

MARKETING MANAGEMENT II



HAYDEN NOEL



MARKETING COMMUNICATION

Introduction to Promotion



WHAT WILL WE DO TODAY?



What is the communications model?

How do marketing communications work?

What are the different types of marketing communications?

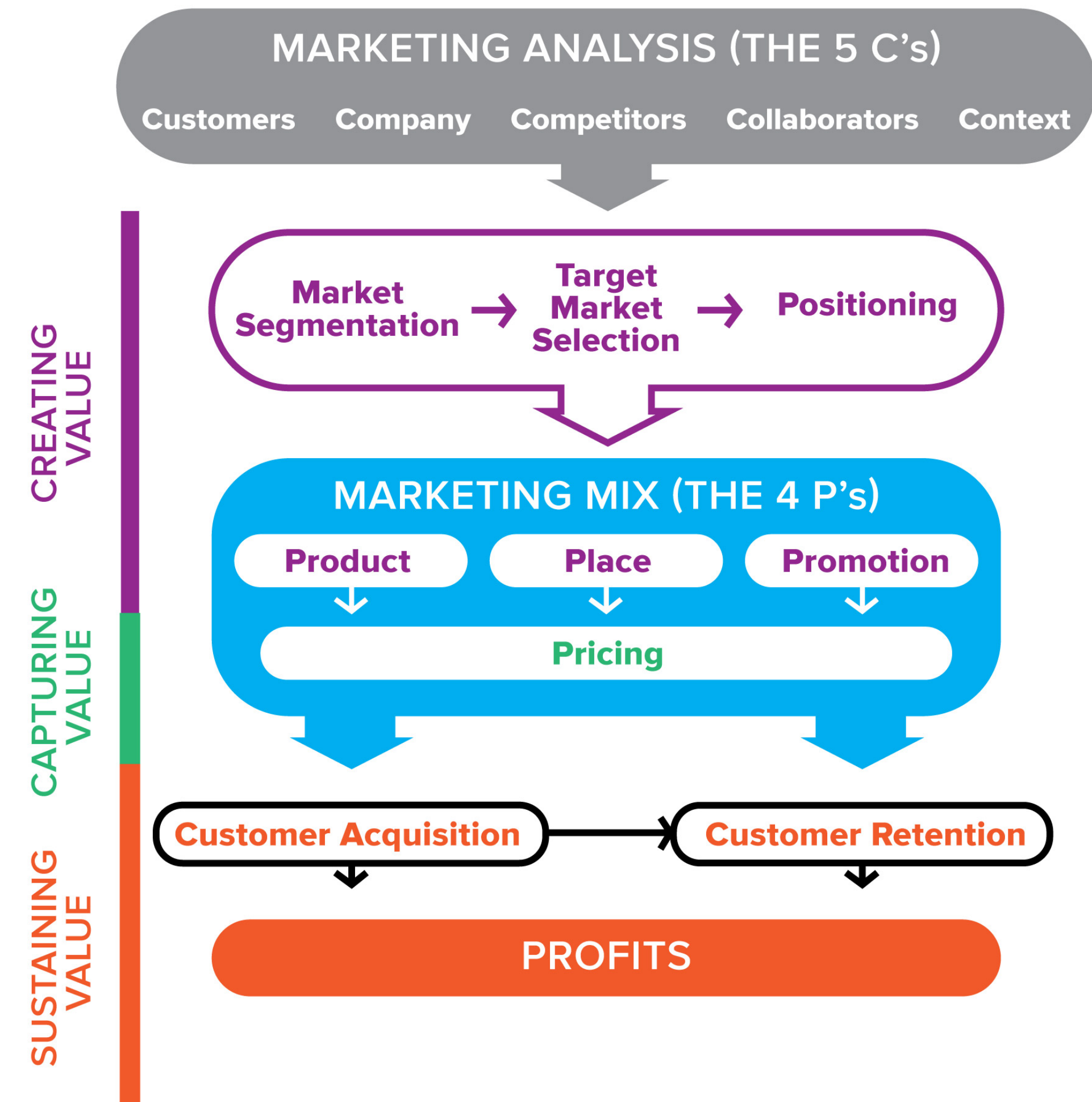
How do you develop a communications plan?



THE MARKETING STRATEGY PROCESS



Promotion is part of the Marketing Mix

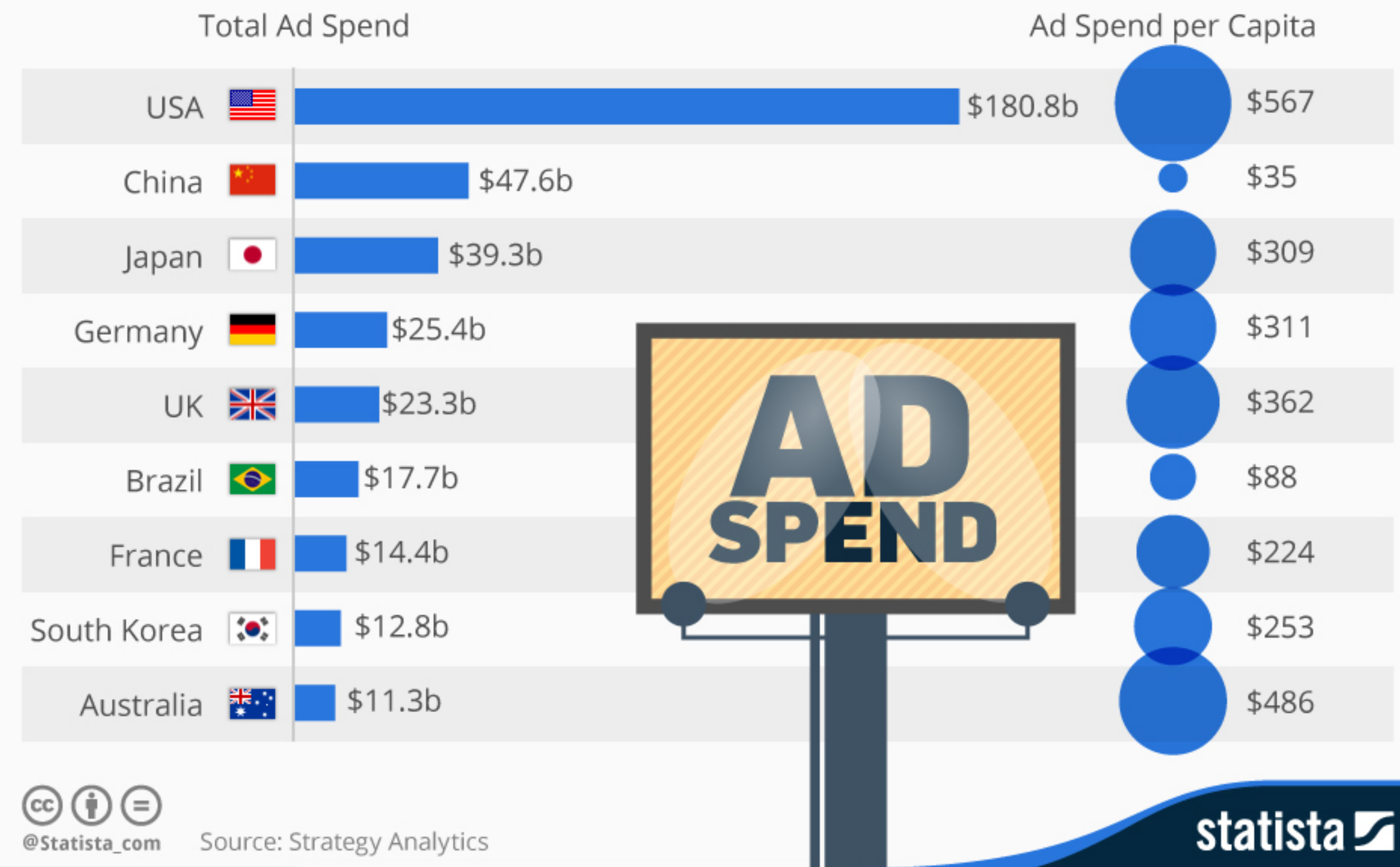


GLOBAL ADVERTISING SPENDING



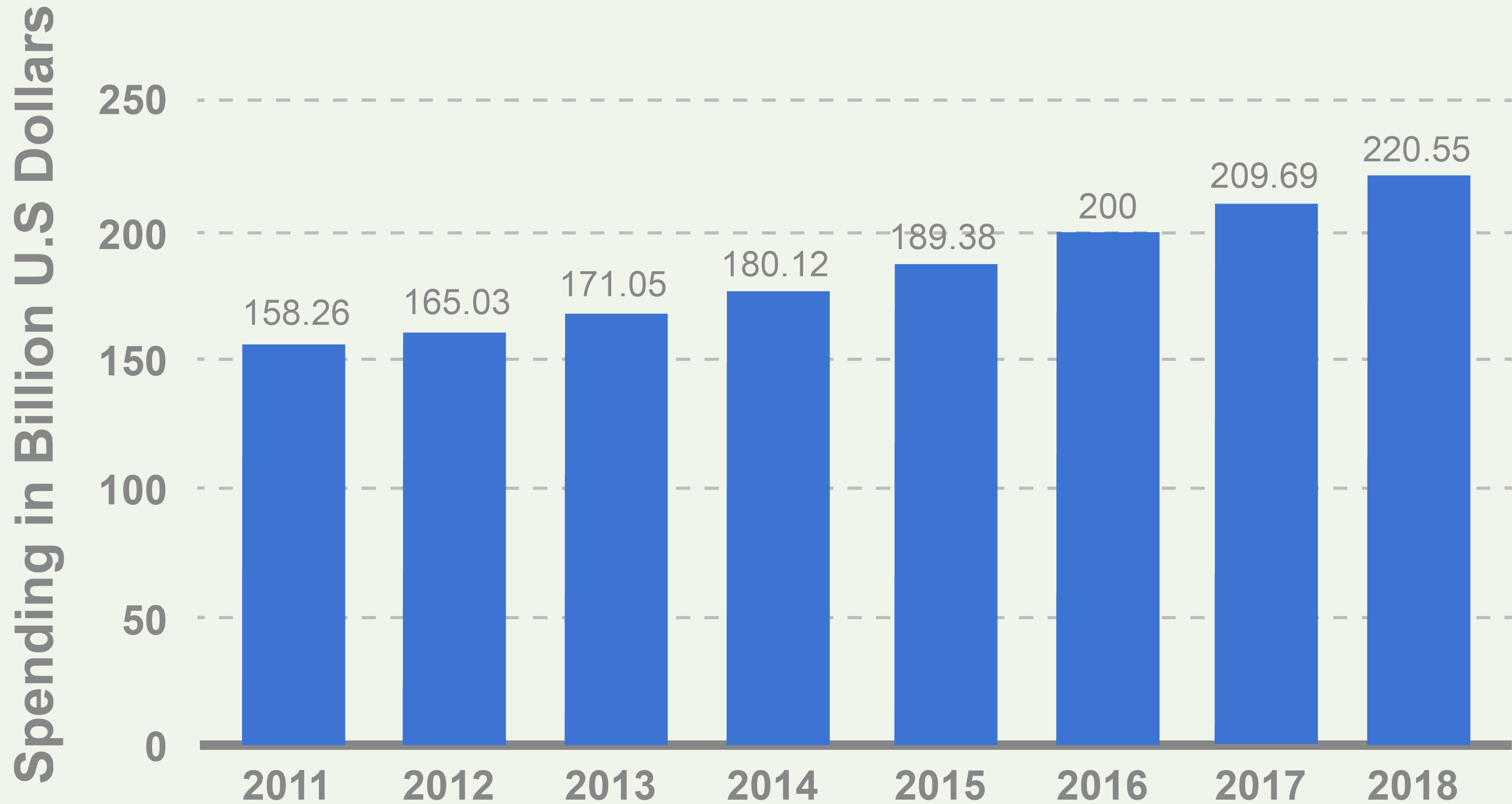
The US Ad Market Remains Unchallenged

Advertising expenditure in the world's largest ad markets in 2014



© 2015 statista.com

MEDIA ADVERTISING SPENDING IN U.S FROM 2011 TO 2018



Note: June 2014; includes digital (online and mobile), directories, magazines, newspapers, outdoor, radio and TV

(EMarketer, 2014)

REFERENCES



EMarketer. (2014). *Total US ad spending to see largest increase since 2004* [Online graph]. Retrieved from <https://goo.gl/wWHIMX>

Jingle Punks. (n.d.). *Path to follow*. On YouTube [Audio library]. Retrieved from <https://goo.gl/JucJKp>

Statista.com. (2015). *The US ad market remains unchallenged* [Online graph]. Retrieved from <https://goo.gl/WaOl6Q>



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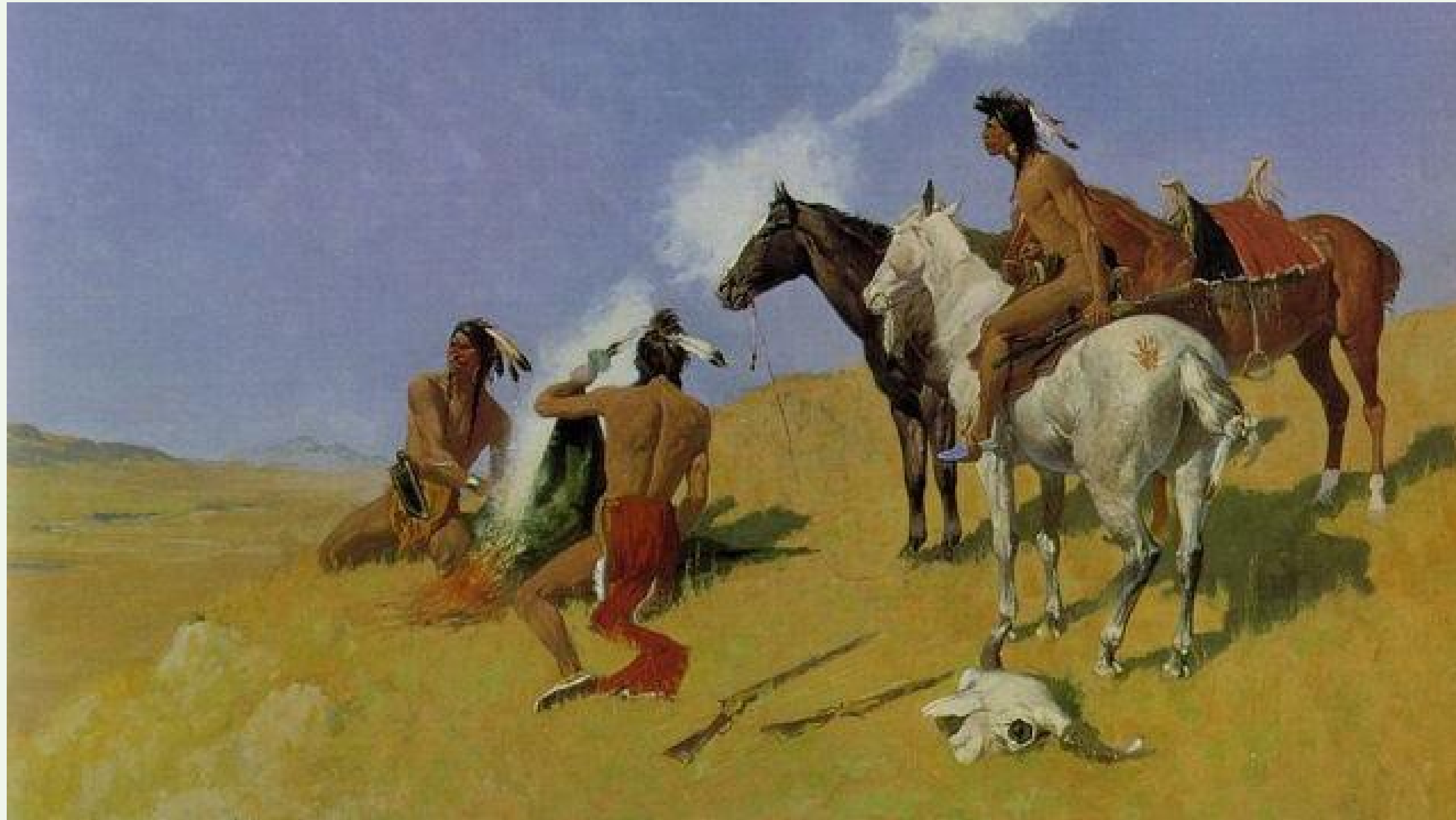


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The Communications Model



SMOKE SIGNALS



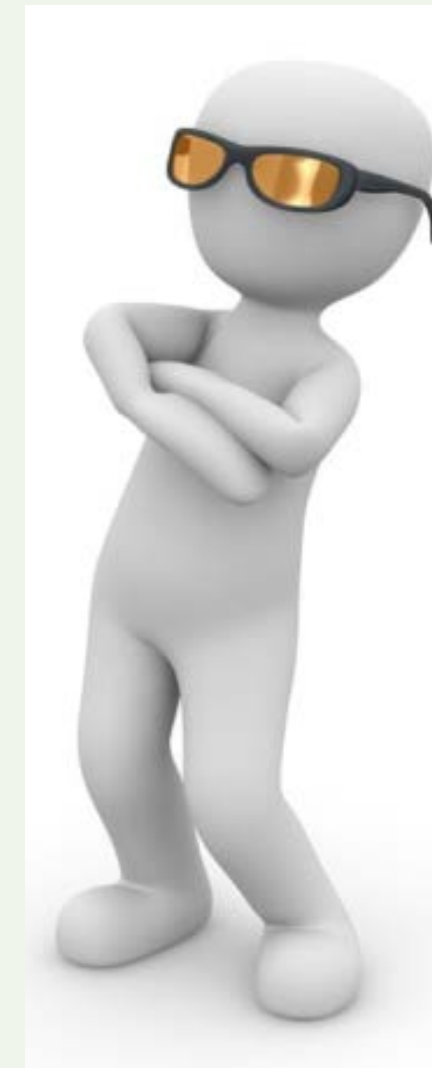
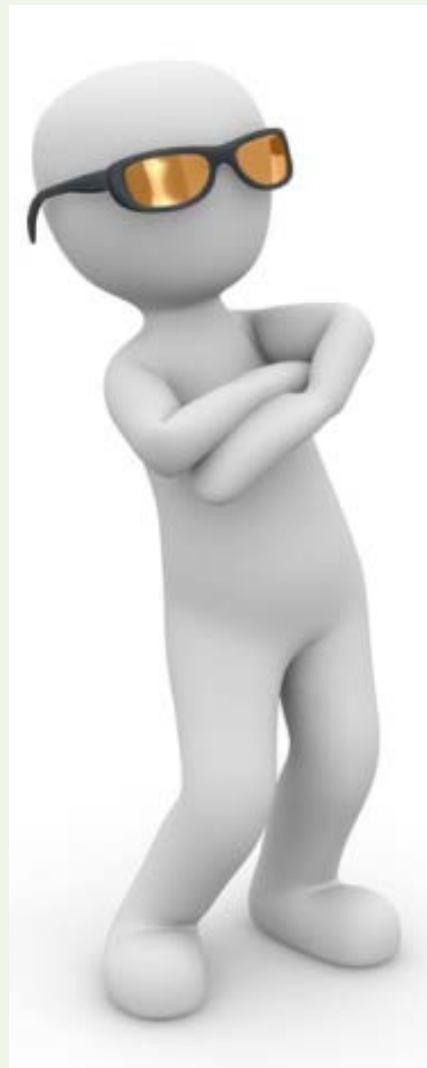
ENIGMA MACHINE



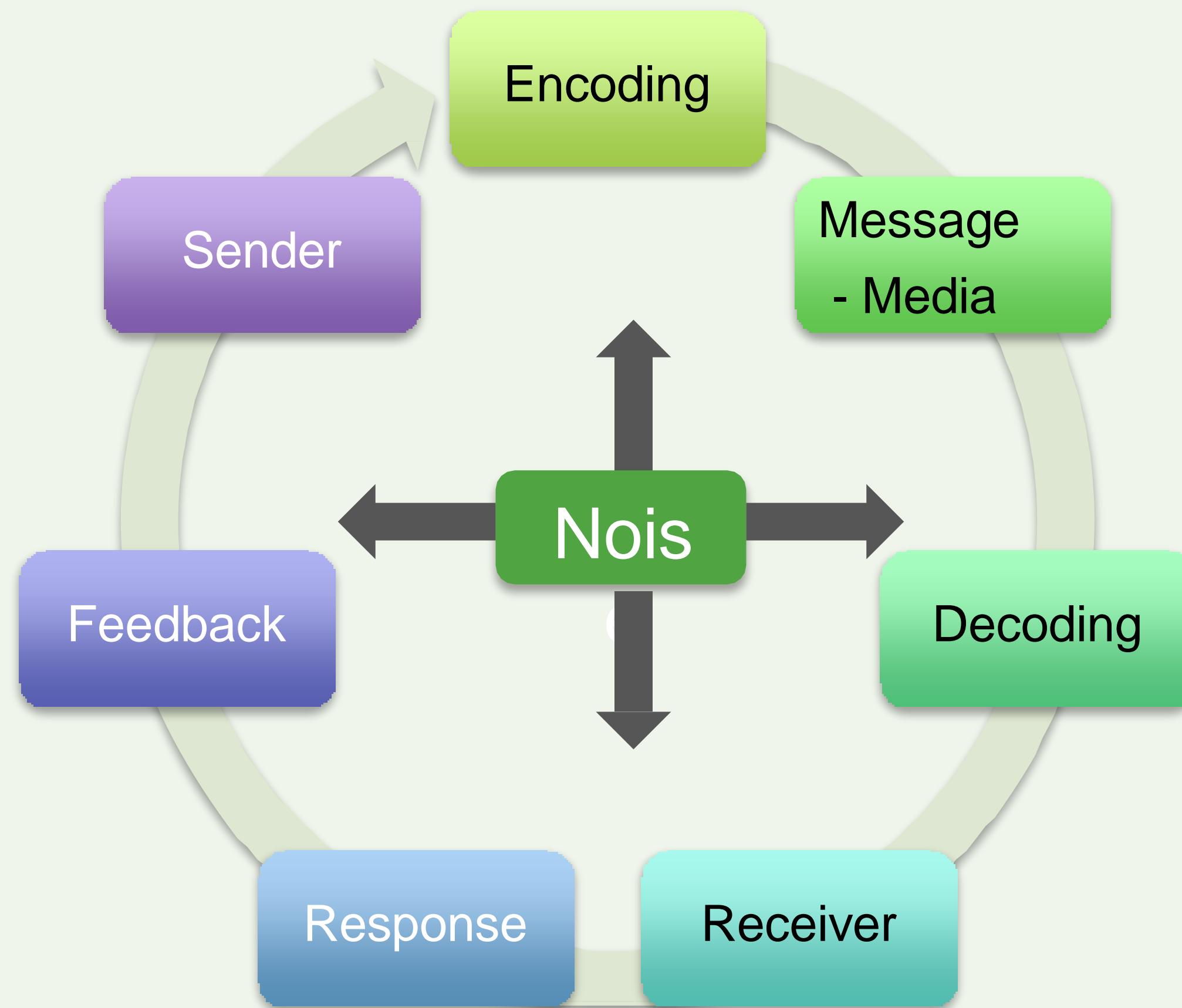
COMMUNICATION – WHAT IS IT?



Information



ELEMENTS IN THE COMMUNICATIONS PROCESS



MARKETING COMMUNICATIONS



Aware Helpline Singapore



MARKETING COMMUNICATIONS



Metropole Mall



MARKETING COMMUNICATIONS



Audi



MARKETING COMMUNICATIONS

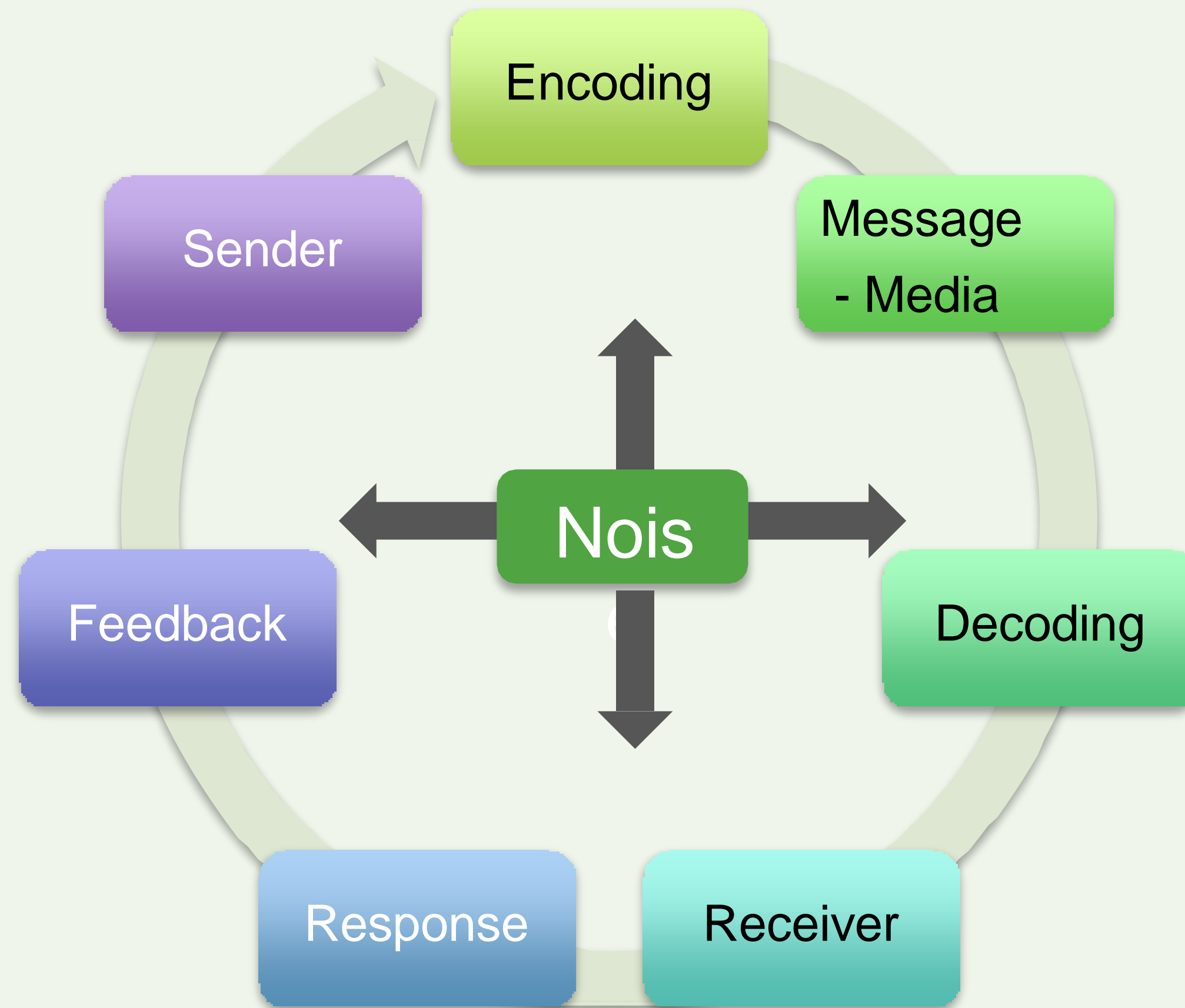


Bayerische Motoren Werke



MODULE 3

ELEMENTS IN THE COMMUNICATIONS PROCESS



MARKETING COMMUNICATIONS



The goals of marketing communications are to maximize consumer engagement and help them develop a relationship with the brand



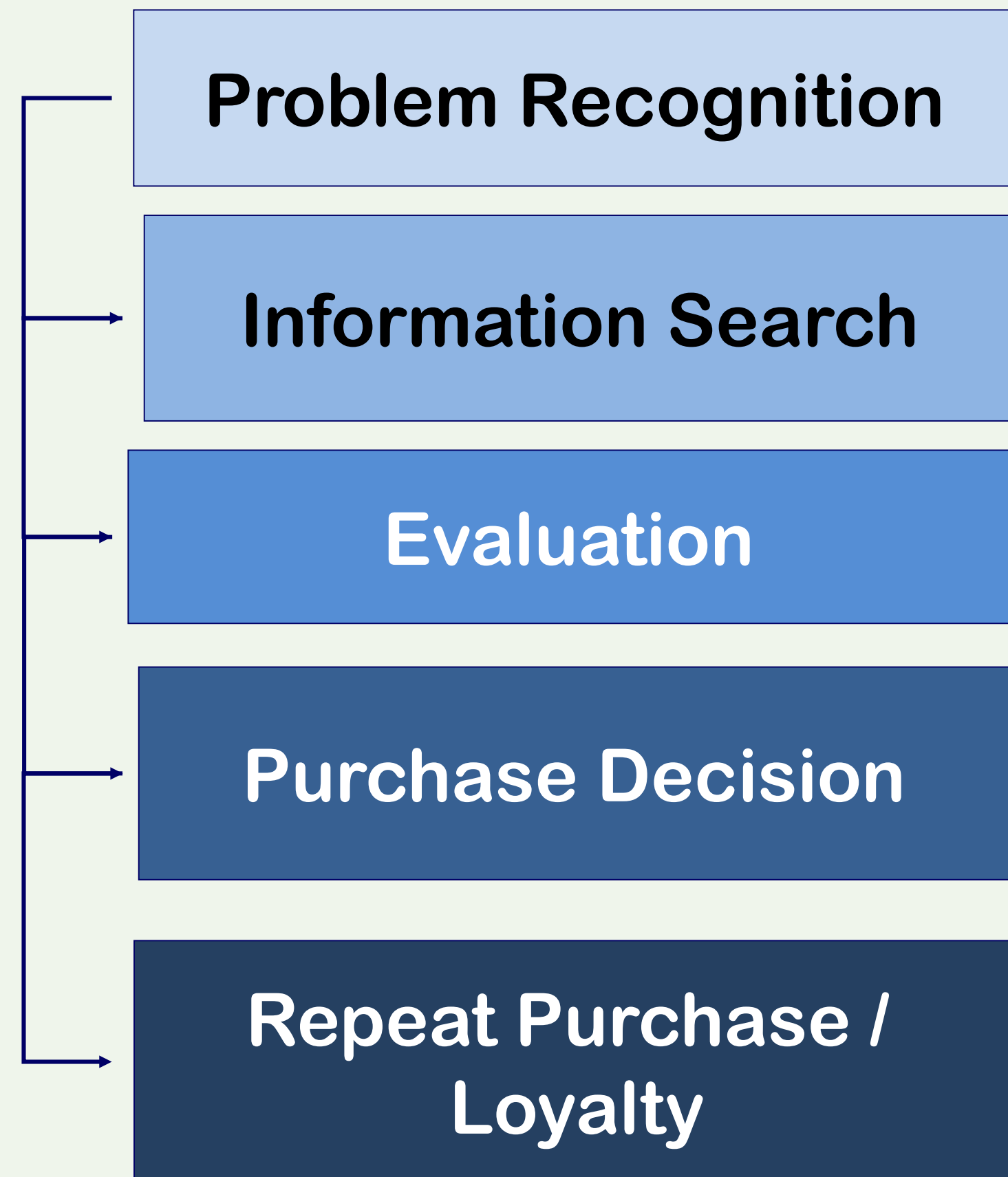
MARKETING COMMUNICATIONS



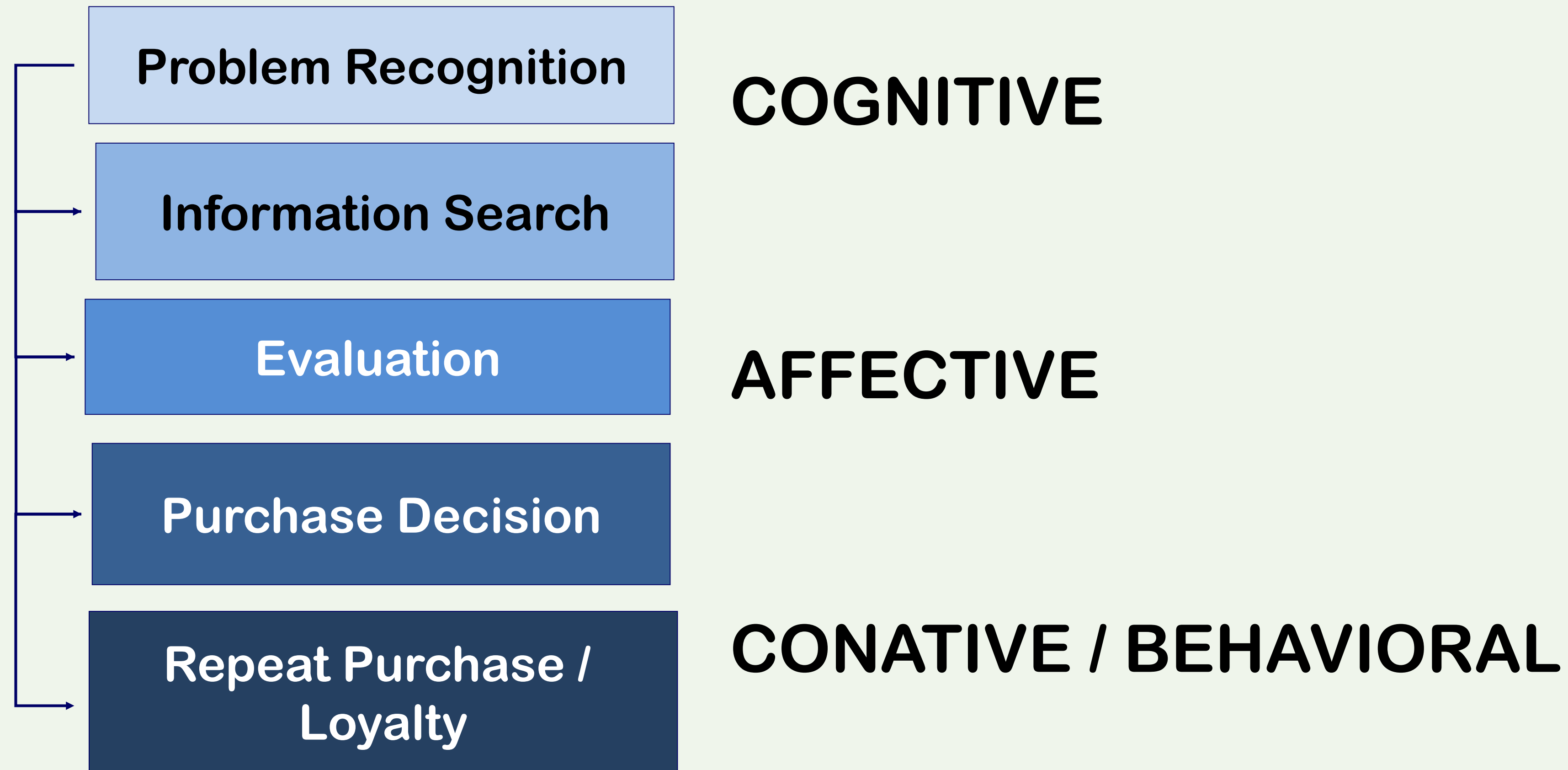
The means by which firms attempt to inform, persuade, and remind consumers, directly or indirectly, about the products and brands they sell



CONSUMER DECISION-MAKING PROCESS



CONSUMER DECISION-MAKING PROCESS



REFERENCES



Jingle Punks. (n.d.). *Path to follow*. On YouTube [Audio library]. Retrieved from <https://goo.gl/JucJKp>



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The Communications Mix



MARKETING COMMUNICATION MIX



ADVERTISING

**SALES
PROMOTION**

**DIRECT
MARKETING**

**PERSONAL
SELLING**

**PUBLIC
RELATIONS**



TYPES OF COMMUNICATION: PERSONAL VS. IMPERSONAL



Personal Communication

E.g. Personal selling

Two-way communication (immediate feedback)

Flexible (multiple messages)

Undivided attention

Can get immediate purchase (great feedback)

High cost per customer (impact per message)

Impersonal Communication

E.g. Mass advertising

One-way communication (delayed feedback)

Structured (one message)

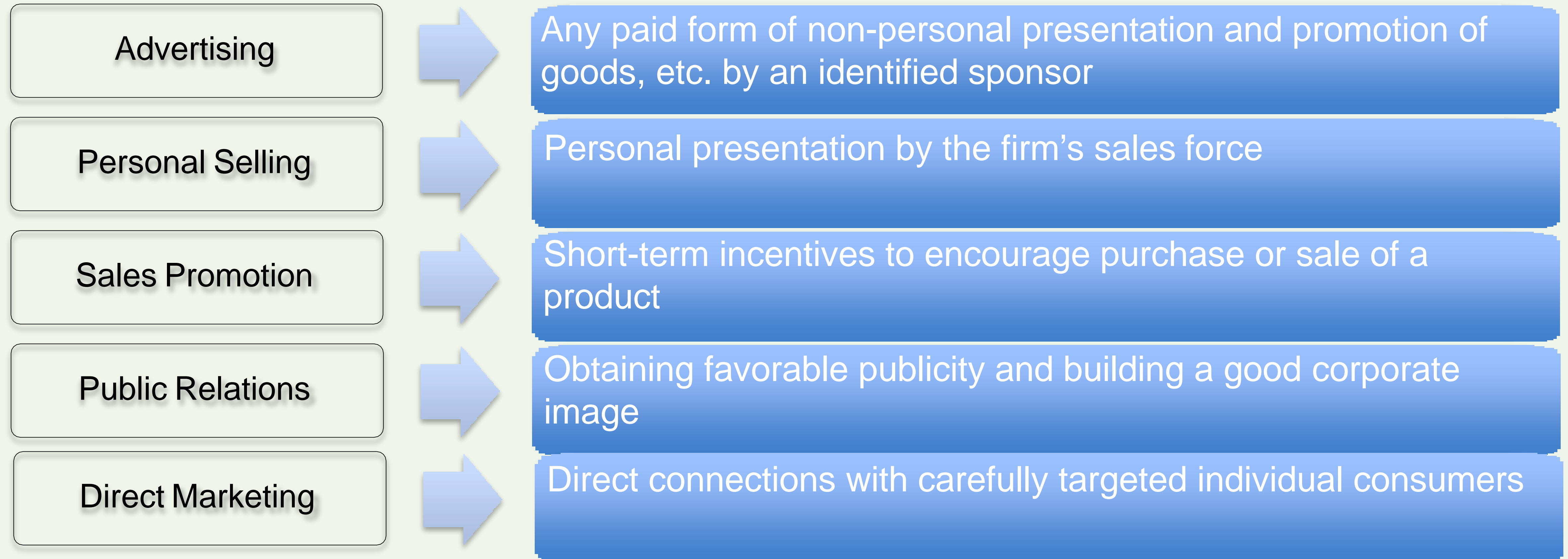
Clutter

Indirect influence on sales (hard to assess effects)

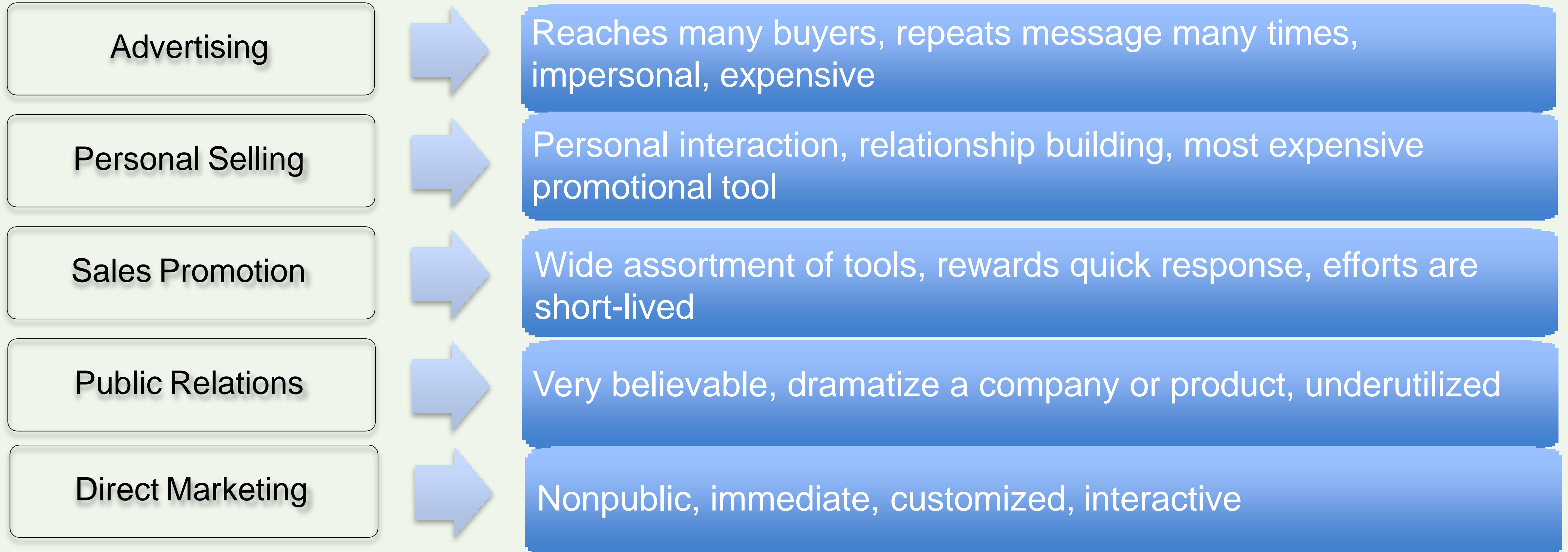
Low cost per message (number of messages)



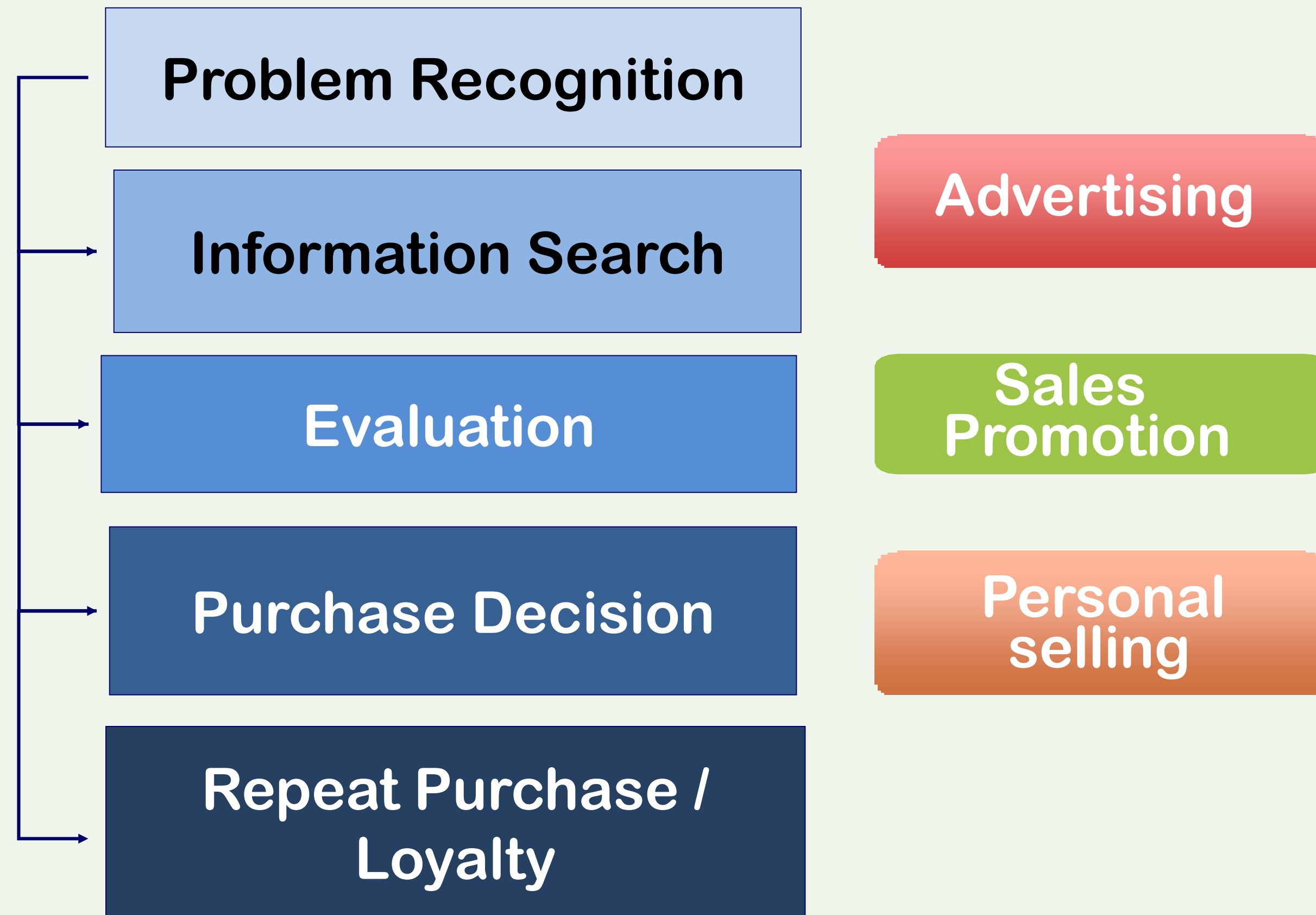
SETTING THE OVERALL COMMUNICATION MIX



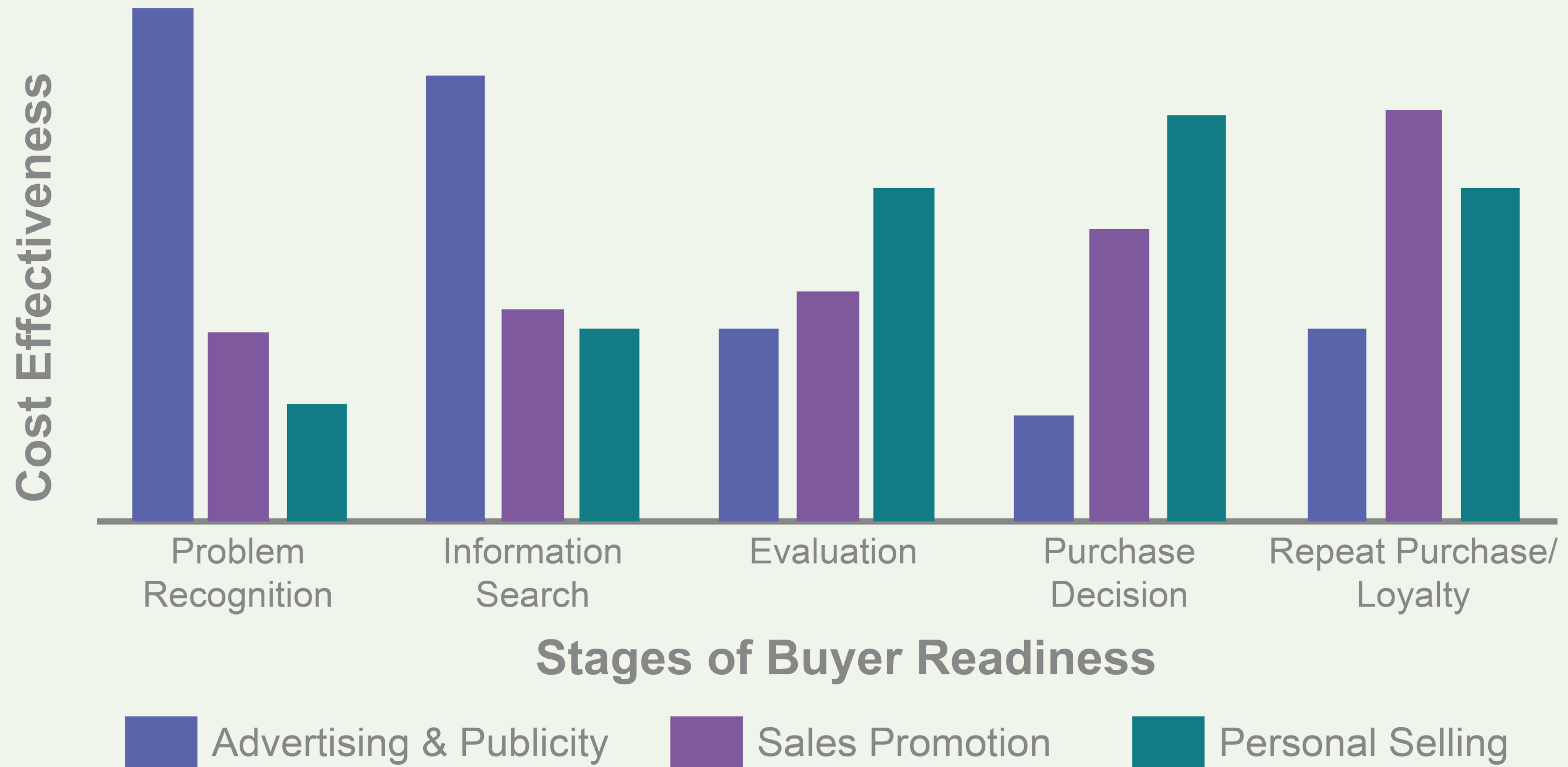
SETTING THE OVERALL COMMUNICATION MIX



CONSUMER DECISION-MAKING PROCESS



COST EFFECTIVENESS BY STAGE IN DMP



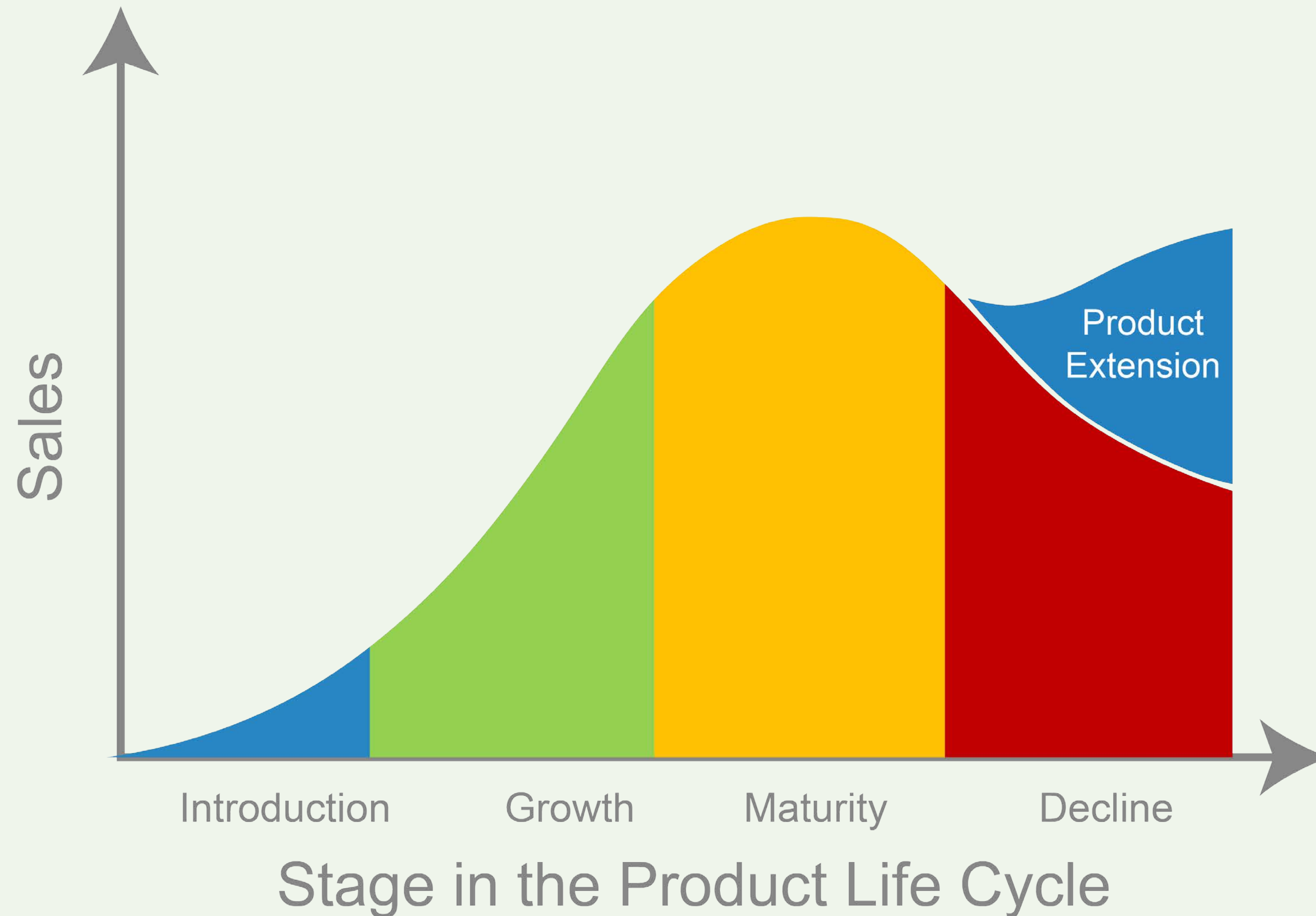
OTHER FACTORS IN SETTING COMMUNICATIONS MIX



Type of product market



OTHER FACTORS IN SETTING COMMUNICATIONS MIX



REFERENCES



Jingle Punks. (n.d.). *Path to follow*. On YouTube [Audio library]. Retrieved from <https://goo.gl/JucJKp>

Noel, H. N., & Darby, J. (2017). Stages of Buyer Readiness. University of Illinois.

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The Changing Communications Environment



THE CHANGING COMMUNICATIONS ENVIRONMENT (CIRCA 1939)



Ford Motor Company



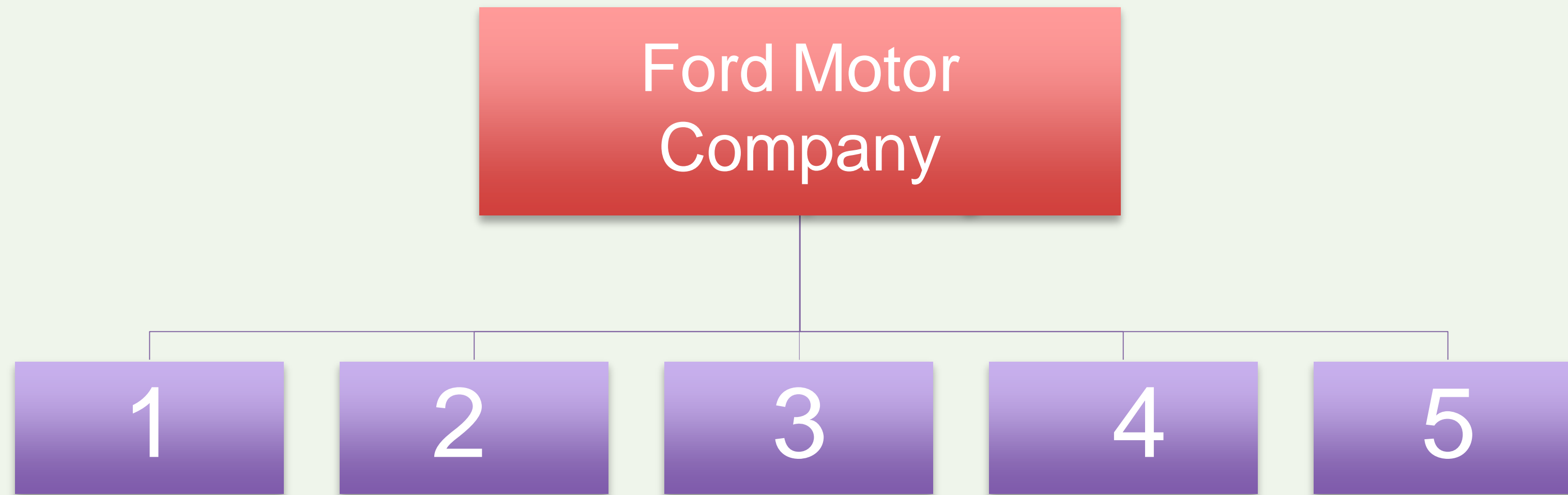
Market



THE CHANGING COMMUNICATIONS ENVIRONMENT (CIRCA 1939)



THE CHANGING COMMUNICATIONS ENVIRONMENT (CURRENT)



Fragmented
Markets



THE CHANGING COMMUNICATIONS ENVIRONMENT (CURRENT)



© 2013 State Farm



© 2010 Prime Minister



THE CHANGING COMMUNICATIONS ENVIRONMENT (2015)



Cable Channels

Market fragmentation has led to media fragmentation



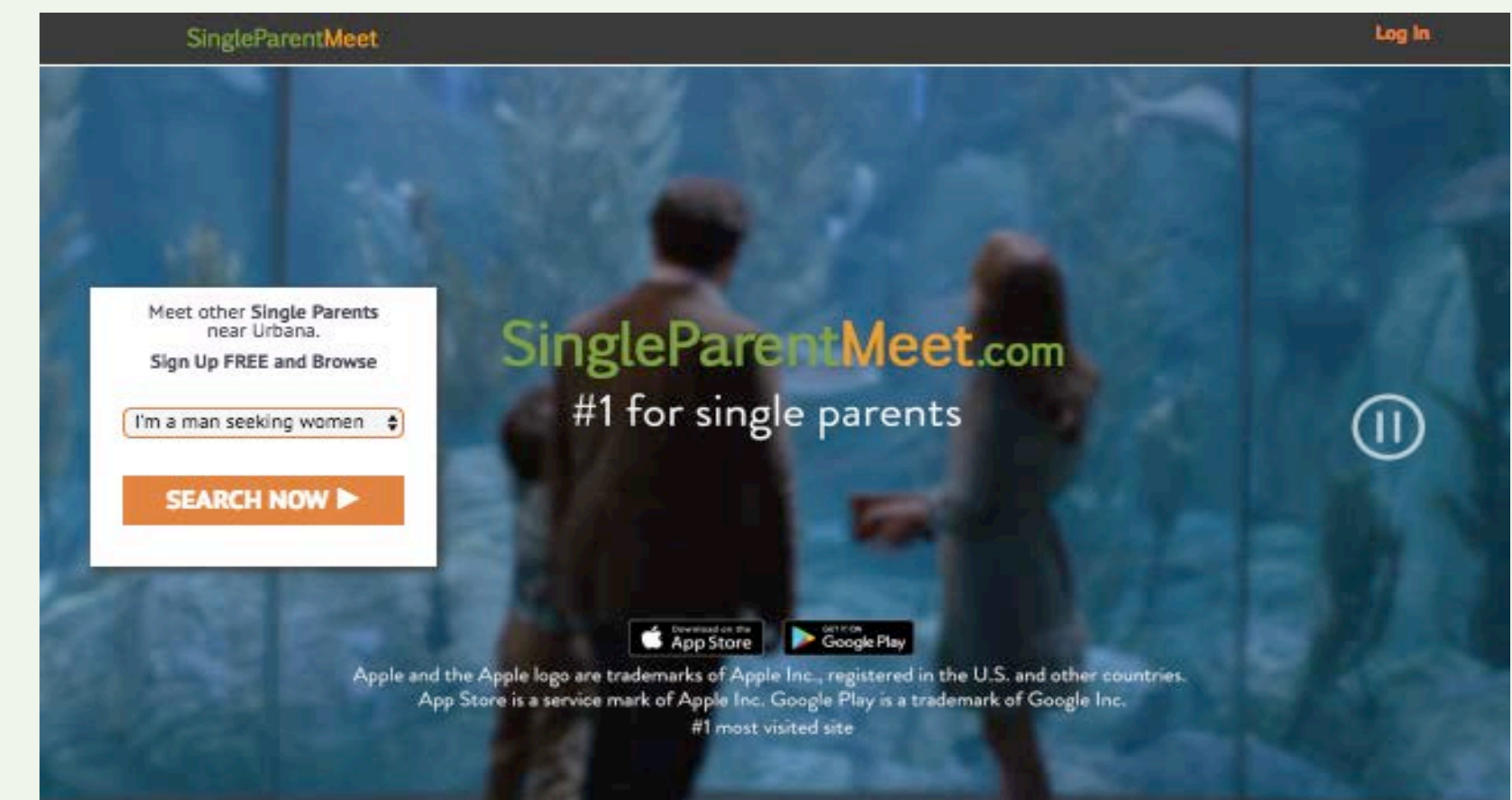
THE CHANGING COMMUNICATIONS ENVIRONMENT (2015)



Internet



© <http://eltiempolatino.com/>



© <http://www.singleparentmeet.com/>



THE NEED FOR INTEGRATED MARKETING COMMUNICATIONS



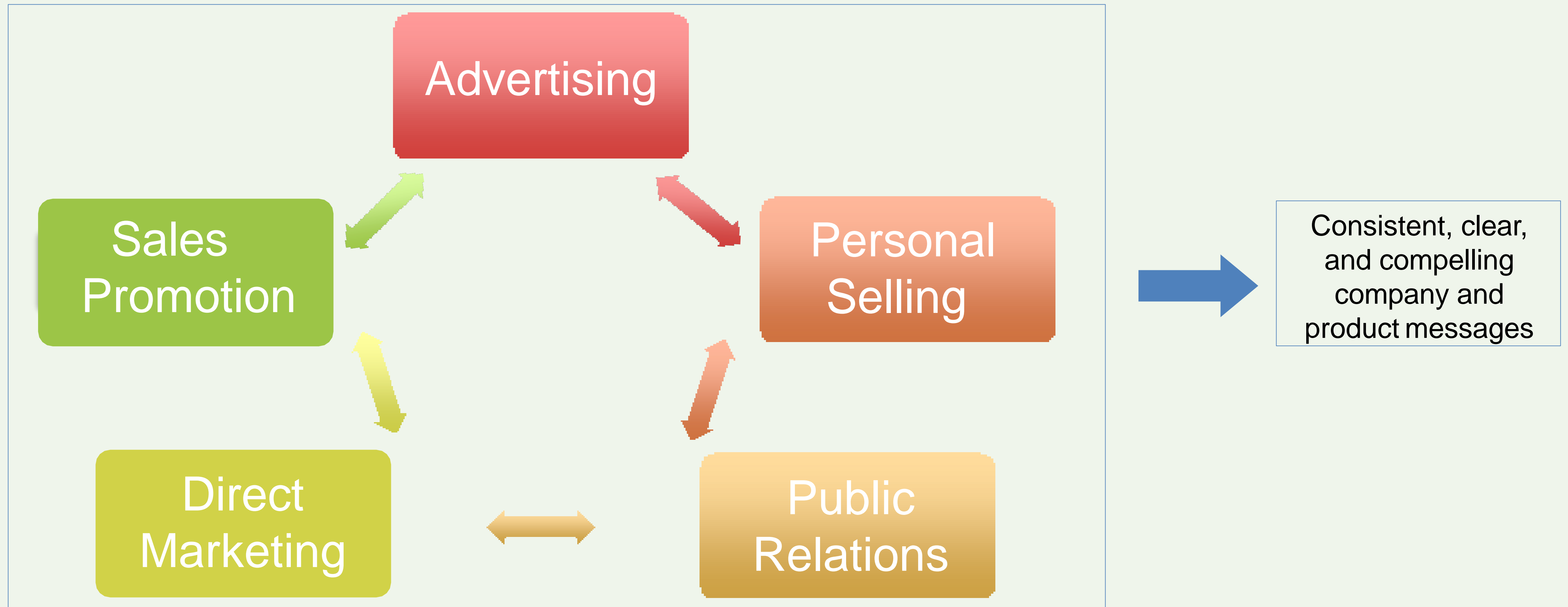
With Integrated Marketing Communications (IMC), the company carefully integrates and coordinates its many communications channels to deliver a clear, consistent, and compelling message about the organization and its products



INTEGRATED MARKETING COMMUNICATIONS



Carefully blended mix of promotion tools



REFERENCES



Jingle Punks. (n.d.). *Path to follow*. On YouTube [Audio library]. Retrieved from <https://goo.gl/JucJKp>

Prime Minister. (2010). *Vladimir Putin answers questions from Russian journalists while driving a Lada Kalina car down the new Amur motorway* [Online image]. Retrieved from <https://goo.gl/SDiljL>

State Farm. (2013). *Drivers license-teen driver* [Online image]. Retrieved from <https://goo.gl/cZevWV>



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MARKETING COMMUNICATION

Steps in Developing a Communications Plan



STEPS IN DEVELOPING A COMMUNICATIONS PLAN 6M'S MODEL



Market

Mission

Message

Media

Money

Measurement



STEPS IN DEVELOPING A COMMUNICATIONS PLAN



Market

Identify target segment

Mission

Determine communication objectives (usually numerical)

Message

Design the message

What to communicate (communication concept)

How to communicate it (creative concept – idea stage)

Creative evaluation (copy testing)



STEPS IN DEVELOPING A COMMUNICATIONS PLAN 6M'S MODEL



Market, Mission, Message

These first three M's involve determining the strategic objectives of the communications campaign

Who is being targeted for impact?

The desired impact on the target?

The specific message to be delivered?



STEPS IN DEVELOPING A COMMUNICATIONS PLAN



Media

Communication plan

“Media” selection (fit with segment, concept; scope & reach)

“Media” scheduling (timing and frequency)



STEPS IN DEVELOPING A COMMUNICATIONS PLAN



Money

Allocate budget, execute the plan



STEPS IN DEVELOPING A COMMUNICATIONS PLAN



Measurement

Measure response: Traffic response, sales response, awareness, attitude research

Measure what matters

Measure relative to goals

Measure return on investment



METHODS OF MEASURING ADVERTISING EFFECTIVENESS



Copy testing (before execution)

Awareness and attitude surveys

Traffic

Other behavioral measures (price sensitivity, willingness to buy, level of information search)

Sales volume

Market share

Referrals and word of mouth



REFERENCES



Jingle Punks. (n.d.). *Path to follow*. On YouTube [Audio library]. Retrieved from <https://goo.gl/JucJKp>



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Evaluating Advertising



EVALUATING ADVERTISING



ADPLAN

Attention – Brands can benefit from consumers paying attention to ad information. Attention, or lack of attention, can often aid or hinder recall not only of the advertisement but of the brand and its position

Distinction – Even if an advertisement is attention-grabbing, it is important that a brand's advertisement is distinct from its competitors



EVALUATING ADVERTISING



Positioning – **Frame of reference** (the category the brand desires to compete) and the **point of difference** (how the brand is superior to competitors on some attribute)

Linkage – Advertising that draws attention, is distinct from competitors and has solid positioning can sputter if consumers cannot link the advertisement to the brand or the benefits it offers



EVALUATING ADVERTISING



Amplification – Consumers often "amplify," or think about the message content, after receiving it

Net Equity – Brands develop a history and equity over time. As it often takes years, even decades, to build equity, it is important to consider how a particular ad or advertising campaign relates to and builds upon the net equity of a brand



EVALUATING ADVERTISING



Emotion – How does the ad make you feel?

Happy? Sad? Nostalgic?

So the new framework should be
ADPLANE



EVALUATING ADVERTISING



Commercial # 1 (Superbowl 2011)

http://v.youku.com/v_show/id_XMjQyNjY5OTM2.html?from=s1.8-1-1.2&spm=a2h0k.8191407.0.0

Commercial # 2 (Superbowl 2014)

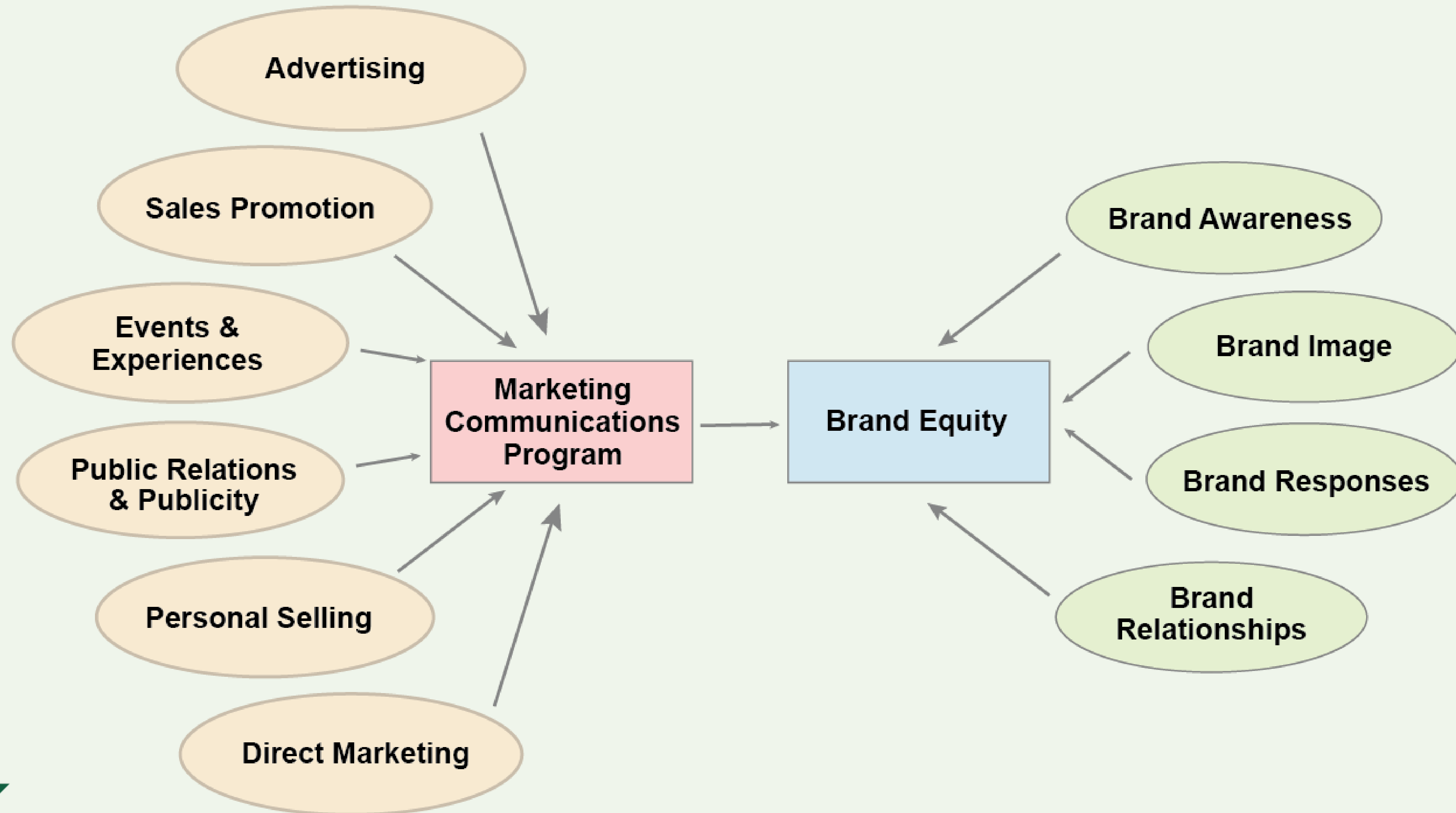
http://v.youku.com/v_show/id_XNjY4NzY4OTQw.html?from=s1.8-1-1.2&spm=a2h0k.8191407.0.0

Commercial # 3 (Superbowl 2016)

http://v.youku.com/v_show/id_XMTQ2NzgXMjE0MA==.html?from=s1.8-1-1.2&spm=a2h0k.8191407.0.0



IMC BUILDS BRANDS



USING THE ELEMENTS OF THE IMC TO DEVELOP THE BRAND



Establish the brand's roots

Establish brand image and link to brand's history/origins

What elements of an ad could demonstrate this?



USING THE ELEMENTS OF THE IMC TO DEVELOP THE BRAND



Develop uses and usage imagery

Once brand linkage has been established in a market, run ads that show product in use

Answer the questions – Who? How? Where?

“My Name is Soccer”



USING THE ELEMENTS OF THE IMC TO DEVELOP THE BRAND



Values

Cement enduring values that should be associated with the brand

Advertising should clearly communicate what the brand stands for



IN-VIDEO QUESTION: MANAGING THE IMC PROCESS



Question

Would implementing IMC be difficult with global brands?



REFERENCES



Jingle Punks. (n.d.). *Path to follow*. On YouTube [Audio library]. Retrieved from <https://goo.gl/JucJKp>

Noel, H. N., & Darby, J. (2017). Marketing Communications Program and Brand Equity. University of Illinois.



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Online Advertising



ONLINE ADVERTISING

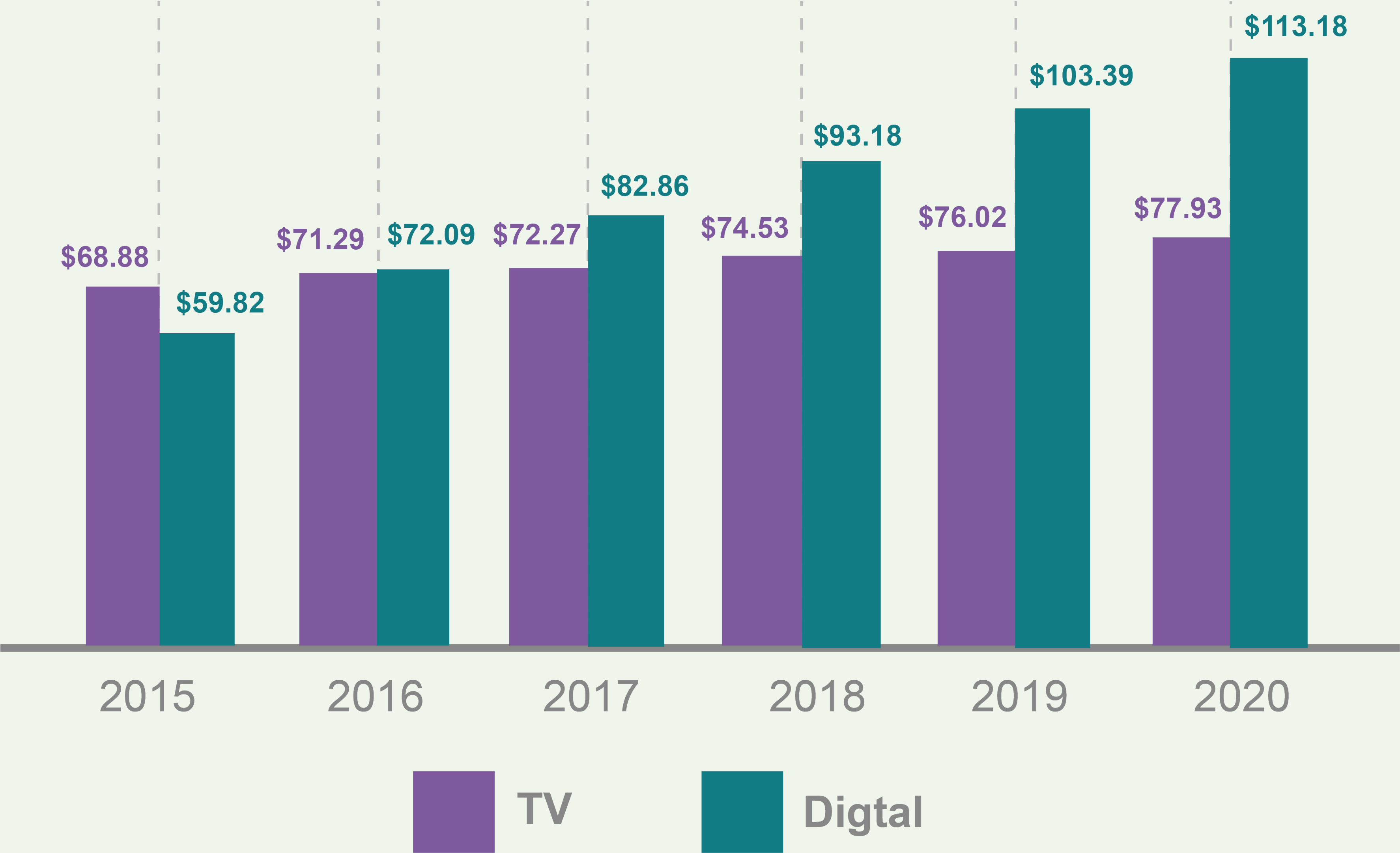


Spending on digital advertising – which includes social media and mobile devices – is expected to continue to rise and outpace television spending

(Krasniak, 2016)



ONLINE ADVERTISING



ONLINE ADVERTISING



What are the pros and cons of online advertising?

Targeted advertising / Invasion of privacy

Increased choice / Confusing options

What do you think?



ONLINE ADVERTISING



Problems with online advertising

Fraudulent traffic

Advertising will fail (Eric Clemons, Wharton School)

Consumers no longer need advertising to be motivated to make a purchase

Consumers do not want nor do they trust ads

(Clemons, 2009)



WHAT DID WE DO TODAY?



What is the communications model?

How do marketing communications work?

What are the different types of marketing communication?

How do you develop a communications plan?

Using IMC to develop a brand



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Emarketer. (2016). *US tv* vs. digital** ad spending, 2015-2020* [Online graph]. Retrieved from <https://goo.gl/LbvhqJ>

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Statista.com. (2016). *Pinterest: Shoppers' social media platform of choice* [Online image]. Retrieved from <https://goo.gl/uWxMFx>

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