

**Essay Title: Critically evaluate the application of marketing and communication concepts and ideas of market-oriented strategic planning and marketing research within the context of an organization (Use cases and examples from the real world to enhance your argumentation)**

**Name: RACHEL SARAH NGOUA KAMGUEM**

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Name and Surname (Capital letters):

RACHEL SARAH NGOUA KAMGUEM



Date: 01/02/2022

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## INTRODUCTION

In recent years, print resources were more popular than digital platforms. Thereby, they had no other choice than to pay for advertisement services in the newspaper or either using other traditional methods like mouth-to-mouth advertisement or business cards sharing and flyers sharing and posting. Although these methods, audiences were not targeted to the highest potential due to competition. Business owners had then the mission to demark themselves from competitors and give a reason to the audience for choosing them. All those traditional contemporary methods could then be overcome to more digitalized and modern methods which let path for consumers to analyze and choose on their own.

Marketing tactics could then be improved and through internet, social interaction facilitated **Marketing Communication**. How does it help trade an organization? This is our topic.

Therefore, this essay aims at evaluating the application of Marketing and Communication concepts, we will define and set its background and analyze market-oriented strategic planning and marketing research using real life examples with reference to experts.

The methodology will be more theoretical as follows: a step-by-step presentation of the **Omnicom Group**, its structure, functions, points of strength and weaknesses, with the purpose of understanding the aid of Marketing and Communication to the organization. We will critically analyze aspects of systems operations Management. Then we will focus on the essay's objective: to write a short business report on Omnicom.

## CHAPTER 1 MARKETING COMMUNICATION

In order to understand the term Marketing Communication, it is important to know the definition of the different keywords in the term. We could then define Marketing as the process associated with promoting goods and services. It is an integrated process through which companies create value for customers and build strong customer relationships. In return, value from customers is captured (RETAIL FORUM for sustainability 2010). Considering this definition, Marketing is thus a tool to increased dividend of sales; what if then the wrong marketing strategies are being used, obviously it won't create any value between the customers and the organization. On the other hand, Communication is the process of conveying thoughts and sharing the meanings among individuals or organizations (Rachid, S.2013a, p.1-10) hence leading to the understanding that wrong or false communication could be very catastrophic in return to an organization. In order to better handle this situation for better promotion and creation of awareness, marketing and communication had then to be combined as one for it to be close to perfection in effectiveness. We then slide to Marketing Communication as a whole, which is defined as the accumulation of all components in a brand's marketing mix that promotes exchanges by building shared meanings with the stakeholders of a brand (Rachid, S.2013b, p.1-10). Unfortunately, one can't control every saying about his business, but a reason to speak positively on the business can be given, thereby given points of consideration to Word of mouth as a form of marketing solely to rely on although the development of the communication systems from traditional to modernistic ones in our today's era, firms have then today a greater advantage as compare to those in the recent years with the introduction of internet and all digital medias which not only facilitate communication but renders it effective with scarce disturbances thereby satisfying both the firm and the customers.

All the above aspects are quite good and impressive but what if it doesn't bring greater interest to the Organization? This idea could be eradicated by Rachid, S. whereby he says the main aim or role of Marketing Communication is providing information to target audience and boost sales. The target audience to be reached is quite accessible but they are quite selective and looking for

the best thematically leading to the conclusion that a handicap marketing communication technique could unexpectedly lead to a wrong assimilation of the message or information passed by the sender to the receiver thereby leading to a drastic fall in sales rather than the expected boom. Businesses online interaction and communication plays an important role in the overall success of the firm. The platforms may be risky and just a slight misunderstanding of the message conveyed could be fatal for the organization. This was the case of “H&M” a clothing multinational firm which once use a wrong marketing communication technique for the promotion of a new brand of clothes in Africa in recent years. The firm had indeed used a black child as model for the promotion of a monkey pullover brand, but the audience falsely understood the message in the connotation that they Africans were considered as monkeys leading to a general boycott of the brand and the destruction of all the retail shops of this organization in South Africa (cf. Ivana 2018). From this example, we can clearly deduce how critical a wrong marketing communication strategy can be to the organization. From the above, we then understand that marketing communication is an important function to every firm thus must be efficiently managed.

## CHAPTER 2 AID OF MARKETING COMMUNICATION TO ORGANIZATIONS

Today's competitive market requires firms to position themselves in such a way to attract attention of the target market and digital communication is great for reaching the greater portion of the audience. Businesses ranging from multinational corporations to small retailers depend on marketing communication to sell their goods and services. Marketing communication has also become an important player in the life of a business. Marketing communication helps move products, services, and ideas from manufacturers to end users and builds and maintains relationships with customers, prospects, and other important stakeholders in the company (McDonald, M.H.B.1992a, p. 4-22) Henceforth being a plus factor and reliable aspect for all businesses in order to reach their target effectively and efficiently with the aid of internet which literally facilitate things.

Marketing communication is an important aspect of the whole mission of marketing which is itself a holistic approach and the determinant of the success of marketing (Shimp, 2003). According to Fill and Jamieson (2016), marketing communication provides information and makes potential customers realize the products offered by enterprises. Therefore, the creation of awareness by MARCOM has to be effective in order not to lead to misleading understanding by the audience. It has to make the people understand what they want as they want. Nevertheless, a negative communication may sometimes have positive effects on the sales of a Company due to increase in product awareness. Also Marketing communication provides knowledge and comprehension about a brand. Communication can be used to persuade customers and potential customers about the benefits of making an exchange (satisfying a latent need). Marketing communication can also strengthen the experience by reminding people about their needs or reminding them about the benefit of the transaction in the past by ensuring the consumers that they have to have other exchanges. Besides that, marketing communication is used to ensure or make potential consumers or consumers feel comfortable before they make exchanges more frequently after purchase (Sri, M. et al).

Marketing communication is a tool for enterprises to inform, persuade, and remind consumers either directly or indirectly about the products and brands that they sell. This implies that marketing communication represents the “voice” of the enterprises and the brand of the enterprises. It can also serve as a tool to develop a dialog and communication (Kotler and Keller, 2009). As MARCOM has to do with the promotion of the business, it is then a very sensitive aspect as the customers relation and behavior depends of it. This therefore means that MARCOM has a direct effect on the brand’s image.

The digitalization of MARCOM has influenced positively the company in many ways. Companies now have the possibility to study the buying behavior of customers, giving free sample or free trial period to customers, reach customers worldwide etc... It has also facilitated the process of building customer loyalty through the creation of customer clubs like the star alliance for airlines which gives loyal customers the possibility to accumulate some miles after each flight which permits them to increase their rank and have access to some privilege either at the airport (business lounge, premium check-in) or during the flight. Unfortunately, it also has negative effects on the companies like higher competition with worldwide providers, internet fraud through the unchecked use of faked companies’ logos which may lead to defamation of the company’s reputation, customers can also shut down your business by giving many negative feedbacks about your product or service.



## CHAPTER 3 STRATEGIC MARKETING PLANNING

Obviously, a good marketing communication concept goes along with a good marketing plan. If the marketing plan is logical enough then the success of MARCOM follows in a suitable manner. Marketing Planning refers to a logical sequence of activities which leads to the setting of marketing objectives and the formulation of plans to achieve them (McDonald 1992). But what if these objectives are not set in a way to reach the required standards or the plans may be too light for the achievement of the set goals. This may hinder the organization thereby leading to the introduction of strategy which is a plan of action designed to achieve certain defined objectives. The combination of these two critical aspects leads us to what is known as **Strategic Marketing Planning**. We therefore extract that Strategic Marketing planning refers to the come about of a well-structured marketing plan with aim of achieving the firm's goals effectively and this gives a competitive advantage over rivals (Ashill, N.J., et al 2003)

Strategic Marketing Planning is an essential point for the growth and development of a business in a positive frequency and we will focus here predominantly on the Omnicom Group. Regarding this case study, Omnicom is a multinational corporate communications conglomerate situated in New York City with a market capital of 13.39billion dollars. The company is the second largest advertising agency in the world by revenue and employs more than 27,000 workers across 100 countries. The organization has as mission to develop cost effective robust software, hardware and test solutions while constantly improving their reliability and safety (Wren, J.D., et al). It can be observed that Omnicom has set itself specified objectives and has put in all means and ways to achieve these objectives in a tactical manner. In order to have a greater competitive advantage, Omnicom combines as a whole four main services which are: advertising, public relations, customer relationship management and specialty services ([www.omnicomgroup.com](http://www.omnicomgroup.com)). The combination of all these services makes it more reliable in compare to competitors. Nevertheless, Omnicom is a five-way merger composed of the world's largest organizations namely:

- The Doyle Dane Bernbach (DDB)
- The Omnicom Marketing Group (OMG)

- The Tampa Bay Workforce Alliance (TBWA Worldwide)
- The Batten Barton Durstine and Osborn (BBDO Worldwide)
- The Needham Harper Worldwide

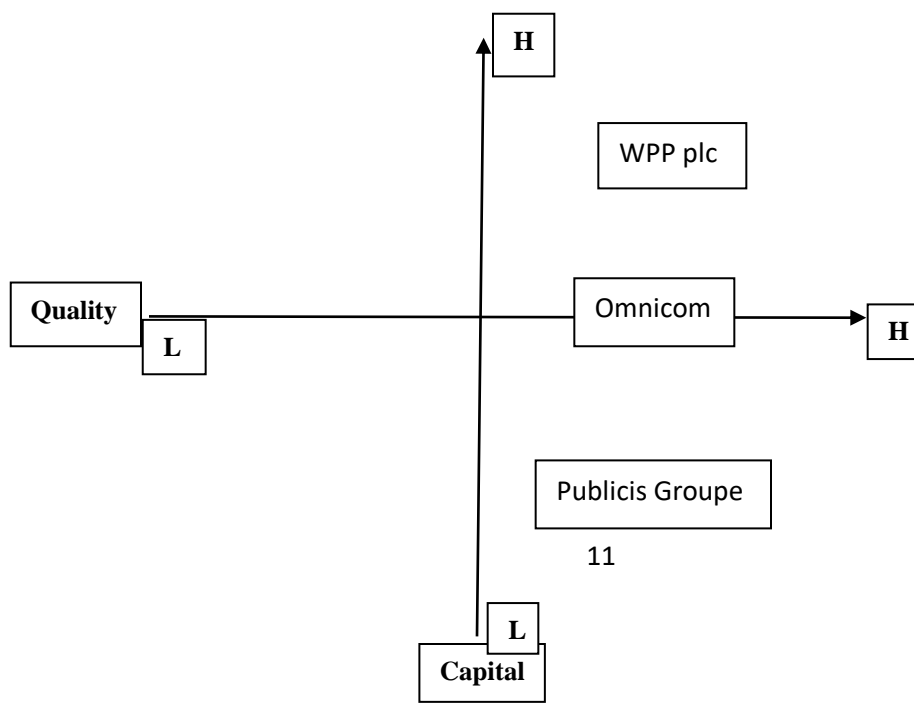
All the above agencies have a specific role, scale of activity and function all directed towards one main goal and mission helping Omnicom to demark itself from competitors in the market (cf. Wren, J.D., et al).

## CHAPTER 4 MARKETING RESEARCH

Time is passed when a product was been introduced in the market without no prior knowledge of what, where, which product should be introduced. The firm was running on uncertainty about the future of a particular good. With the well-developed era, more practical techniques could be adopted for more effective analysis of the market. This led to Marketing Research which is defined as the function that links the consumer, and public to the marketer through information (McDaniel Jr, C. et al 2020). According to this definition, we can deduce that the introduction of marketing research has helped the producer to understand the needs and wants of customers and the market to effectively produce what is required aimed at maximizing sales(effizient).

Marketing research specifies the information required to address these issues, designs the method for collecting information, manages and implements the data collection process, analyzes the results, and communicates the finding and their implication. This definition of McDaniel (2020) could be contracted in another way saying that Marketing Research is the planning, collection, and analysis of data relevant to marketing decision-making and the communication of the insight to management. Regarding these meanings, it is understood that marketing research is a necessary tool to the achievement of the organizational goals. Its good functioning could then be of benefit to the firm and may be hindering on the contrary case.

Still considering the case of Omnicom, the following perceptual map could be elaborated:



The above positioning map ranks the top 3 world's largest marketing firms according to Capital and return on investment (cf. Wren, J.D., et al). It is observed that Omnicom at the second position stays but what are the internal factors that makes it stronger to maintain this position and surpass Publicis Groups and those hindering it from surpassing WPP plc. Also, it is necessary to understand the external variables to identify its opportunities and threats.

We will hereby proceed to the **SWOT Analysis** of the Omnicom Groupe. Firstly, SWOT (Strength, Weaknesses, Opportunities, and Threats) Analysis or Matrix refers to a strategic planning tool that can be used by Omnicom managers to do a situational analysis of the company. It is an excellent technique which helps in sorting out the present Strengths, Weaknesses, Opportunities, and Threats Omnicom is facing in its current business environment (cf. Fern Fort University extensive research).

The following table will give a concrete view of the SWOT of Omnicom:

**Source:** Fern Fort University Extensive Research

<b>STRENGTHS</b>	<b>WEAKNESSES</b>	<b>OPPORTUNITIES</b>	<b>THREATS</b>
Strong distribution network over the years.	Failure to tackle challenges from new competitors leading to lost of small market shares.	Market development leading to competitive advantage.	Liability laws in different countries are different which may lead to liability claims.
Product innovation.	High attrition rate in workforce.	Lower inflation rate	Intense competition.
Strong dealer community.	Gaps in the product range.	Government agreement for opening of new markets.	Counterfeit Imitation and low-quality product.

Reliable suppliers.	Low investment in Research and Development.	New environmental policies.	Shortage of skilled workforce.
High level of customer satisfaction.	Limited success outside core business.	New technology-pricing strategies.	Changing consumer buying behavior.

From the above table it is observed that there are many internal and external factors all playing and intrinsic role on the growth of Omnicom not to be neglected instead greater care to be given such that the firm finds possible solutions for overcoming its weaknesses and threats and take more advantage of its strengths and opportunities for its development.

Although its efficacy as a strategic planning tool, the SWOT analysis also shares some limitations sorted by the Fern Fort University Extensive Research and we contracted as follows:

- SWOT is not an aid in achieving competitive advantage so one should not rely completely on.
- SWOT is astatic assessment that means it analyses the status of the organization with few prospective changes.
- The Matrix provides an evaluation but not an implementation plan.
- SWOT analysis may lead to overemphasizing on single internal or external factors during strategies formulation thereby ejecting other important variables.

(See Appendix)

## CONCLUSIONS



In this essay, we analyzed Omnicom, its structure and the main challenges faced by the organization. Hence, the analysis has delved on Marketing Communication, its role and how it helps trade the organization. Detailly, we have evaluated the application of Marketing Communication concepts, market oriented strategic planning and marketing research and how interrelated they are.

Notwithstanding the benefits of all the above marketing tactics, we have to admit the fact that there are still limitations to be tackled and solutions to be found.

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## APPENDIX



<http://fernfortuniversity.com/term-papers/swot/1433/186-omnicom-group.php>

[www.omnicomgroup.com](http://www.omnicomgroup.com)