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Topic
Beverage: Integrated Communication Strategy

Written By:

Sneha Panda

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Lecturer: Prof. Dr. Vittoria von Gizycki

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5.1 Communication Goal:

“It's not what you sell that matters as much as how you sell it!” (nodate, cited in Baker 2023)

Germany is one of the largest consumers of beer and ice cream, and the fusion of both has resulted in a unique creation-beer-infused ice cream as discussed in the previous topics. It is not just a sweet treat; it is a mixture of flavours with a blend of German tradition. In today's complex commercial and competitive market, Integrated Marketing Communication (IMC) has become the core ingredient of every product in the market.

This paper discusses a comprehensive communication strategy that navigates the evolving dynamics of the degree of awareness, consumer engagement, intentions to buy with respect to the German market.

5.1.1 Communication Message and Brand Identity:

“The days of mass media advertising are over. Any single ad, commercial, or promotion is not the summary of our strategy. It is not representative of the brand message. We do not need one big execution of a big idea. We need one big idea that can be used in a multidimensional, multilayered, and multifaceted way” (2004, cited in Dahlen et al. 2010).

As stated in the above quote in this modern era, marketing goes beyond traditional approaches to build brand identity. Instead, marketing today adopts a diverse strategy that seamlessly integrates both online and offline channels. ‘Good brand communications are based on an orientation around a dominant, coherent ‘big brand idea’ as a platform for creating, involving, and sustaining customer engagement. It’s about communicating with a single ‘voice’ where the strands of the communication message must be coordinated and consistent’ (Dahlen et al., 2010).

Establishing a unique and lasting presence within the market to communicate the brand's values, personality, and essence to the target audience is a tactical and crucial process that includes building a brand identity. ‘A strong brand name works as a sort of halo effect, a spill-over phenomenon which offers a perceived enhanced solution to the overall product’ (Dahlen et al., 2010). In this context, the brand name "BrewEis" serves as a foundational element in establishing the brand identity where “Brew” stands for crafted beer and “Eis” is the German name of ice cream. The introduction of the tagline ‘**Crafted Cheers in Every Scoop**’ serves as a pivotal element in shaping our brand identity. This identity will become a distinctive mark for our brand, which will help BrewEis with customer recognition and loyalty (Gizycki, 2023. a). This tagline sets the brand apart from its competitors in the market, denoting an effective method for conveying the brand's fundamental principles.

The packaging strategy is designed to reflect BrewEis’ assurance of innovation and sustainability. The choice of **eco-friendly paper cups** aligns with the brand's core idea by emphasizing a careful approach toward environmental responsibility to minimize its ecological footprint. Additionally, personalized printed notes are introduced to establish meaningful and personal connections with customers. An example note reads, ‘Your love for us deserves a sweet reward! Enjoy a (%) discount on your next purchase.’ This tagline will act as a **cognitive stimulus** while adding a surprise effect conveying a sense of appreciation and value, encouraging an enriched customer experience (Gizycki, 2023. b).

Advertising that resonates emotionally stands more chance of inducing a change in beliefs and values than is based on logic or expertise alone (O'Shaughnessy and O'Shaughnessy, 2004). Aligned with the brand identity of BrewEis, a **physically intensive stimulus** such as a systematic color code

system will be integrated with the notes to enhance brand recognition and consumer engagement (Gizycki, 2023. b). In this context, the color “green” will denote a 4% discount, communicating a sense of positivity, beginnings, eco-consciousness, and sustainability which aligns with BrewEis’ environmental responsibility (Isaacson, 2020). The second color “red” will denote a 6% discount, evoking passion, energy, and power (Isaacson, 2020). This will serve as our brand’s commitment to deliver a product that is exciting while also creating a sense of customer satisfaction. Finally, the color “blue” will denote an 8% discount, conveying a sense of trust and loyalty (Isaacson, 2020). This aligns with the brand's emphasis on quality, premium nature, and positioning of BrewEis as a brand that consumers can trust. Furthermore, the "Happiness Points" program is introduced, operational from the 6th to the 9th month, to enhance the consumer loyalty aspect of brand identity. For every purchase made, customers will receive two happiness points, and upon accumulating 20 points, they will be entitled to receive a complimentary ice cream. This loyalty program will not only encourage repeat purchases but also contribute to the overall positive brand experience, reinforcing BrewEis as a brand that values and rewards customer loyalty.

5.2 Marketing Strategy:

In the realm of communication with consumers, two predominant mediums stand out which are B2B and B2C, significantly influenced by the marketing funnel which plays a crucial role in determining the customer journey. If a company truly understood each customer’s lifetime value, it could maximize its value by increasing the number, scope, and duration of value-creating relationships through customer-focused strategies (Carpenter and Shankar, 2012). In today’s social and contemporary era with the increasing competition and replication of product, it has become extremely challenging to build a brand that can stand out in the market, the only possible way to break through the entire market is by creating your own ‘**Blue Ocean Strategy**’ (Kim and Mauborgne, 2015). To employ this tactic, one must ‘think different, do different, and be different.’ In this context, BrewEis’ focus is to build a brand with a customer-centric approach through various marketing strategies.

5.2.1 Customer Journey:

'Forget product. Study consumer wants and needs. Forget price. Understand the cost of satisfying the want or need. Forget place. Think convenience to buy. Forget promotion. The word now is COMMUNICATION' (Schultz, Tenenbaum and Lauterborn, 1993).

A customer journey map majorly revolves around the marketing funnel which is a framework that represents consumer interactions with a product or service to purchase it. Key stages are Awareness, Consideration, Purchase/Decision, Retention, and Loyalty Expansion (Gizycki, 2023. c). In the Awareness, consumers first become acquainted with the existence of the product. Subsequently, the journey progresses to consideration, in which consumers actively evaluate and compare products with alternatives. The pivotal stage of Purchase or Decision follows, marking the point at which consumers choose to buy a product. The marketing funnel then extends to retention, focusing on strategies to keep customers engaged and satisfied post-purchase. The final stage, Loyalty Expansion, aims to cultivate lasting relationships with customers, encouraging repeat purchases and brand advocacy. The marketing funnel serves as a roadmap guiding marketers through the various touchpoints of consumer engagement.

BrewEis’ communication strategy follows the marketing funnel aligned with the SMART criteria, which ensures effectiveness and goal achievement. SMART stands for specific, measurable, attainable, relevant, and time-bound (Leonard and Watts, 2022). In contrast to the marketing funnel

which aids BrewEis in customer retention and loyalty, the SMART criteria will help in curating precise and realistic goals that can be achieved within the designated time.

5.3 Business to Business:

Business-to-business (B2B) communications have built-in benefits that boost an organization's efficacy and profitability. B2B set-up facilitates economies of scale, empowering cost efficiency and increased profitability for both parties involved as it upholds the opportunity for higher Return Of Investment (ROI) (Nguyen, 2024). This justifies, B2B transactions often involve large quantities of goods or services. As a result, the B2B model provides a favourable environment for strategic collaboration, scalability, and sustained business growth. BrewEis, being a relatively new brand trying to penetrate the market; establishing a foundation for long-term purchases by providing some incentives acts as a strategic movement.

The Business-to-Business (B2B) model for BrewEis involves strategic budget allocation and collaboration with breweries, restaurants, supermarkets, and exclusive stores, all of which align with the brand's identity, fostering cross-promotion, consumer engagement, and commitment to quality. 30% of the total amount is allocated to the B2B channel. The collaboration strategy involves developing partnerships with breweries and restaurants, both from business-centric and consumer-centric perspectives. In a business-centric approach, cross-promotion is encouraged, including an additional 5% profit margin will be offered for every 100 packages sold. The second major target for B2B is supermarkets and convenience stores, where the implementation of a color code system follows. In a business-centric manner, cross-promotion is promoted here as well, with an extra 3% profit margin granted for every 100 packages sold. BrewEis is committed to creating a one-of-a-kind inventive product. To this end, our brand will seek partnerships with exclusive stores/markets that actively promote new and distinctive food options, such as Edeka.

5.4 Business to Consumers:

An organization can attempt to create a brand, but it is customers who will determine whether a brand comes alive or not (Timacheff and Rand, 2001). A brand is a business strategy to encourage us to consume one product over its competitors and it is a sign loaded with meaning that we choose to consume because we feel we relate to it (Williams, 2000). This depicts the importance of the emotional connection of customers with the brand. 65% of the total amount is allocated to the B2C channel. The Business-to-Consumers (B2C) marketing strategy of BrewEis is designed to convey a narrative that resonates with the customers, making BrewEis that goes beyond mere consumption. Understanding customers and meeting their expectations is a crucial part of B2C marketing strategy.

5.4.1 Communication Mix:

It is a concept under which a company systematically coordinates its multiple messages and many communication channels and integrates them into a cohesive and consistent marketing communications mix (Lee and Park, 2007). The most successful communications are those in which the consumer receives one message from various sources (Tynan, 1994). Developing an efficient marketing strategy to connect with consumers across diverse platforms is a part of the communication mix. This can include a range of communication channels, both online and offline. Digital media offers an expansive canvas for engagement, where strategies like social media, content creation, and online advertising play a crucial role. Subsequently, offline modes, such as public relations, traditional advertising, and word of mouth contribute significantly. Each element of the marketing mix should integrate with other tools so that a unified message is consistently reinforced

(Smith and Taylor 2004). The 4P's play a pivotal role in the marketing mix which includes, Product, Price, Place, and Promotion (Kelley, Jugenheimer and Sheehan, 2015). BrewEis aims to create a successful communication mix considering the 4P's by tailoring the approach of marketing as to the evolving preferences and habits of the target audience.

5.4.2 Media Plan:

Communication programs involve a range of different media that should seamlessly convey the desired message to the target audience (Kotler, Keller and Chernev, 2022). The media plan will serve as a roadmap for BrewEis to communicate with its target audience, considering consumer behaviour and dynamics of different media platforms. Media plan can also act as a tool to strategically place advertising messages at the right time and in the right context. With the current transforming era and changing consumer behaviour the existing media has also evolved in manifolds. Media today is the convergence of content, branding, and consumer engagement. In essence, brands are now media and media are now brands (Kelley, Jugenheimer and Sheehan, 2015). One of the most essential elements of a media plan is determining the offline and online media outlets are the most effective, by taking into consideration factors like frequency, reach, and cost-effectiveness. The plan's structure is frequently in line with the marketing funnel, considering the 4Ps of communication mix and the SMART criteria. A 65% of the budget will be allocated to entire media marketing. Analysing all the factors of media plan BrewEis has decided to follow the below traditional and digital channels to convey the brand message positively:

On-site Events and Experiences:

BrewEis plans to organize company-sponsored activities and programs to interact with customers to promote the brand. In this context, establishing kiosks at carnivals, exhibitions, New Year's Eve celebrations, giveaway alerts as well as within the partnered restaurants and bars while offering free tasting during these events will allow our brand to reach a diverse customer base. Additionally, our brand will organize contests where the participants have a chance to win a free ice cream this will create a sense of excitement, resulting in customer engagement. The personalized packaging with additional notes and color codes will enhance the overall brand experience creating a lasting effect. On-site events will also help BrewEis to attain direct feedback from customers.

Public Relations:

Public relations involve a variety of programs focused internally on employees, externally to consumers, other firms, the government, and media to promote and protect a company's image or its product communication (Kotler, Keller and Chernev, 2022). In accordance to this, engaging in interviews and public appearances will help to create brand awareness. Interaction with journalists will enable a chance to contribute towards a positive brand image. Additionally, reviews from food and beverage journalists will not only act as a feedback mechanism but also an acute catalyst to enhance brand visibility. Storytelling about the brand via various mediums like authored articles and press releases will serve to set a positive narrative towards the brand.

Word-of-mouth:

Word-of-mouth can fit into each aspect of marketing funnel being the oldest and the most important channel of information exchange from person to person. BrewEis' unique packaging with notes and color code system including the happiness points will influence the consumers to engage in naturally occurring word-of-mouth communication related to BrewEis and its offerings.

Community Connections:

BrewEis will also focus on online forums and communities dedicated to food enthusiasts which will serve to directly connect with a community of passionate individuals about food and culinary experiences. BrewEis' intention to join such forums is to actively contribute to discussions, share insights, and offer valuable information. This will allow organic dissemination about the brand's uniqueness and support in relating with consumers at a ground level.

Loyalty Programs:

To foster brand loyalty BrewEis will offer curated discounts on special occasions, such as birthdays and festivals. BrewEis will understand customer preferences to tailor promotions to align with these significant moments. This personalized approach will encourage repeat orders and endorse a sense of meaningful and lasting connection with customer base.

Direct marketing:

The advent of data analytics has allowed marketers to learn even more about consumers and develop more personal and relevant marketing communications (Kotler, Keller and Chernev, 2022). Direct marketing techniques like phone, e-mail, newsletters, or in-person interactions with an effective call to action will provide BrewEis with a platform direct communication with customers.

Advertisement & Print Marketing:

Mass media advertising channels effects heavily on sales as it plays with consumers' minds to believe products advertised more must be of good quality (Kotler, Keller and Chernev, 2022). BrewEis plans to implement the same using various advertising channels like print media (newspapers, magazines, brochures, leaflets), broadcast media (radio, television, podcasts), network media, and display media (billboards, signs, posters, outer packaging, packaging inserts, ad reprints, in-store POP). This will help to build up a long-term brand image and trigger quick sales.

Social media advertising:

Social media today has become the home for many emerging brands. The most important aspect of any social media advertising is creating a brand identity, awareness, and loyalty. BrewEis strategic movement of utilizing **brand-specific hashtags** for any post and stories about reviews, recipes, behind-the-scenes, and giveaway alerts on social media will amplify the brand's reach and visibility. This will help to tap into customers' credibility and enhance the brand's presence in the digital space. Social media marketing relies on 5 core pillars; Strategy, Planning and Publishing, Listening and Engagement, Analytics and Reporting, and Paid Social Media (Kader, 2023). BrewEis has designed a social media marketing plan based on these 5 core pillars.

In accordance the 5 pillars customer testimonials and reviews and mentions of product on social pages will become a transformative element to build customer trust and loyalty.

- **Influencer Marketing:**

Friends are trusted more than strangers or salespeople, and people who are not paid to endorse a product are viewed as more trustworthy than people who are paid. Likability describes the source's attractiveness, measured in terms of candor, humor, and naturalness (Kotler, Keller and Chernev, 2022). Influencer Marketing in this context is an efficient tool for building brand awareness and trust. BrewEis will seek to leverage the online influence of **micro** (10,000-100,000 followers) or **nano** (10,000 or fewer followers) food bloggers. This

will involve collaborating with these influencers for paid/barter arrangements in various social media platforms such as Facebook, Instagram, TikTok, YouTube, Pinterest, and gaming platforms. Microblogging the story of the brand will also be another way to reach the customers and connect emotionally.

- **E-Commerce Advertising Campaigns:**

The systematic approach with **Search Engine Optimization (SEO)** will enhance BrewEis' online presence with website content, structure, and relevant keywords to align with search engine algorithms. Our brand will conduct detailed keyword and phrase research which will help our website to rank higher in Search Engine Results Pages (SERPs) (Rogers, 2023). This will pave the way to improve organic search visibility, attract target audience, and establish a strong online presence.

Search Engine Marketing (SEM) helps in paid advertising campaigns including platforms like Google, Facebook, Instagram, Pinterest Ads will play a crucial role in increasing online visibility and driving relevant traffic to its website by, allowing BrewEis to bid on specific keywords related to beer-infused ice cream. SEM will help our brand to bid on appropriate keywords to create image, video responsive, or app promotion ads, to reach consumers strategically based on unique offerings, interests, and online behaviour (Schilthuis-Ihrig, 2024).

BrewEis plans to use common bidding strategies like Cost Per Click (CPC), Cost Per Action (CPA), Cost per Mille (CPM) or Cost Per View (CPV) for SEO and SEM considering the financial constraints to optimize and enhance the customer base (Katai, 2023).

- **Real-time Marketing (RTM):**

The social media trend is changing each day based on consumer behaviour. To keep up with this BrewEis aims to follow real-time marketing strategy by curating new content which are relevant, fresh, clever, on-target, and attention-grabbing (Kihn, 2023). Promoting brand's posts on different platforms, leveraging social media influencers to repost and interact on posts to generate more engagement and reach will be one of the key focuses of our brand in real-time marketing.

5.5 Metrics and Analysis:

Evaluating the effectiveness of marketing mix involves an extensive analysis of consumer feedback through online and offline platforms, social media engagement rates (Staff, 2024). BrewEis' vision is not only to focus on the success factors but also on the failures during the marketing campaign and re-evaluate the existing plan using the metrics and analysis, 5% of the total budget will be reserved. Google Analytics and other social media management tools help to streamline processes to save time, stay organized, and push out quality content at time. Some other tools that can help in traditional or digital channels are:

5.5.1 Social Listening:

Social media has a dynamic nature of allowing interactive communications to enhance buyer customer relationships by understanding sentiments around the brand, engaging with online or offline customers, addressing negative comments, analysing the competitors (Newberry, and Macready, 2024). BrewEis plans to interact with customers through comments, replies, re-post customer stories/posts to understand consumer needs. Social listening can contribute to metrics and

analysis in a two-step process by monitoring BrewEis' mentions across the platforms, analyzing the information, and tailoring a plan-to-action.

5.5.2 Social Testing:

Social testing plays a pivotal role in simplifying marketing analytics (Carmicheal,2021). BrewEis will use social testing to determine which content is effective, which types of posts the audience engages with most, and how to allocate budget towards effective types of posts. Here are some most common social testing our brand aims to implement:

A/B testing:

A/B testing is a methodical approach that involves comparison of two versions of a post with a single differing variable (Carmicheal,2021). BrewEis will use social testing based on click-through rate to evaluate, understand, and refine its presence in digital space and keep up with the ever-evolving consumer preferences.

Multivariate testing:

This is a method that involves simultaneously evaluating multiple variations of a post with various differing variables in online and offline space (Carmicheal,2021). BrewEis will systematically analyze different combinations of advertisements, ad copy, promotional offers, etc. in various channels. This will result in insights into user behaviour, enabling BrewEis to optimize its strategies based on the data inputs.

5.6 Remarketing:

Remarketing is a strategic process of using advertisements, loyalty programs, follow-up emails to engage with potential customers. Using the data analytics, BrewEis will target individuals with tailored content and advertisements across various platforms. BrewEis' personalized messages with color code system will also create a compelling experience for customers in remarketing while enforcing brand awareness and encouraging conversions.

5.7 Conclusion:

Navigating a niche market of beer-infused ice cream certainly has potential challenges for BrewEis. Firstly, German Rules & Regulations which is very strict towards alcohol advertisements. Additionally, with no demographic restriction except for the legal age of alcohol consumption being 16, diversified distribution channels such as B2B and B2C would be very diversified which could be a challenge to build a relatively newer brand within a limited budget.

BrewEis, however; is determined to enter and tap the market within the limited budget by allocating it strategically with an exceptional communication strategy focusing on individualist tactics like personalized notes with color code systems, happiness points, community connections, social media engagement including the metrics and analysis for curating the communication strategy according to changing trends and customer preferences, showcasing an adaptive and consumer-centric approach.

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