

I found the information in this chapter on advertising, integrated marketing communications, and the changing media landscape to be highly relevant and interesting. The way companies communicate with consumers is rapidly evolving, driven largely by new technologies and changing media consumption habits.

I can relate to the points made about the millennial generation driving much of the shift towards new media like social platforms, mobile apps, online video, etc. I hardly ever watch traditional live TV anymore, instead getting my video entertainment from streaming services and YouTube. When I do see traditional TV ads, I usually just fast-forward through them using my DVR. In contrast, I pay much closer attention to social media marketing, online video ads, mobile ads and promotions sent directly to my smartphone. These forms of advertising are much more native and integrated into how I consume media and content.

The chapter's emphasis on integrated marketing communications (IMC) and delivering a consistent brand message across different platforms and channels aligns with my own experiences as a consumer. Companies need to ensure their branding and promotions create a unified story and identity that carries through all their marketing touchpoints to really resonate (Tanner & Raymond, 2016). I think back to brands like Nike, Apple, and Red Bull who have executed this integration well across traditional and new media. Their distinct personalities and value propositions come through clearly no matter where I encounter their marketing.

I also found the discussion of different promotional tools and message strategies insightful for understanding how brands try to capture attention and persuade their audiences. Companies must be very strategic in crafting messages that cut through information overload, differentiate their brands, and motivate consumers to act. This relates to the unique selling proposition concept - brands need a compelling core benefit that sticks in consumers' minds. As the examples showed,

humor and emotional appeals often make advertisements more engaging and memorable when executed properly (Tanner & Raymond, 2016).

Overall, this chapter gave me a much deeper appreciation for the strategic thinking and coordination that goes into successful marketing communications from an organizational perspective. As a consumer, it's easy to just pay attention to the customer-facing promotions. But behind the scenes, there are intense efforts to develop integrated campaigns tailored to specific audiences and communications objectives. Studying this process provides insights I can apply to my future career, regardless of what industry or role I pursue.

#### Reference:

Tanner, J. & Raymond, M.A. (2016). Principles of marketing. Open Textbooks for Hong Kong. Licensed under a Creative Commons by-nc-sa. Read online at:  
<https://www.opentextbooks.org.hk/ditabook/16010>

Wordcount: 401