouTube and locate a TV ad for the brand. Discuss how well the website, social media sites, and ad you located on YouTube are integrated. (Provide the URLs for the website, social media sites, and TV ad).**
- a. *JD Bank* (www.jdbank.com)
 - b. *Red Lobster* (www.redlobster.com)
 - c. *Salvation Army* (www.salvationarmy.org)
 - d. *Visit South Walton* (www.visitsouthwalton.com)

Student answers will vary based on the site and its current information.

LO: 1.2 What is an integrated marketing communications program?

- 1-29. Information is one key to developing a successful integrated marketing communications program. Access each of the following websites. Describe the type of information and news available on each site. How would this information help in developing an integrated marketing campaign?**
- a. *Adweek* (www.adweek.com)
 - b. *Interbrand* (www.interbrand.com)
 - c. *EIN Presswire* (www.einews.com)
 - d. *Branding in Asia* (www.braindinginasia.com)

Student answers will vary based on the site and its current information.

LO: 1.2 What is an integrated marketing communications program?

BLOG EXERCISES

Access the authors' blog for this textbook at the URLs provided to complete these exercises. Answer the questions posed on the blog.

- 1-30. Gas Station Advertising, blogclowbaack.net/2018/08/13/gas-station-advertising-chapter-1-chapter-10/**
- 1-31. Facebook, blogclowbaack.net/2018/08/13/facebook-chapter-1-chapter-9/**
- 1-32. Communication patterns, blogclowbaack.net/2019/08/06/communication-patterns-chapter-1**

These exercises provide you with an additional tool to engage your students.

LO: 1.2 What is an integrated marketing communications program?

Student Project: Creative Corner

This is an analysis of advertising for KFC restaurant, including social media components.

LO: 1.2 What is an integrated marketing communications program?

CASES

Case 1 KFC Changes Spokespersons

- 1-33. Use the model of communication presented in this chapter to demonstrate the transmission of KFC's message to consumers.**

Communication challenges would include trying to compete with more established brands and companies that may be able to spend more on advertising and marketing programs.

Communication opportunities include the ability to tailor products and messages to the local audience and emphasize that the company is local.

LO: 1.1 How does communication take place?

- 1-34. Which of the emerging trends in marketing communications, especially those related to social media, might affect KFC?**

The integration of digital media and digital platforms offers many opportunities for KFC, as does mobile marketing, in terms of affecting how people see messages and even order food. Customer engagement remains important in terms of building loyalty, and convenience is a key to success, especially during the time when the COVID-19 pandemic changed the world.

LO: 1.3 Which trends are affecting marketing communications?

- 1-35. What is the basic message KFC should transmit to customers and potential customers? Do the changes in individuals portraying Colonel Sanders help to send a clear and consistent theme to the public? Defend your answer.**

Student answers will vary. The goal would seem to be to transmit the same message

and “emotion” through a wider number of spokespersons playing the same part, which assumes some level of consistency.

LO: 1.2 What is an integrated marketing communications program?

- 1-36. Should KFC employ a standardization or adaptation approach to its GIMC program? Explain how you would utilize one strategy or the other if you were in charge of the marketing communications division of KFC.**

Student answers will vary. This is a good discussion question and brings out how cultural differences might affect companies in the food industry.

LO: 1.5 What is meant by *GIMC*?

Case 2 Mike’s Old-Time Ice Cream and Chocolate Shop

- 1-37. Mike’s store will be a local business that competes with large national companies. What communication challenges does that present? What opportunities does it offer?**

Communication challenges would include trying to compete with more established brands and companies that may be able to spend more on advertising and marketing programs.

Communication opportunities include the ability to tailor products and messages to the local audience and emphasize that the company is local.

LO: 1.2 What is an integrated marketing communications program?

- 1-38. Which of the emerging trends in marketing communications can Mike use to promote his new business? Explain how it can be used.**

The integration of digital media and digital platforms offers many opportunities for Mike to go beyond a website and add other methods for reaching customers. Changes in channel power reflect the role consumers play in making choices, which could also work to his advantage. Increases in brand parity emphasis may mean that people view national chains as being essentially similar or close to the same; Mike could try to differentiate from that. Customer engagement provides the best opportunity for a local company. Without it, Mike will soon be out of business.

LO: 1.3 Which trends are affecting marketing communications?

- 1-39. What should be the first message that Mike should try to communicate to all potential customers? Should he emphasize price, value, or some other element of his business?**

Student answers will vary. They should emphasize value and a unique experience not like national ice cream stores.

LO: 1.2 What is an integrated marketing communications program?

- 1-40. Will Mike be able to use social media and mobile marketing techniques as part of his marketing communications efforts? If so, how? If not, why not?**

Students should agree that social media and mobile marketing can be an important element of the company's marketing plan. The secret will be finding venues to reach new customers and maintain contact with ongoing customers in positive ways to build relationships with them. This would include special loyalty deals and other enticements.

LO: 1.3 Which trends are affecting marketing communications?

Bonus Case

Wake-Up Call for 8:00

Any longstanding product runs the risk of becoming stale in the eyes of consumers. Eight O'Clock Coffee's marketing team recently decided that the company's brand and promotion program needed rejuvenation. The net result was an entire "refresh" marketing effort.

Eight O'Clock Coffee has been available to consumers since 1859. To combat recent sluggish sales, company leaders began with a renovation of the product itself, creating new flavors such as Dark Chocolate Cherry, Cinnamon Bun, and others. The company complemented the new items with updated packaging that was slimmer and brandished a bright red color.

To launch these innovations, the marketing program began with a redesigned website highlighting a major event. The campaign included a social-media driven sweepstakes that

was incorporated into Fashion Week in New York. Participants in the fashion show were offered red bags. The program featured the theme “The Red Bag Collection in Support of Dress for Success,” which added a cause-related tie-in to the refresh rollout. Individuals involved in the fashion event were encouraged to “Spot the Red Bag” in order to win prizes. They accessed the company through the hash tag “#SpottheRedBag” to post photos of their discoveries. The company posted photos of red bags on its Facebook page.

Beyond the social media and fashion show elements, the company added more traditional advertising during the Emmy awards on television. The tagline “put coffee first” punctuated these messages. Company leaders extended the campaign to other programs in many of the company’s major markets.

These marketing efforts for Eight O’Clock Coffee stress the value of a multifaceted approach to enticing, exciting, and engaging customers and potential customers. Use of new methods such as social media combined with more traditional marketing programs (sweepstakes, television advertising) indicates the wave of the future for integrated marketing communications.

1. What coffee brands would constitute Eight O’Clock Coffee’s primary competition?

Most students will probably note Starbucks.

2. Would you characterize coffee consumption as a situation in which brand parity exists? Why or why not?

Student answers will vary, depending in part on whether the individual drinks coffee or is a coffee snob. Those who are will likely be more brand loyal.

- 3. Examine the emerging trends in marketing communications presented in the chapter. Which trends can Eight O’Clock coffee use to their advantage? Explain how.**

The emerging trends are:

- Emphasis on accountability and measurable results^[SEP]
- Explosion of the digital arena^[SEP]
- Integration of media platforms^[SEP]
- Shift in channel power^[SEP]
- Increase in global competition^[SEP]
- Increase in brand parity^[SEP]
- Emphasis on customer engagement^{[SEP][SEP]}

Student opinions will vary. The most clear-cut factors that apply are the first and last: the emphasis on accountability and on customer engagement.

- 4. Evaluate the value of using social media for this type of marketing for communications effort. Is it necessary or helpful? Why or why not?**

Student answers will vary; however, this represents a new trend in marketing communications and was reported to achieve some success.