Marketing Communications

Lecture 2

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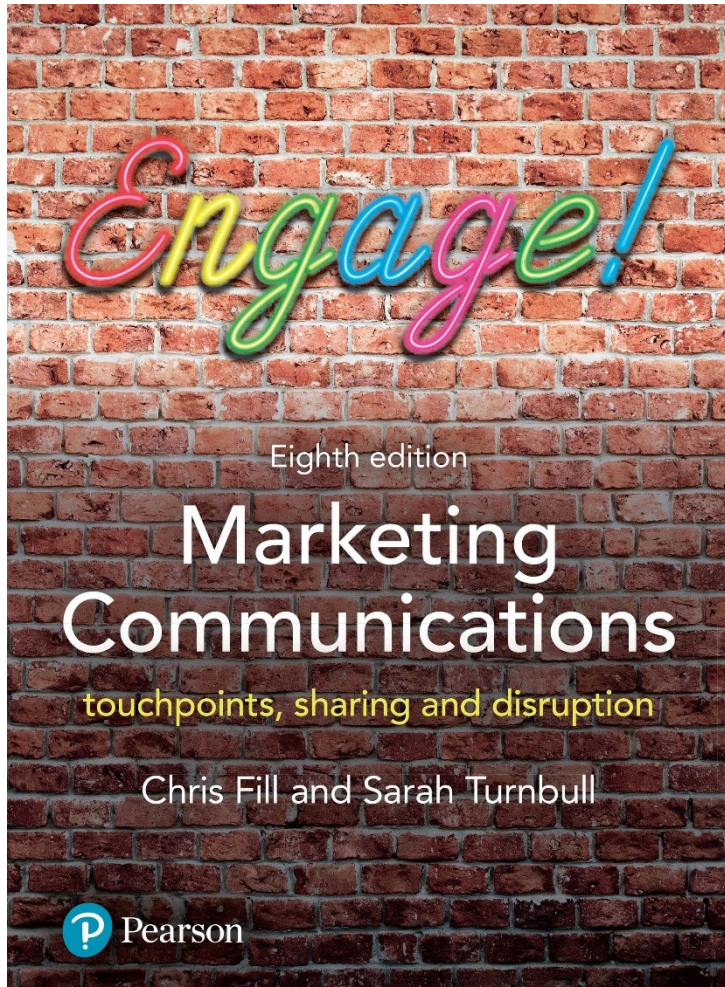office: Tuke Building, T017
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Marketing Communications

Eighth Edition

Part 1

Introduction to marketing communications

Chapter 1

Introducing marketing communications

Table 1.1
The developing orientation of marketing communications

Orientation	Explanation
Information and promotion	Communications are used to persuade people into product purchase, using mass-media communications. Emphasis on rational, product-based information.
Process and imagery	Communications are used to influence the different stages of the purchase process that customers experience. A range of tools is used. Emphasis on product imagery and emotional messages.
Integration	Communications resources are used in an efficient and effective way to enable customers to have a clear view of the brand proposition. Emphasis on strategy, media neutrality and a balance between rational and emotional communications.
Relational	Communications are used as an integral part of the different relationships that organisations share with customers. Emphasis on mutual value and meaning plus recognition of the different communications needs and processing styles of different stakeholder groups.
Experience	In some contexts, communications are used to develop unique customer experiences. These involve both integration and relational elements necessary for consistency and meaning.

Figure 1.1
The two key drivers of engagement

Thinking and feeling responses
(generating brand values)

Behavioural responses
(generating action)
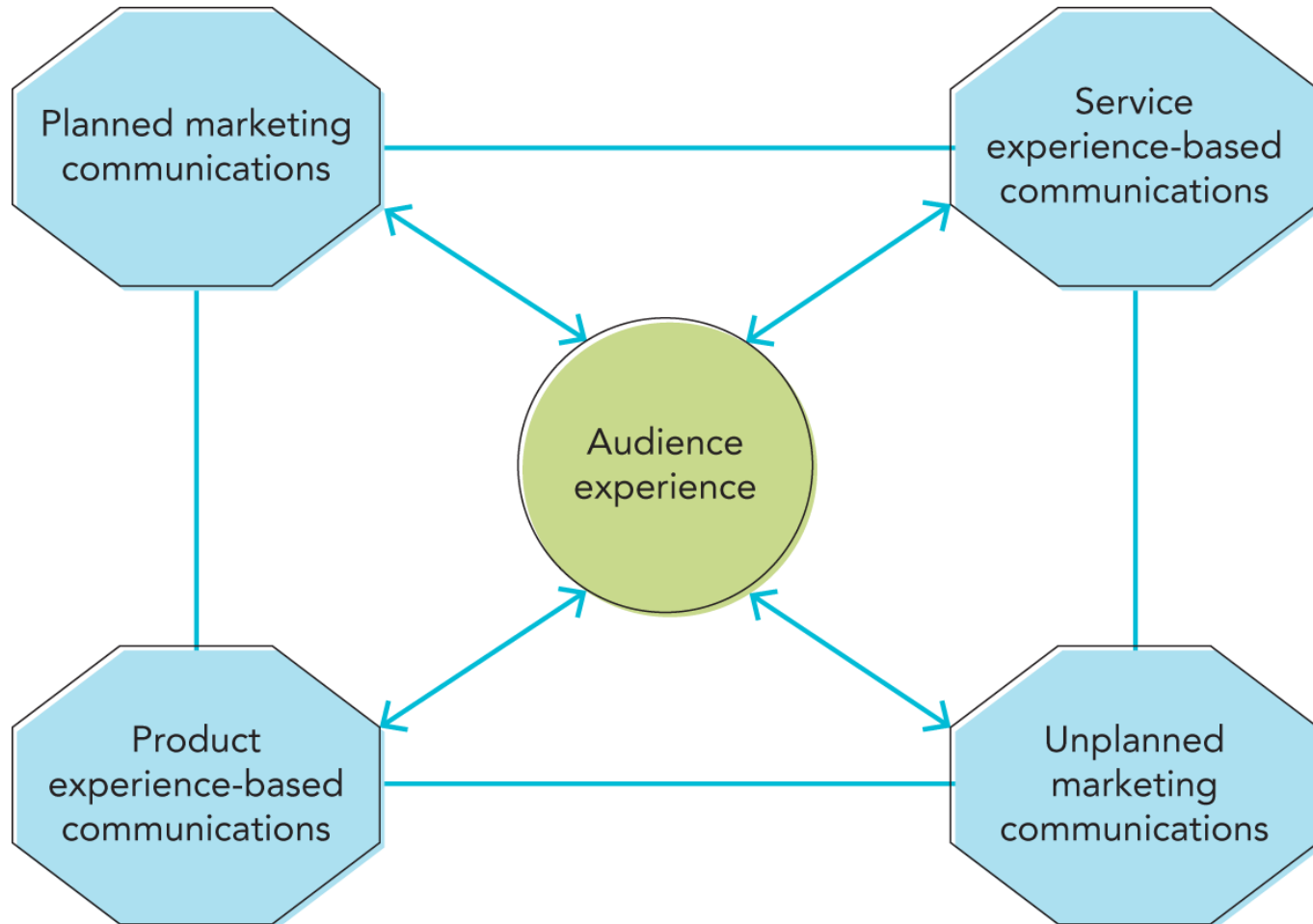
Engagement

Figure 1.2
The scope of marketing communications

Table 1.2
DRIP elements of marketing communications

Task	Sub-task	Explanation
Differentiate	Position	To make a product or service stand out in the category
Reinforce	Remind, reassure, refresh	To consolidate and strengthen previous messages and experiences
Inform	Make aware, educate	To make known and advise of availability and features
Persuade	Purchase or make further enquiry	To encourage further positive purchase-related behaviour

Figure 1.3
The environmental forces that shape marketing communications
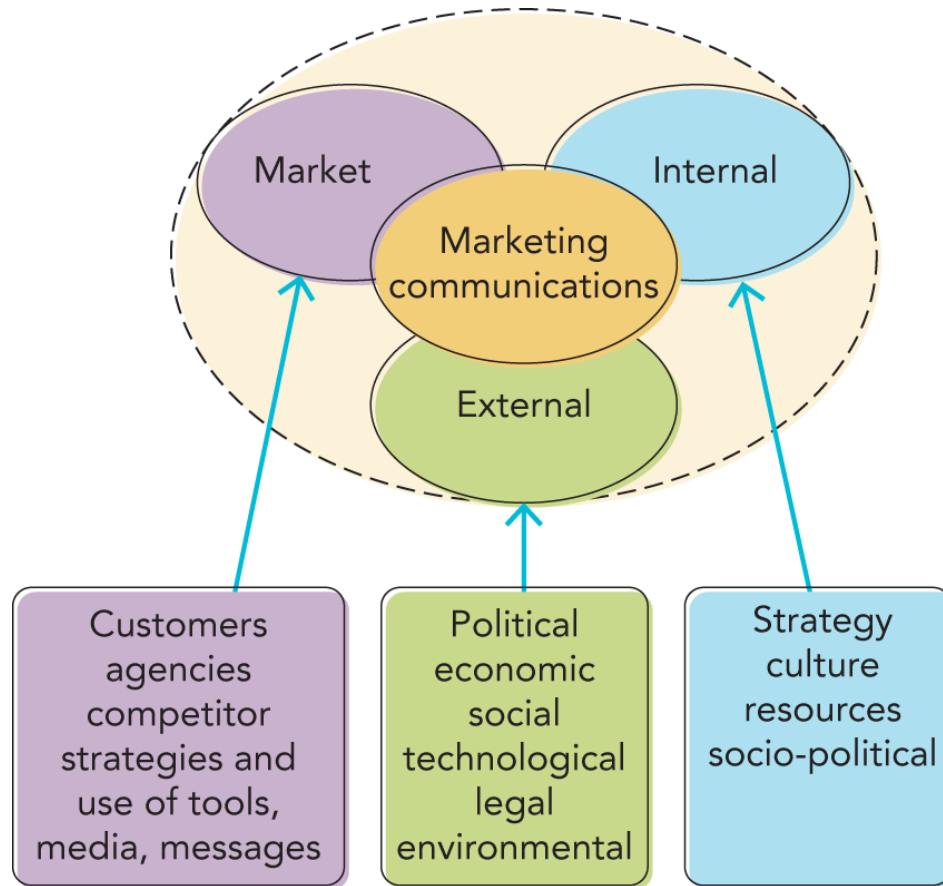
Figure 1.4
The marketing communications mix
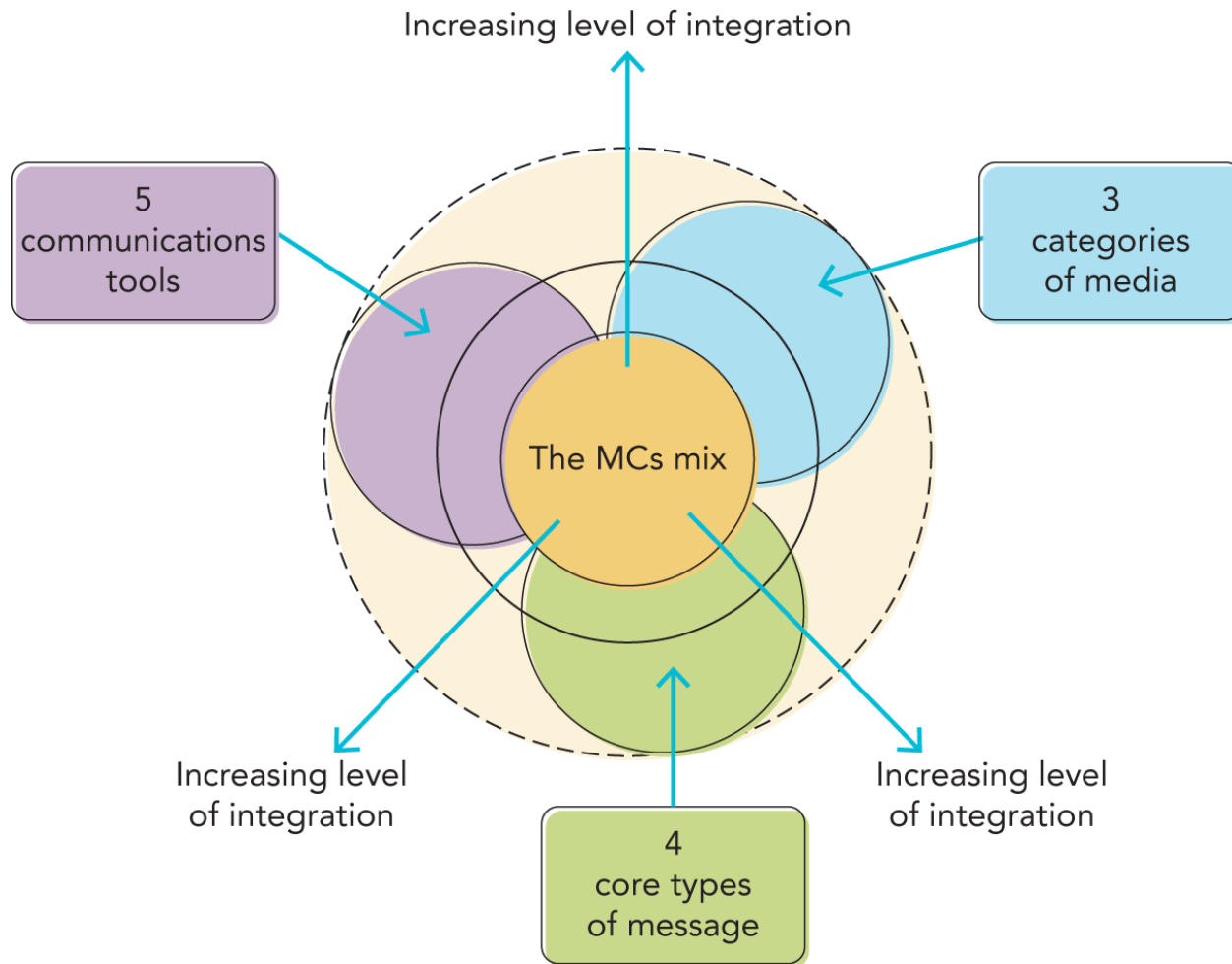
Increasing level of integration

5 communications tools

3 categories of media

The MCs mix

4 core types of message

Increasing level of integration

Increasing level of integration

Pearson

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Chapter 2

Marketing communications: issues, influences and disruption

Figure 2.1
Some of the issues and influences that shape marketing communications

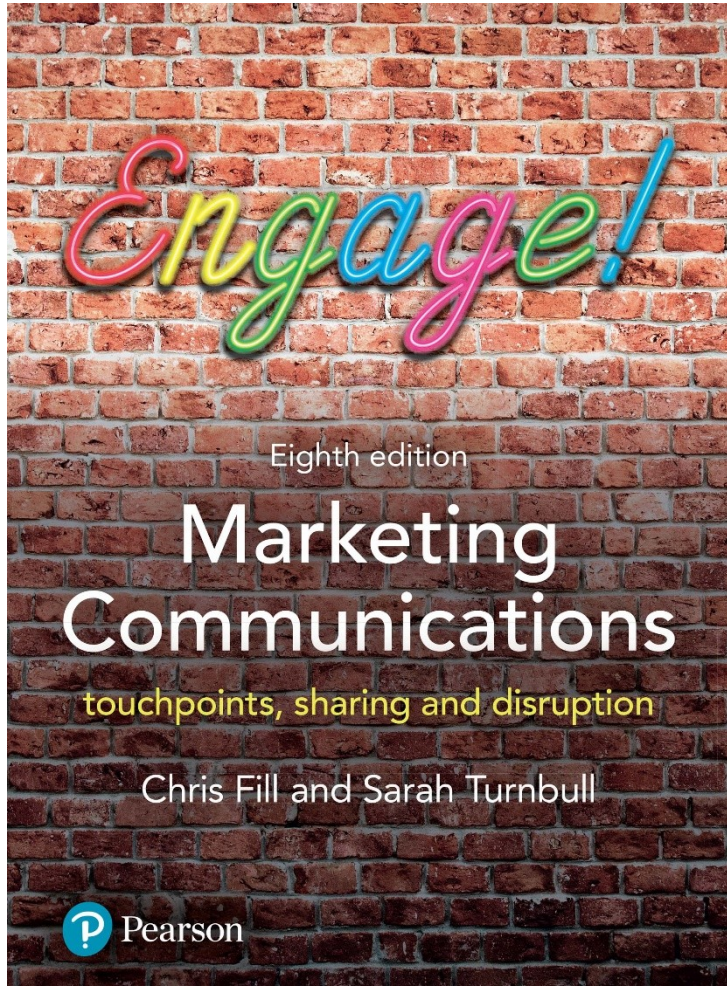| International influences on marketing communications	Technological influences on marketing communications	Ethical issues and marketing communications	Industry influences on marketing communications	All shape the nature and form of marketing communications used by organisations
Values, beliefs, customs Language, symbols and religion Standardisation or adaptation	Big Data, DMPs Programmatic technologies Mobile Convergence and consolidation	Duties and consequences Mass manipulation Truth telling Vulnerable groups Privacy and respect Taste and decency Incentives and bribery	Structure and size Relationships Regulations and controls Ad transparency Ad fraud Brand safety Viewability	

Figure 2.2
Benefits of using contemporary technologies within marketing communications

Increased speed	Greater accuracy	Improved efficiency	Lower costs	Reduced wastage
Campaign planning Data analysis Measurement, feedback and results Real-time campaign adjustments Faster media buying processes	Richer data Improved targeting and insights Reduced margins of error and more reliable campaign measurement	Delivery of personalised messages Lower risks with media experimentation	Improved ROI Budget accountability improved Improved margins	Precise and hence more effective targeting Reduced number of resources used Improved margins

Table 2.1
Areas of ethical concern in marketing communication

Issue	Explanation
Mass manipulation	The use of advertising, primarily, to manipulate people into buying products they do not want. This view is often used when reviewing the use of advertising in political critiques of capitalistic society.
Truth-telling	The need to present audiences with factually correct and transparent information, and not to lie, deceive or misrepresent a company or an offering's attributes.
Vulnerable groups	To recognise and communicate sympathetically with people (groups) who are unable to make informed decisions. These include children, pregnant women, elderly people, the recently bereaved and people who are ill.
Privacy and respect	To respect the wish of some people not be sent direct communications and to refrain from using communications that are annoying, harassing or that cause unwarranted distress or shock.
Taste and decency	The use of communications that do not either deliberately or inadvertently offend audiences.
Incentives, bribery and extortion	The use of bribes and extortion is an attempt to cheat and violate distributive justice. Incentives and the use of corporate hospitality can be considered inappropriate use of marketing communications.

Table 2.2
Key terms associated with online advertising issues

Issue	Explanation
Transparency	The ability to openly measure the cost, performance and pricing of digital advertising.
Brand safety	Ensuring that online ads appear in an appropriate and conforming context. The aim is to avoid placing ads in environments (e.g. offensive or inappropriate) that could potentially damage a brand's reputation.
Ad fraud	A financial scam based on driving fake hits and fake leads to generate inaccurate and misleading advertising performance outcomes. Types of ad fraud include click fraud, search ad fraud, ad stacking, keyword stuffing, domain spoofing and pixel stuffing.
Viewability	An online advertising metric that aims to track only those impressions that can actually be seen by users. An ad is considered viewable if at least half of a display ad has the chance to be seen in the viewable portion of a browser window for at least one continuous second.